



# AREA 1 SECURITY PARTNER PROGRAM OVERVIEW

North America

Area 1's solution  
has a record-breaking

98.2%

Customer  
Satisfaction Rate

115%

Booking  
Renewal Rate

99.995%

Uptime



## Why Join the Area 1 Security Partner Program?

The rapid, multibillion dollar business shift toward cloud-based email & cloud-based messaging offers unprecedented opportunity to deliver **the only preemptive and comprehensive Cloud Email Security** (CES) solution to your customers. By focusing on the earliest stages of an attack, Area 1 stops phish 24 days (on average) before they launch.

Additionally, Area 1's industry-first, pay-for-performance model gives partners easier access to organizations that are focused on value-based vendor solutions, along with recurring revenue streams and industry-leading margin-based partner compensation.

Area 1 is trusted by enterprises of all sizes, from the Fortune 500 to high-value smaller organizations, to preempt targeted phishing attacks, improve their cybersecurity posture, and change outcomes.

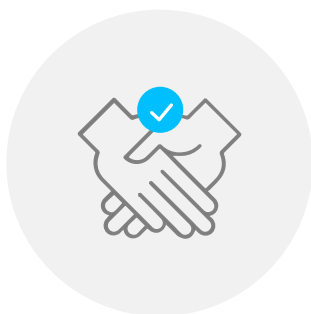
## THE AREA 1 SECURITY PARTNERSHIP ADVANTAGE

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### CHANNEL-CENTRIC COMPANY

- Channel-focused go-to-market strategy
- No-cost sales and technical training
- Field resources optimized for co-selling with Partners
- Focus on ease of doing business for Partners



### PROFITABLE PARTNERSHIP

- Industry-leading compensation
- Consistent margin levels
- Increased ROI with existing Alliance Partner investments
- Flexible pricing models based on customer buying preferences



### RECURRING REVENUE

- Industry-first, utility-based [Pay-per-Phish pricing](#) model for better sales engagement with value-conscious organizations
- Continuous revenue streams with subscription-based model and upsell opportunity
- Industry-leading revenue retention rate



### STRENGTHENED PORTFOLIO

- [Mission-critical anti-phishing](#) across email, web, social and network attack vectors
- Expand customer cloud email & messaging strategies
- [Phishing Risk Assessment](#) / POV
- Insight from Cybersecurity experts

## ONE PARTNERSHIP: Three Engagement Models

1



### INCLUSION IN PARTNERS EMAIL SECURITY TECHNOLOGY ARCHITECTURE

**Sell** the Area 1 Security solution as part of your recommended Email Security solution set.

2



### AREA 1 AS A PHISHING RISK ASSESSMENT SERVICE

**Generate** customer demand by leveraging Area 1's complimentary [PHISHING RISK ASSESSMENT](#).

3



### ANTI-PHISHING SECURITY OPERATIONS MANAGED SERVICE AUTOMATION

**Increase** your Managed Service operation efficiency by performing ad-hoc scans of user-submitted emails.



## SUPERIOR EMAIL SECURITY:

### A More Profitable Partnership

Grow trust and value by fortifying customer defenses against phishing attacks.

Learn more about Area 1 channel and technology partner programs by contacting [channel.sales@area1security.com](mailto:channel.sales@area1security.com) or sign up to become a Partner [here](#).



Adding Area 1 is another key way for Sayers to help customers proactively identify threats and mitigate cloud security risks. We are pleased to deliver a leader in the email security and anti-phishing solution market, and support Area 1's ecosystem growth.

### Chris Willis

VP of Cybersecurity Engineering



## AREA 1. PARTNER PROGRAM – Requirements & Benefits

The Area 1 Partner Program is designed to help our partners build a highly profitable cloud email security practice while offering several partnership tiers with various degrees of requirements and benefits.

PROGRAM REQUIREMENTS	Select	Premier	Elite
Acceptance of Area 1 Terms and Conditions	✓	✓	✓
Participate in partnership announcement and promotion of Area 1 on partner website	✓	✓	✓
Sales and Technical Enablement Training	✓	✓	✓
Sales and Technical Certifications		✓	✓
Annual Revenue Attainment Goals		✓	✓
Co-Marketing: Lead Generation Campaigns		✓	✓
Develop Strategic Partner Plan with Quarterly Business Reviews		✓	✓
Participate in joint-win internal sales announcements		✓	✓
Area 1 invitation to Partner user event			✓
PROGRAM BENEFITS	Select	Premier	Elite
Online Deal Registration	✓	✓	✓
Renewal incumbency priority	✓	✓	✓
Access to the Area 1 Security Partner Community Website	✓	✓	✓
Area 1 Partner Locator Listing		✓	✓
MDF programs		✓	✓
Marketing and demand generation campaign support		✓	✓
Eligibility for participation in the Area 1 Partner Advisory Forum		✓	✓
Complimentary access to Area 1 solutions for internal protection		✓	✓
Priority access to Area 1 generated opportunities			✓
Access to beta programs & technology updates			✓