

Wickr 2021

Partner Program Guide For Solution Providers

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Wickr Partner Program

The Wickr Partner Program has multiple tracks for different Partner types.





“ Security, Communication, and Collaboration at the Forefront ”

We live and work in an interesting time. Advances in technology coupled with new threats force us to evaluate all of our decisions and practices differently.

With that in mind, it's a very exciting time to be partnering with Wickr. Wickr was built on the premise that communication and collaboration are at the forefront of everything we do, and security is paramount to its success.

As more and more customers are trying to navigate these complex challenges, Wickr's core mission is to help reduce that complexity and provide differentiated solutions in the market. And while this is driving unprecedented conversations and demand in the marketplace, we simply need a robust partner ecosystem to scale.

In choosing to partner with Wickr, you are at the forefront of what we endeavor will be a value-driven, effective channel go-to-market strategy that will allow our partners to embed the Wickr message into their security, communication, and collaboration strategies with their clients.

Never has the time been more right – we look forward to working with you as we build and evolve our #channelfirst approach.

Sincerely,

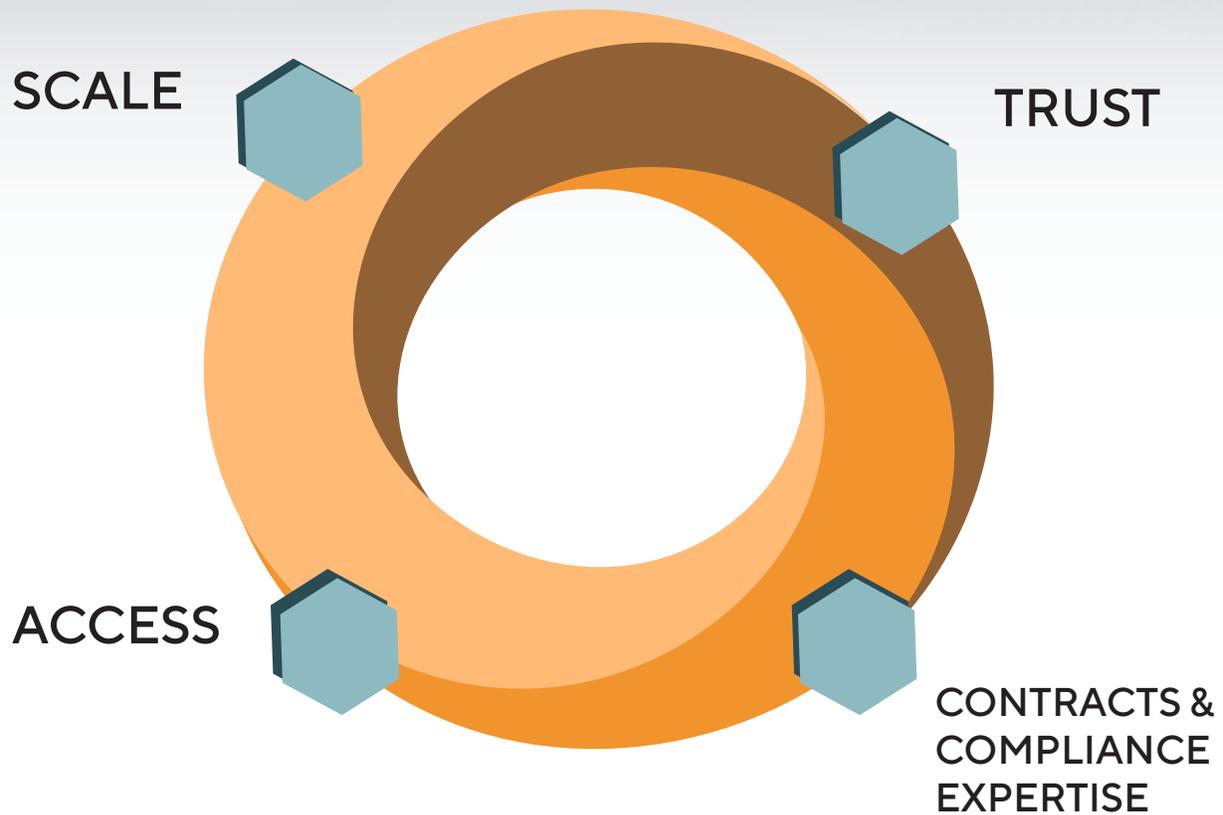
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Our Joint Message With Partners



Scale

Amplify, expand marketing activities
Augment, advance sales motions

Access

Federal expertise, historical accounts, relationships
Integration opportunities, 1+1 = 3

Contracts and Compliance Expertise

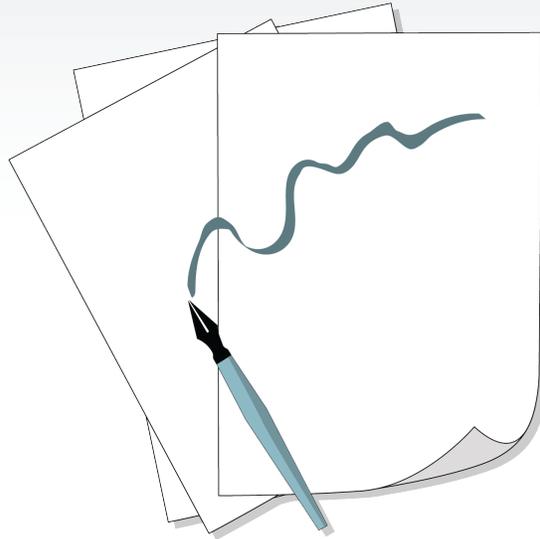
Administrative, logistics overlay
Legal, compliance knowledge

Trust

Security, Communication, and Collaboration at the Forefront!

Program Requirements

The Wickr Partner Program Requirements include:



-
- **Complete your partner application**
 - **Accept Wickr Channel Terms and Conditions**
 - **Complete Wickr Training with 2 Sales and 2 SE**
 - **Select an authorized distributor**
 - **Merlin or Carahsoft**

merlin[®]
secure.performance

carahsoft[®]

Partner Program Benefits :

Opportunity Registration/Management

Earned Marketing Development Funds *(MDF)

*(once qualifications have been met)

Portal access

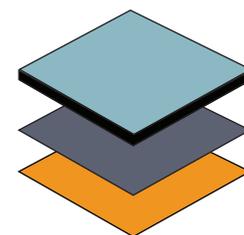
- Wickr logo usage
- Marketing campaigns/tools
- Training
- Sales Kits/Use Cases/White Papers



Distribution support

Pricing and configuration, joint marketing and demand generation, order fulfillment, financing.

(please note each of Wickr's authorized distributors may offer additional or similar services to the ones noted and further clarity on the individual benefits would come directly from your chosen distributor)



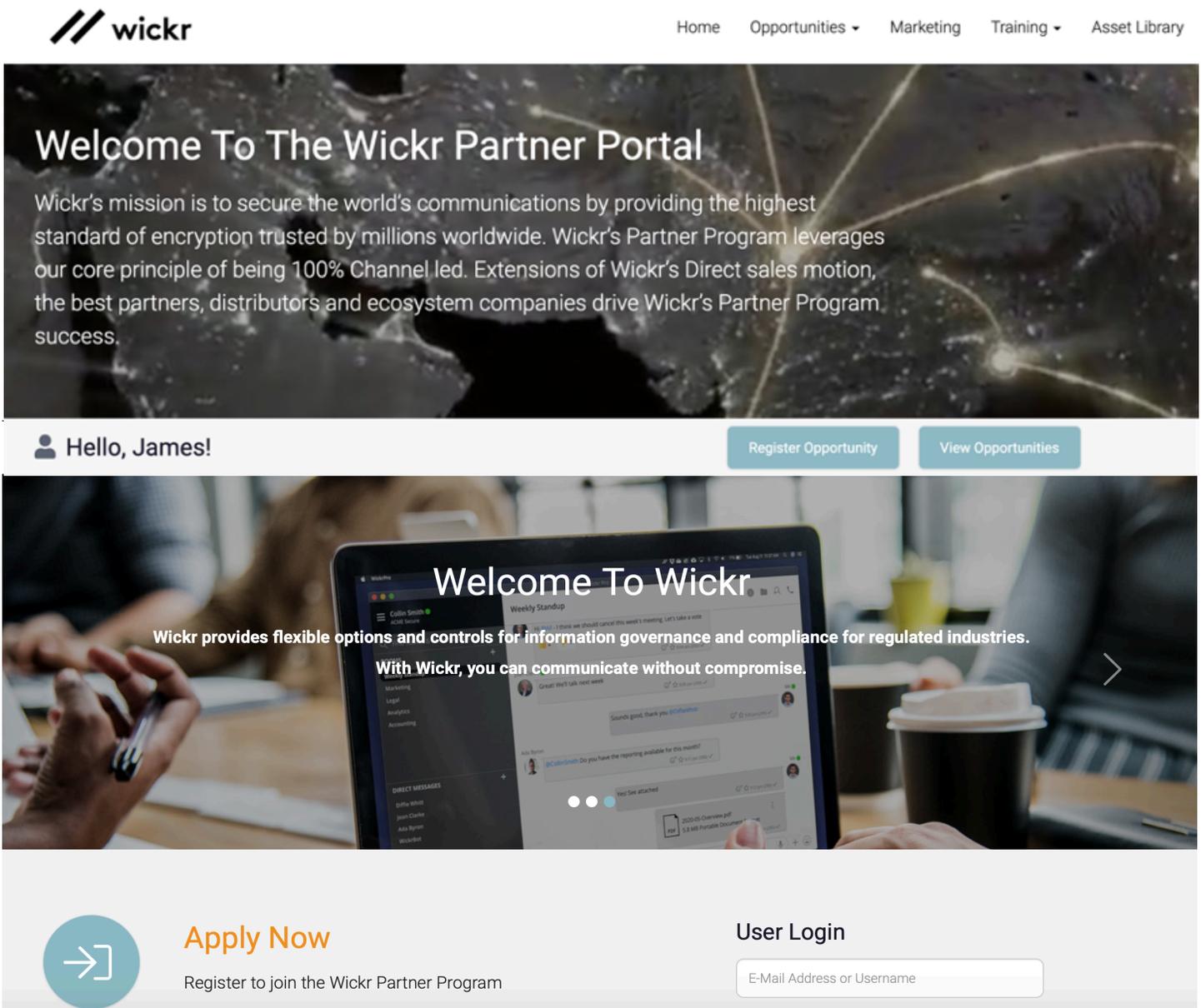
In the 2021 Program, Wickr will only have one Partner tier. In future years, as the Program matures, it is our goal to add additional levels, which will further provide further incentive and differentiation to our Partner community.

Opportunity Registration/Rules of Engagement

Wickr believes Partners are an extension and enhancement of our direct sales motion. As Partners make investments in Wickr, we strive to reward the Partners who are delivering value. To that end, we've created a detailed opportunity registration process which will govern both the potential benefits an approved Partner will receive, but also guide the engagement and behavior of our sales team.

Distribution Value Proposition : Expanding lift and reach

Wickr firmly believes that Distributors play a critical role in the creation and growth of our channel go-to-market strategy. By aligning to your preferred distributor, you will get incremental support and resources beyond what you get directly from Wickr.



The screenshot shows the Wickr Partner Portal interface. At the top left is the Wickr logo. To the right is a navigation menu with links for Home, Opportunities (with a dropdown arrow), Marketing, Training (with a dropdown arrow), and Asset Library. The main content area features a dark background with a world map and network lines. The heading reads "Welcome To The Wickr Partner Portal". Below this is a paragraph of text: "Wickr's mission is to secure the world's communications by providing the highest standard of encryption trusted by millions worldwide. Wickr's Partner Program leverages our core principle of being 100% Channel led. Extensions of Wickr's Direct sales motion, the best partners, distributors and ecosystem companies drive Wickr's Partner Program success." Below the text are two buttons: "Register Opportunity" and "View Opportunities". A personalized greeting "Hello, James!" is displayed on the left. Below this is a large image of a person using a tablet. The tablet screen shows a "Welcome To Wickr" message and a chat window with a "Weekly Standup" header. The chat messages include: "Collin Smith: I think we should cancel this week's meeting. Let's take a vote", "Great! We'll talk next week", "Sounds good, thank you @collinsmith", "Collin Smith: Do you have the reporting available for this month?", and "Yes! See attached" with a PDF file icon labeled "2020-05-Overview.pdf 5.8 MB Portable Document". Below the tablet image are three main call-to-action buttons: "Apply Now" (with a right-pointing arrow icon) and "User Login". The "Apply Now" button includes the text "Register to join the Wickr Partner Program". The "User Login" button includes a text input field labeled "E-Mail Address or Username".