

Terms



partners  
program

Effective from January 1, 2016

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## WELCOME TO THE TDM SYSTEMS PARTNER PROGRAM

*Dear Partner,*

*Welcome to the growing team of TDM Systems partners!*

*The past year collaboration with our partners has been very proactive and successful.*

*We have launched the 1st Edition of Partner Program, this program will help us to bring our joint business into the new level.*

*At the same time we had been receiving feedback from our customers which has been taken as the basis for further improvements to offer partners benefits and more opportunities.*

*As a result we have created the partnership status, expanded list of benefits, made the transition rules for moving to a higher level of cooperation more transparent and understandable, added online section to our main Partner Program.*

*Thank you for being part of TDM Systems Partner Program.*

*Sincerely yours,*

*Mohammad Younes,*

*Managing Director TDM Systems ,*

# 1 THE PROGRAM GUIDE FOR CHANNEL PARTNERS

*By joining TDM Systems Partner Program, you will receive access to benefits that can help you to develop your business, expand your market share, increase profitability and strengthen staff experience.*

*The purpose of this program guide is to provide current and potential partners with a clear, comprehensive overview of the Partner Program.*

## Why Partner with TDM Systems?

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*TDM Systems business model is based on the principle of operation via a network of partners. As a partner-oriented company, TDM Systems provides all of its partners with effective sales and marketing tools in order to achieve successful cooperation. TDM Systems supports Partners at every stage of the business cycle, from business planning through to customer retention.*

## Opportunities for Partners:

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- **Winning Solution.**  
*Partners can now differentiate the software solutions they offer by adding TDM Systems technology. We offer high-quality total solution. Our solution set a new standard for Testing and Assessment business rules. So what does this mean for our partners and their customers? Reduced cost, minimized effort, centralized administration and reporting tools for maximum efficiency - all delivered via unique solution that stand out from all the others on the market.*
- **Profitability and Margins**  
*TAMS (Testing and Assessment Management Solution) is dedicated to maximizing the market opportunities for its partners. Our partners are closing more deals and achieving significant discounts and margins over those typically earned with competing software. With TDM Systems, partners receive significant profits and protection both in terms of deals and customers.*
- **Sales and Marketing Benefits**  
*TAMS Partner Program offers a dedicated channel team, marketing support and other resources to help our partners with their TAMS sales. We provide our partners with online product demonstrations, pre-sales support and technical training. Additional tools available include branded templates, demand generation, pricing programs and customer promotions. We aim to help our partners' sales teams generate leads and close deals.*
- **Support and Training**  
*TDM Systems believes that all partners should be entitled to training. We make knowledge transfer a priority through our Partner Extranet. We provide a technical support exclusively for partners to quickly receive answers to their questions, and we deliver regional technical pre-sales and post-sales support to help our partners.*
- **Elite Recognition**  
*Select TAMS partners will benefit from elite recognition and rewards throughout the year.*

## 2 MEMBERSHIP LEVELS, A GENERAL OVERVIEW.

*Program Membership for Distribution of TDM Systems products is determined by a Partner type and business commitments.*

*The Partner Program represents:*

- *Direct Partners - who have direct Partner Agreements with TDM Systems. However, Partner Agreements differ according to partnership status.*
- *Indirect Partners - who work via Direct partners and do not have a direct contract with TDM Systems.*

*And it defines the following membership types:*

### DIRECT

#### **Value-Added Distributor (VAD)**

- An authorized Direct Partner who operates solely through large-scale authorized reseller networks (Private/SOHO, SMB and Corporate channels).
- Operates as a main supplier of TDM Systems products to the market.
- Provides first line sales, technical and maintenance support for their channel partners (resellers).
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#### **Enterprise Partner**

- An authorized Direct/Indirect Partner (System Integrator) who provides corporate solutions directly to customers.
- Provides pre-sales, technical and maintenance support to their customers.
- Purchases can be made:
  - From Distributor.
  - Directly from TDM Systems.

### INDIRECT

#### **Sub-Distributor**

- An authorized Indirect Partner who operates solely through large-scale authorized reseller networks (Private/SOHO, SMB and Corporate channels).
- Cannot sell directly to end users.
- Purchases products can be done via one selected Value-Added Distributor.
- Provides first line sales, technical and maintenance support for their channel partners.

All partners enter the Partner Program as an Authorized Reseller only after meeting specific requirements.

### 3 PARTNER REQUIREMENTS:

The present Partner Program places the following requirements on TDM Systems Partners.

Requirements	Value-Added Distributor VAD	Enterprise Partner	Sub Distributor
Follow TDM Systems PR, Marketing and Pricing policy	Yes	Yes	Yes
Purchasing Method	Directly	Direct/from Distributor	From Distributor
Recommendation from a Distributor	-	-	Yes
Min. Revenue per year <sup>1</sup>	\$00,000	\$00,000 <sup>2</sup>	\$00,000
TDM Systems information to be present on the partner's website	Yes	Yes	Yes
Participation in Marketing events	Yes	Yes	Yes
TAMS Certified Product/Sales Specialist <sup>5</sup>	2	1	1
Pipeline/Forecast	Yes	Yes	Yes
Sales Reports according to TDM Systems requirements	Yes	Yes	Yes
Dedicated TDM Systems Manager	Required	Required	Required
Annual Business Planning <sup>6</sup>	Yes	Yes	Yes
Technical support (1st line)	Yes	Yes	Yes
TAMS certified Technical Specialist	2	1	1
Customer References (Success Stories)	Min 0 per year	Min 0 per year	Min 0 per year
Presence of products in the store	-	-	-
TDM Systems Partner Agreement	Yes	Yes	YES
Partner Technical Support (2 <sup>nd</sup> Line)	Yes	-	-
Production that satisfies TDM Systems requirements <sup>7</sup>	Yes	Yes	Yes

<sup>1</sup> Total amount, which Partner shall pay for TDM Systems products calculated in prices stated in the official end user price-list for the territory. May vary according to Territory office.

<sup>2</sup> Certificates will be given by the TDM SYSTEMS office.

<sup>3</sup> The Annual Business Plan is an official document with the year's sales targets and the marketing plans that the Partner has to present for TDM Systems.

## 4 Program Benefits

The TDM Systems Partner Program offers a wide range of benefits that can help you to start selling and to grow your business with TAMS products.

The Partner Program offers the following benefits:

### Authorization Certificate

All members of the TDM Systems Partner Program will receive a certificate confirming their right to resell TDM Systems products.

### Partner Newsletter

The TDM Systems Partner newsletter is focused on the latest news on cybercrime and Internet threats. These newsletters also keep you updated with the latest news in the channel and partner programs, product announcements and developments, promotions and selling tools. You can subscribe to the Partner Newsletter on <http://www.tdmsystems.ps>

### Welcome Pack

After entering the Partner Program, you receive access to the Welcome Pack which contains all documentation to help you to sell and implement TDM Systems products, including product information, pricing policy, market information etc.

### Access to the Partner Extranet

On the Partner Extranet, you will find a wide variety of useful information such as whitepapers, webinars, product information, presentations, competitive comparison, training and certification information etc. The partner portal requires an ID and password. You will receive low level access to the Partner Extranet after registering with our Partner Program.

### Dedicated TDM Systems Manager

A Dedicated Partner Account Manager will provide you with strategic guidance in sales engagements and in developing your business. You can find the partner types that receive support from a Dedicated Manager in the table below.

### Conference Participation

Every year, TDM Systems holds a Partner Conference (generally during the summer quarter). Interesting sessions, relevant news on product strategies and directions, industry updates, cyber-threat news from our Lab and partner awards make up the main part of this event. The event also gives you the opportunity to meet TDM Systems executives and colleagues.

### Partner Training

TDM Systems provides free training courses. There are two types of course:

- Online classes - over the Internet
- Onsite - in training centers or Territory offices

At the end of the course, each specialist will be required to pass an exam.

### Marketing Materials

You can receive access to marketing tools to help you with your marketing efforts, including detailed product documentation that helps you to communicate with prospective and current customers, and also marketing campaigns.

### Internal Licenses/NFR (Not For Resale)

This type of license can only be used in the partner's company and may not be resold. The valid

period for the licenses is 12 months.

### Partner Information on Global and Local tDM Systems and TAMS Websites

Partner and Reseller information can be posted on the TDM Systems website. All Direct Partners are listed with their general company information so that a prospective customer can find the partner easily. Partners with Premier Business, Sub-Distributor statuses can also be listed on the TAMS website (depending on the country).

### Incentive Program Eligibility

TDM Systems offers different incentive programs providing additional benefits for partners. For more information

about the availability of incentive programs, terms and benefits, please visit the Partner Extranet.

#### Special Discounts

Partner discount varies depending on the status of the partner in the Partner Program. By achieving a higher status, you can receive a larger discount. You can find information on the amount of your discount on page 16.

#### Joint Marketing and Promotions

You can participate in joint marketing with TDM Systems. TDM Systems also provides some promotions for partners. You can find all promotion materials on the Partner Extranet.

#### Pre-Sales and Consulting Support

We offer our partners a Pre-sales and Consulting Activities Support Program that serves to enhance effectiveness of corporate.

#### Technical Support

You can contact Technical Support by telephone, via the website and by email.

#### Partner Satisfaction Survey Participation

In order to improve relationships with Partners, TDM Systems conducts a partner Global Relationship Service once per year. The GRS survey is anonymous.

**Important Note:** Not all benefits and features may be available in each country.

## 5 How to Become a TDM Systems Partner

Becoming a Value Added Distributor (VAD) is the easiest way to join the TDM Systems Partner Program. As an Authorized Reseller, you will gain access to business opportunities and network access.

To become an **Authorized Reseller**, your company must complete an Application Form (to be provided separately). After receiving the completed Application Form, TDM Systems will ask you to sign Authorization letter, confirming your consent to joining the TDM Systems Partner Program and that you agree to follow TDM Systems policies.

Required steps:

- Fill in the Application Form.
- Sign an Authorization Letter.

To become a **Premier Business Reseller**, you must register through a Value-Added Distributor by completing an Application Form and signing an Authorization Letter. In order to be accepted, you are required to take part in annual business planning sessions and provide detailed sales reports via the appropriate Distributor.

Additionally, your company should have at least one trained sales/marketing person. For Premier Business Reseller status, it

is also necessary to have a certified Technical Specialist on the staff to provide technical support. The company must have a website and display information about TDM Systems products on this website.

Required Steps:

- Fill in the Application Form.
- Sign an Authorization Letter.
- Complete the Annual Business Plan.
- Prepare a Sales Report.
- Have certified the Technical and Product Managers - for Premier Business Resellers.
- Have certified the Product/Sales Manager per store - for Premier Retail Resellers.

All partners enter the program with Authorized Reseller status.



## 6. Partner Requirements and Conditions

The following requirements and conditions for Online Partners can be found in the table below

Requirements	ALL Partners		
To follow the TDM Systems Marketing, PR and pricing policy	Yes	Yes	Yes
To have a website on the Internet according to TDM Systems recommendation (specified as a separate document)	Yes	Yes	Yes
Include TDM Systems product information on their website	Yes	Yes	Yes
Technical Support (1st Level)	Yes	Yes	Yes
Logistics	Yes	Yes	Yes
TAMS-approved certified Technical Specialists	2	1	-
Sales Reports according to TDM Systems requirements	Yes	Yes	-
Business Planning	Yes	Yes	-
Minimum Revenue per Year	Set by TDM Systems	Set by TDM Systems	-
Dedicated Manager to TDM Systems	Yes	-	-
TDM Systems Partner Agreement	Yes	Yes	Yes

## Pricing and Purchasing Policy

All Partners undertake to follow Kaspersky Lab licensing policy and work with the recommended End User Price List and to sell to end users within the variance of +/-10%. Failing to uphold this policy will result in the downgrade of the Partner status.

## Discounts (not applicable to on-line distribution)

All Partners who join TDM Systems Partner Program can receive discounts depending on their status in the Partner Program. Discounts for Direct Partners are negotiated in Agreements with TDM Systems. Discounts for Indirect Partners are calculated according to the following principle:

### Penalties and Termination

In cases where a Partner fails to comply with the Program requirements, the following action will be taken:

#### Recovery Plan

A Recovery Plan must be developed jointly by a Partner and TDM Systems Manager (if the partner has a direct contract with TDM Systems). The Recovery Plan must contain the following elements:

- > Necessary actions
- > Metrics
- > Time frame

#### Downgrading Membership Level

If a Partner fails to meet the requirements of a specific membership level or in cases of other violations if the above measures were not effective, TDM Systems may decide to downgrade the Partner's membership level.

#### Termination of Partnership

In cases of serious violation and/or when the above penalties are not effective, TDM Systems reserves the right to terminate the Partner's membership in the Program and/or the Partnership Agreement in accordance with its stipulations.

The Partner may use the Recovery plan only once.

***The final decision on the awarding of any Partnership status is up to TDM Systems. TDM Systems reserves the right not to award certain companies Partner status even if the requesting company meets all of the formal requirements.***