



## Partner Program

Partner with Baffin Bay Networks to grow your business, combining your resources with our advanced services, technical expertise, inspiring margins and customer loyalty. Baffin Bay Networks delivers managed, automated threat protection services on a subscription basis. Your customers can deploy the threat protection service instantly without having to make any upfront investments. As

a Baffin Bay partner, you always own the customer relationship.

Our partner program adds business opportunity for both the smaller focused company looking to offer a service with low investment and to the larger system integrator and consultant organization looking to broaden the portfolio.

### It's easy to get started

Our services are flexible, straight-forward and can be deployed fast. We offer comprehensive sales training and support, creating the best possible conditions for partners to quickly deliver cloud-

based threat protection to your customers. Via our easy-to-use portal, Riverview, customers will have full insight and visibility into their services, traffic and threats.

### White Labeling

We offer the Riverview portal with customized branding and customer dashboards to integrate seamlessly with your own brand. If your industry,

business model or product requires a completely bundled or integrated product we offer customized OEM partnerships.

## Why partner with Baffin Bay Networks?

Enterprise customers continue to invest in security because reducing risk is a top priority. The complexity of the necessary tools and scarcity of competence drives a demand for managed security services.

The business model with incremental investments,

- Grow your business into the fast-growing cloud delivered security segment
- Differentiate by combining your competence and security offerings with a threat protection service built using the latest technology
- Predictable high margins without major investment in training or products

unpredictable life cycle costs and implementation projects is changing to flexible and consumption-based security services. Partner with us to keep up with the demand and changes!

- No TCO concerns, investments cycles, support contracts or consultant costs
- Priority access to product announcements, promotions, and technical training
- Expert pre-sales and design support
- Access to qualified leads

## Partner Requirements

We expect partners to:

- Have a recognized security competence
- Be complementary in product and service portfolio
- Have established sales coverage for their target territory
- Be forward looking and prioritize Security-as-a-Service business
- Drive market activities to promote brand and lead generation
- Build a joint Go-To-Market Plan with a mutual revenue expectation

## Interested in becoming a partner?

Reach out to us! Specify your field of industry and include a short message about your organization and why you would like to partner with Baffin Bay Networks. Our partner team will contact you for next steps, including an invitation for a follow-up discussion and the terms and conditions in our Partner Agreement. Contact us at [partners@baffinbaynetworks.com](mailto:partners@baffinbaynetworks.com)