

5-STAR WINNER

Partner Program GUIDE

Be Your Customers' Most Knowledgeable Resource

Q. Every year, RSA updates and re-launches the RSA SecurWorld partner program. What are some of the key changes for this year?

A. We recently announced a number of positive enhancements to the 5-Star RSA SecurWorld global partner program, which is designed to be more inclusive for partners and offers additional ways to achieve higher levels of program status and profitability. The most significant changes include quarterly rebate payments for our Titanium and Platinum partners and the introduction of Zones, allowing more EMEA and APJ partners to achieve the upper levels of our program. We're also allocating more marketing co-op funds to help increase partners' sales pipelines and profits. And finally, we eliminated the in-person requirement for Pre-Sales Engineer Master Certification, making it easier for partners to move up to the higher tiers and receive greater rewards.

Q. Describe how your partner community has grown over the past year.

A. In the past year, we've increased the number of RSA SecurWorld partners at the top two levels—Titanium and Platinum—by 25 percent, which in turn increased the focus and attention these partners are putting on key RSA security solutions and helping customers to better understand, manage and mitigate digital risk.

As our customers focus on their digital transformation, we believe digital risk will be the most significant facet of risk going forward, and one of the largest opportunities for RSA partners. To be successful, partners will need to target critical areas of managing their customer's risk and chart a course toward a risk-based, mature approach aligned with their digital strategy. After all, this is a business issue, not a technology issue.

Q. What's the key to success for RSA SecurWorld partners in 2019?

A. It's about better understanding the customer, their needs and offering the right solutions. Customers want trusted advisors to help them solve their security needs and the ability to manage and mitigate their business risk. The award-winning RSA SecurWorld partner program enables our partners to more competitively position themselves with their customers as experts on RSA products and services. We're continuing to make sure that our partners have the tools and support they need to take a business-driven approach to developing solutions and services—as opposed to point products—and drive more revenue.




Brian Breton
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