

Channel Chief View

SecurityScorecard Is The Fastest-Growing Security Ratings Company

Q. What is your philosophy for the channel?

A. To build a true “bidirectional value exchange” between SecurityScorecard and our partners where both parties have a clear path to building a sustainable, successful business together. All too often in this industry we hear the word “accountability,” and it’s mostly directed at the partners. I’m a firm believer that accountability is a two-way street. We need to hold ourselves accountable to deliver on our commitments to partners, which include providing SLAs, maniacal support, enablement and margin commitments. Our partners want to be held accountable for their performance relative to expectations. We have found this approach to be very well received by the partner community.

Q. Why did SecurityScorecard change its business model and value proposition?

A. When we launched our inaugural partner program in January 2017, we made it a point to ensure we built a model based on strong feedback from the partner community. Being a channel-first company was embedded across every department within the company. We have invested significant time and resources in hiring some of the best account executives in the industry, who have an average of 15-plus years of channel experience. We believe this focused channel sales strategy enables our partners to increase their revenue stream by leveraging SecurityScorecard’s platform to discover and solve complex cybersecurity, compliance and risk management challenges for their customers.

Q. Can you talk a little bit about SecurityScorecard’s success over the past year?

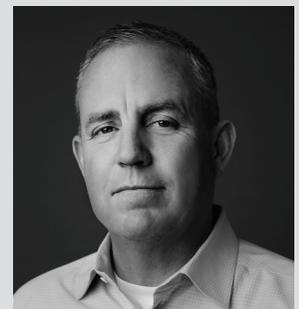
A. SecurityScorecard is now the fastest-growing major security ratings provider. We’re celebrating a record 2017 with global channel sales growth over 400 percent; we doubled our customer count; and we now have twice as many rated companies in our proprietary database than the competition. Some of the best-known brands in the world have already turned to SecurityScorecard to effectively manage risk across their entire ecosystem.

Q. What lies ahead for SecurityScorecard and its partners in 2018?

A. We’re ramping up for continued massive growth in 2018 by expanding our geographic footprint, entering strategic Channel and Alliance Partnerships, and increasing employee headcount. Security ratings will continue to be rapidly adopted and used by enterprises everywhere to make decisions about who to do business with.



SecurityScorecard



Michael Rogers

Vice President, Strategic Alliances & Channels



SecurityScorecard is the fastest-growing major security ratings provider and one of the most forward-thinking companies in the third-party risk management space today. We hold ourselves and our channel partners to a higher standard of excellence. //



To learn more about our partner-first strategy, visit securityscorecard.com/partners.