

Program Guide for Sonrai Security Partner Network



Market Opportunity

“The challenge of managing privileges in IaaS is worsening, with thousands of services added in recent years by cloud providers. Security and risk management leaders must combine traditional IAM approaches with CIEM to achieve efficient identity-first security management results.”

[Innovation Insight for Cloud Infrastructure Entitlement Management](#)

Gartner June 2021

What Does Sonrai Deliver?

Sonrai Security delivers enterprise cloud security for AWS, Azure, and GCP. Powered by our cloud identity graph, Sonrai combines CSPM, CIEM, and data security in one platform. Best practices, workflow, advisors, and automation supports amazing cross team cloud security operations. Our mission is to allow companies to understand, monitor, and enforce security across public cloud infrastructures.

What Makes Us Unique?

We get your cloud access to least privilege and help you stay there

- Discovery and visibility into all your cloud assets
- Identity Analytics - Continuously map EVERY trust relationship and policy for every entity – person/machine/service. The mapping shows you identity to data and data to identity
- Built-in Maturity Modeling addresses alert fatigue
- Controls and Guard Rails - Continuous real-time monitoring protects against access policy drift
- Data Protection provides workload/environment contextual data classification, behavior modeling, and automated blocking across all Cloud-Native data stores

Why You Should Partner With Us

[2:1 Service to Software](#) | [Aggressive Margins](#) | [Deal Registration](#)

Sonrai has a mature partner program that will maximize your profits in software and services delivery. The Sonrai Dig platform can help you be more cost effective as you help your customers transform to cloud. This translates to better value to the end customer and more profitability to your company.

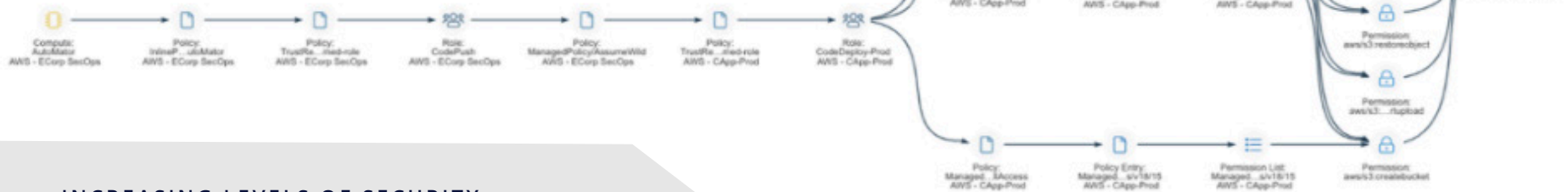
Least Privilege Checklist

Discover: Automatically, visualize and map identity and data across your clouds

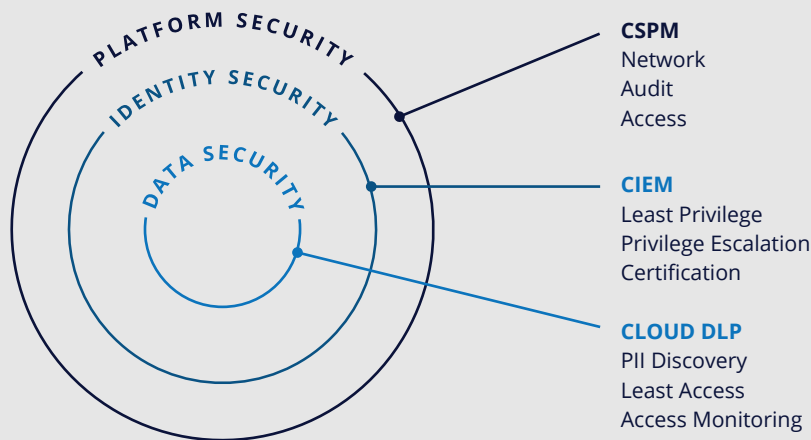
Classify: Leverage machine learning to determine data type, importance, and risk

Audit: Continuously map permissions, configuration, and access to data

Protect: Use behavioral controls to detect and prevent theft



INCREASING LEVELS OF SECURITY



Opportunity Discovery

DevSecOps, Digitalization, Data Sovereignty, Zero Trust Access, PAM, IGA for cloud, cloud migration, GDPR, CCPA, Schrems II, CIS benchmarks, Least Privilege, Least Access, Cloud Security, CSPM, Cloud Vulnerability

Buyer Profile

Primary Decision Makers:

- VP/Director of IT responsible for cloud

Technical Influencer/Sponsor:

- Cloud Security Engineer/Manager
- IT Ops/Manager
- Cloud Infrastructure Manager
- IAM

Executive Sponsor:

- CSO
- VP of IT Security
- Compliance
- Risk Officers
- Cloud Center of Excellence

Customer Profiles

- Global or highly distributed organizations
- Highly regulated or risk adverse organizations
- Any enterprise moving to a complex cloud environment

Example Use Cases: Problems Being Solved

Visibility & Configuration Risks:

Detect and remediate all configuration risks across your multi-cloud environments with ML and Automation.

Secure Remote Access:

Quickly identify and map IP addresses to identities and what they can and do access.

Cross Domain Access:

A microservice in dev environment is using an API key that can access data in production environments.

Complex Trust Access:

An EC2 instance is granted a role that has a trust relationship with other mission critical resources, creating a cross security domain access issue.

Secrets Exposure:

Secrets are in clear text in development environments and are left exposed when an application is moved to production.

Ephemeral Access:

A microservice creates new containers, grants privileged access, stores data and then destroys the container within the same hour. Continuous monitoring and shift detection is required to ensure best practice.

Compliance & Governance:

An executive needs to understand compliance risk and status based on the cloud environment (GDPR, CCPA, PCI, HIPPA, etc.)

Data Protection & Governance:

The security team needs to understand where their critical data lies, who can access it and who is accessing it.

Segregation of Duties:

Application owners and security teams need to detect segregation of duty violations and have automatic remediation of the same.

Value Added Resellers (VAR)

Value added resellers get the benefits of getting access and training of the Sonrai Dig platform. The VAR partner will have the ability to leverage the Sonrai platform along with technology partners to provide a full set of solutions to solve enterprises security needs.

Requirements to Become a VAR Partner with Sonrai Security

- Sign a reseller agreement with Sonrai Security
- Align on an 18-month business plan
- Have regular cadence calls to track progress of the business plan

Software Discounts

A VAR partner will be entitled to default discount off the Sonrai Security list price. The VAR partner will also be entitled to additional discounts based on deal registration status that will be described later in this program guide. The VAR partner will be able to move from Silver to Gold to Platinum based on business plan success.

Marketing

As part of the business plan, Sonrai Security will align with the VAR Gold and Platinum resellers on joint marketing activities based off the partners targeted customers.

All Silver, Gold and Platinum partners will be listed in the Sonrai Security partner page with a dedicated segment articulating the unique capabilities of the said partner.

Software Access

An enterprise demo license will be granted to the Silver, Gold and Platinum resellers for testing, integration, enablement, and customer demos based on the agreed upon business plan.

Training

All Silver, Gold and Platinum VAR partners will have full access to all Sonrai Security online product training. Platinum VARs will be entitled to custom solution training which will be defined in the joint business plan.

***	TRANSACTIONAL	SILVER	GOLD	PLATINUM
*Base Discount	5%	5%	10%	15%
*Registered Opty	0%	15%	15%	15%
**Business Plan Accelerator	0%	0%	5%	5%
Support	None	Standard 5x9	Standard 5x9	Premium 24x7
Software Access	None	Enterprise Silver	Enterprise Gold	Enterprise Platinum
Training	None	5hr - online	10hr - online	Custom - online & f2f
ARR Revenue Req	None	\$100K	\$1M	\$3M

**The listed discounts assume that the said partner purchases the software to resell directly from Sonrai. If a 3rd party - i.e., a distributor - is used to purchase the software, the discounts above will be quoted to the 3rd party and the partner and 3rd party will work out between them the additional costs to do business.*

***Business plan accelerator discounts will be added to all deals for the current year that the agreed upon business plan was met.*

****All levels will be re-assessed, and partners will be re-leveled based off performance and/or current business plans at the beginning of each fiscal year.*

Table1: Terms of Resale

Deal Registration

The Sonrai Security deal registration program is designed to increase partner profitability and competitive advantage by identifying unique opportunities and formally registering those deals with Sonrai Security.

Deal Registration Benefits

When a partner successfully registers a deal with Sonrai Security, they are considered the “preferred” route to market for that opportunity. As the “preferred” route to market, they will get the benefit of the following:

- Exclusive Competitive Discounts*
- Sales Deal Support
- Executive Deal Support

** All discounts listed in the Table1 above will be based upon the jointly agreed upon discounts offered to the customer. For example: if list price was \$500K ARR, due to customer budget constraints, Sonrai and the partner agreed to propose to the customer a 50% discount off of the list price, the cost to the partner would be \$250KARR minus the applicable margin listed on Table 1.*

Deal Registration Eligibility

- Any Silver, Gold or Platinum Reseller can register a deal
- The deal must not be registered by another partner
- The deal must not be in progress with Sonrai Security direct sales team (if at the discretion of the Sonrai sales team, they deem the partner can speed up the sales cycle and/or bring other additive value, they may choose to register an in-progress deal).
- The deal must be over \$50k ARR
- The partner must show that the deal has been qualified and the partner has direct contact with the decision maker and/or key influencer

Deal Registration Details

- A deal registration should be submitted to <https://sonraisecurity.com/deal-registration-form/>
- All deal registration status will be sent via email to the partner contact listed in the Sonrai Security system no later than 72 hours of change in status (deal acceptance, rejection, expiration, etc.)
- By default, a deal registration expires 90 days after the deal registration has been accepted.
- An expired deal registration can be renewed at 30-day increments if the partner has shown adequate evidence that they are actively progressing the deal
- A deal registration can be cancelled if
- The partner has breached their partner agreement with Sonrai Security
- The partner is not responding to Sonrai Security in a timely manner about status and progress
- The customer notifies the partner and/or Sonrai Security that they went with a competitive solution
- If a customer decides to buy directly from Sonrai Security after a deal has been registered and if the partner can show that it was not due to negligence and or incompetence on the partner's side, Sonrai Security will provide a finder's fee equal to the applicable margin discount based on the partner level, partner type and deal type.

Renewals

Contract renewals may be eligible for up to a 10% margin discount. It is assumed in many cases that the customer will work directly with Sonrai Security sales teams on contract renewals. Exceptions to this would be if Sonrai Security sales reaches directly to the partner asking for assistance on the renewal. At that time, the partner will register the opportunity according to the processes listed in the above “Renewal” section.

Any registered upsell opportunity – which includes any additional licenses above and beyond the original contract – will be applicable for partner discounts as is listed in Table 1.

Multi-Year Contracts

The partner can negotiate a multi-year contract up to 3 (three) years. Any term passed 3 years will require written approval from Sonrai Security product management team.

In the case of a multi-year contract, the partner will be contractually obligated to pay the negotiated amount listed in the sales contract for the full term – irrespective of whether the end customer continues the contract with the partner.

The partner may purchase the software from Sonrai to resell in portions based upon the end customer’s budgets. For example, if the partner signs a sales contract for a 3 (three) year term, the partner may issue separate POs to Sonrai in 3 (three) – 12 (twelve) month increments. The percentage of initial payment and subsequent payments by the partner will be listed in the executed sales contract.

Benefits of multi-year

- The partner will be guaranteed pricing for the extent of the contract
- The partner will be guaranteed the same margin discount for the extent of the contract

Customer Decides to go Direct

Payments will be issued to the partner if the customer decided to transact directly with Sonrai at the following rate based off the first year ARR of the software portion of the final contract value to the end customer:

	TRANSACTIONAL	SILVER	GOLD	PLATINUM
Pay out Percentages	5%	20%	25%	30%

if the following conditions are met:

- Deal was registered -- and has not expired -- with Sonrai Security
- The partner worked closely with Sonrai sales team throughout the entire sales cycle to secure the deal with the customer
- The customer decided to purchase through Sonrai or through Sonrai sponsored marketplaces rather than the partner
- The partner executed on all commitments to the customer and did not miss represent the Sonrai product features and/or the partner's ability to execute on committed services

Referral Fees

If the partner does not wish to resell the Sonrai services to the end customer but wishes to refer the customer directly to Sonrai sales, Sonrai will pay a general referral fee to the partner if the deal closes with the following conditions:

- The deal is registered following the processes listed in the "Deal Registration" section of this guide.
- Sonrai Security accepts the deal registration based upon the conditions listed in the "Deal Registration" section of this guide.

If the above conditions are met, Sonrai Security will pay to the partner a referral fee of 5% off based on the first year of the software ARR contract value

For questions or additional information, contact:
partners@sonraisecurity.com