

# Partner Program

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Ride the  
Growth Wave

Updated 2020



Welcome to the Kiuwan Partner Program. The goal of this program is to make sure that Kiuwan partners have all the information and knowledge to be able to sell and implement the Kiuwan solution for their customers, and understand the advantages and commitments of being a Kiuwan Partner.

## 1. 1<sup>st</sup> Level Partners

First-level partners sell Kiuwan to end users with or without services, depending on their customers' needs.

These partners will give first-level support.

### 1.1 Needs

Sales messages to position the product and any associated implementation services

- Technical expertise on the product to do pre-sales, including PoC, product demos, and possible implementation projects
- Deeper technical expertise to handle first-level support regarding usage and basic configuration
- Marketing material and programs

#### 1.1.1. Pre-requisites

- NDA signed
- Partner contract signed
- Headcount allocated to be trained (minimum 2 people: 1 sales and 1 technical that could do pre-sales, services, and support)
- First year quota assigned
- Business plan at the beginning of each year/quarter defined
- Agreed territories

## 2. Training Program

First-level partners need to have both technical and sales training.

As a Partner, you can decide if you want an official certification. To receive official certification, you will be required at a bare minimum to complete the product training.

The training program is detailed below:

### Primary Goals

- Understand the sales/pre-sales process
- Make sure you are able to execute the process
- Understand the products and solutions and support available for Kiuwan throughout the process
- Close deals

### Secondary Goals

- Understand how to position Kiuwan for different customer types
- Be able to run successful product presentations and demos
- Learn how to answer to any kind of objection
- Understand how Kiuwan is better than the competition

### Sales Training: On-line, included at no additional charge

- Kiuwan company and product introduction
- Kiuwan customers
- Kiuwan scope, positioning
- The sales/pre-sales process
  - First meeting
  - Qualifying prospects
    - Prospecting questions
  - Performing a Kiuwan demo
  - Deal size/pricing
  - PoC or trial?
  - Handling objections
    - Competitors
  - Closing deals
  - Adapting the process to the partners' geography/culture (open discussion)

**Technical Training: Online, included at no additional charge**

- Running successful demos
- PoC process
  - Scope definition
  - Successful factors
  - Account request
  - First session
  - Follow-up sessions
  - Objection handling and Kiuwan support requests
  - Results presentation
  - Next steps
- Kiuwan platform overview
  - Products
    - Code Security (SAST) – Life Cycle & Kiuwan IDE Plug-In
    - Code Analysis (QA)
    - Insights (SCA)
    - Governance
    - CI/CD integrations
    - RESTful API
- Kiuwan deployment models
  - Hybrid cloud (default, preferred)
  - On-Premises
- Kiuwan support
- Kiuwan pre-sales tools
  - Partner account
  - Kiuwan demo site
  - PoC accounts
- Kiuwan sales
  - Pricing
  - Partner portal
  - Sales opportunities
  - Deal fulfillment
  - Renewals

### **Certification Training: Optional**

The process is an online training course covering all listed items for the corresponding team members. After the completion of the training course, participants will be asked to complete a test. If the tests are passed, then the partner will receive the certification.

#### Material

- Presentations from the certification sessions
- Partner trial account
- Partner demo site

## **3. Training Cost (Only for Certification)**

- On-site certification for partners
  - Total training time is 10 to 12 hours
  - Cost \$20,000 USD + traveling costs
- Remote certification for partners.
  - Total training time is 10 to 12 hours.
  - Cost \$5,000 USD

## **4. Commissions**

Commissions will start at an introductory rate in year one and vary based on the expected sales volume, region, and partner investment level. After successfully meeting the agreed upon sales targets commission, rates will be increased in year two to reflect the incremental value added by the partner. Commission rates will also vary significantly based on whether the lead was sourced by Kiuwan or by the partner, and depending on whether the deals are new or renewal sales. All fulfillment/procurement deals will be paid at a flat 5% worldwide.

Keep In Touch:  
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# Thank You!

