



The Unnamed  
Partner Program

# Unnamed Partner Program (UPP) Brochure

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Fall 2021



**Become a Noname Security  
Unnamed Partner**

## Our guiding principles say it all. Simple. Recognize value-add. Collaborative. Profitable

At Noname Security, our intent is to recognize, drive and support our partner relationships. We have designed the Unnamed Partner Program to reward partners for their commitment and investment in Noname Security without the burden of heavy program requirements. Noname Security is investing in strategic areas that will allow partners to expand relevance with their customers. We bring resources, knowledge, transparency, and loyalty to drive mutual success. Our model is 100% co-selling and collaboration with our partners. We truly are a team.

### Why Partner with Noname Security?



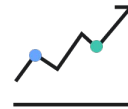
#### Profitable Unnamed Partner Program

- Low cost of entry to be a partner, minimum investment
- Leverages existing skills and experience
- Rewards with strong margins and industry-aligned competitive incentives
- Subscription model for recurring revenue



#### Partner first model

- 100% partner co-selling model, no direct sales conflict
- Leads passed to partners, not taken direct
- Noname heavily investing in channels
- Recognize and reward our partner's skills, experiences and value-add



#### Competitive differentiation

- Rapidly growing market opportunity
- API Security is a Gartner-recognized need in the marketplace
- Unique and innovative: partners have a new security category to discuss with customers

### Unnamed Partner Program Overview

The first principle of the Unnamed Partner Program is to keep our initial partner program uncomplicated as we build our relationships. We have 2 paths for partners as they solve customer's needs. The first, Unnamed Authorized, is a resell motion in an annual subscription revenue model. The second, Unnamed Referral, is for partners who may prefer to work with Noname Security on a referral basis.

## Unnamed Authorized Partners

Noname Authorized partners are typically solution providers whose business model focuses on reselling and potentially services. Authorized partners have minimal program requirements placed on them, instead, we chose to drive the relationship with rewards.

## Authorized Benefit Highlights

Benefits Included	
<b>Relationship and Communication Support</b>	
Channel Director	✓
Channel Territory Manager	✓
Partner Solutions Architect	✓
Joint Business/Marketing Plan Review	✓
Ecosystem Alignment	✓
Access to Partner Portal	✓
<b>Financial Incentives</b>	
Base Subscription Discount	✓
Deal Registration (Partner Sourced)	✓
Customer Renewals and Incumbency	✓
Business Development Funds	✓
Partner SPIFFs	✓

Sales and Marketing	
Account Mapping	✓
Sales Materials and Tools	✓
Partner Page Listing	✓
Partnership Logo	✓
Demo Instance	✓
Enablement	
Noname Security Sales Training	✓

## Unnamed Referral Partners

Referrals are a crucial part for many Unnamed partners. In these circumstances, a partner that has signed the Noname Security Unnamed Partner Program Agreement can receive up to a 15% referral fee based on Noname Security’s net year 1 bookings. The opportunity must be registered and accepted in the Deal Registration tool on the Unnamed Partner Portal.

Referral partners may fit any of the models below:



Influence and refer business and don't want to resell



Consultants and system integrators



Created an opportunity with Noname Security but may not have the essential skills and resources to sufficiently represent Noname



Simply want to learn more about Noname Security

Referral	Benefits	Requirements
Signed Noname Security Partner Program Referral Agreement		✓
Update and maintain Partner Profile through the Unnamed Partner Portal		✓
Referral Fees for Registered Opportunities	✓	
Access to Noname Security Partner Portal	✓	
Partner Communications	✓	
Noname Security Sales Training	✓	

# Apply to Become a Noname Security Partner!

- 1 Complete the online Unnamed Partner Application
- 2 Once your application is received it will be reviewed by the Noname Security Channel Director who will need to understand the three main criteria for membership are met:
  - Technical alignment with Noname Security portfolio and strategy
  - Business synergy and go-to market model
  - Mutual value and revenue potential of relationship
- ✓ If accepted, you will receive an email that provides the Unnamed Partner Program Agreement for signature.



For additional information on the Noname Security Unnamed Partner Program email: [partners@nonamesecurity.com](mailto:partners@nonamesecurity.com)

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