

5-STAR WINNER Partner Program GUIDE

RSA SecurWorld Is Raising The Bar For Award-Winning Security

Q. What is the RSA SecurWorld Partner Program's value proposition?

A. We provide partners with RSA® Business-Driven Security™ solutions to help their customers comprehensively and rapidly link security incidents with business context so they can respond effectively and protect what matters most. Our partners and customers thrive with our award-winning solutions for rapid threat detection and response, identity and access assurance, consumer fraud prevention and business risk management. RSA also offers value to partners that extends further by providing strategic advantages, expansive market opportunities, repeat business and alliances that will allow partners to become the trusted security advisers to organizations across the globe.

Q. How is RSA emphasizing the importance of partner profitability?

A. Much of RSA's success in the channel has been due to close collaboration with our partners and a thorough understanding of their financial needs. We've recently enhanced the revenue requirements for partners to incorporate both incremental and all-in revenue options. We've added deal registration protection for maintenance renewals on all of our solutions and we're placing greater emphasis on proposal-based marketing to strengthen the correlation between marketing investment and meaningful returns. We believe this will allow more partners the opportunity to further maximize the profitability of partnering with RSA.

Q. Are there any specific accomplishments that you're proud of on the channel front?

A. The nature of our business makes it essential to be able to provide increased access to best-in-class tools and resources to a wider range of partners than ever before. To drive through-partner marketing, we rolled out a marketing automation platform that enables partners to leverage RSA strategies and collateral to build their pipeline and create more opportunities. Partners have already identified this tool as a 'game-changer' in their lead generation efforts. We also introduced a host of technological advances with our training platform designed to provide an improved user experience and flexible, round-the-clock access to training resources and information for our full portfolio of award-winning solutions.

Q. What does winning a 5-Star Partner Program Guide award mean for RSA partners?

A. We're proud to have earned recognition of the SecurWorld Partner Program with another CRN 5-Star Partner Program Guide award. This recognition only reinforces our commitment to supporting our partners' sales success, as demonstrated through the continual improvements and additions to the RSA SecurWorld Partner Program. We remain dedicated to helping partners build a more profitable business by providing the pre-eminent security products, technology and services that enable their customers to thrive.

RSA®



Christine Bufalini
Director, Global Channel
Marketing

“

RSA is committed to putting our partners first. We're bringing our partners new business and more resources so they can thrive and we're investing a great amount of time, resources and money to make them even more successful and profitable.

”



Reap the benefits that come from working with the industry's leading cybersecurity company. www.rsa.com/en-us/partner