OWL Cyber Defense

2023

Partner Program Guide

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A Note to Our Partners

Dear Partners,

Owl Cyber Defense is committed to being an excellent cybersecurity partner and mentor, bringing to bear our expertise in solutions development, technology leadership, professional services and product deployment. Our desire and mission is to lead the world in the most secure network security and cross domain solutions; proven by decades of use.

This Partner Program was established to incorporate leading organizations from around the globe that share our devotion to solving real cybersecurity challenges with the best people and technology in the industry.

We strive to partner with organizations that align with our business goals, mission, and quality standards. Together, we can form a long-lasting relationship that produces value and success for our customers.

Scott Orton
Chief Executive Officer
Owl Cyber Defense

Why Partner with Owl Cyber Defense?

Our Solutions

Owl leads the world in cross domain and data diode network cybersecurity products, serving the government, defense, industrial, and commercial markets.

Our People

The Owl team is comprised of thought leaders drawn from the government and commercial sectors, technical pioneers with a culture of innovation and a skilled set of professionals ready to assist in securing devices, OS hardening, accreditation guidance, and support services. Owl is building the future of the network security industry.

Our Partners

For almost two decades Owl partners have been a valuable extension of the Owl team, reaching into programs and regions as trusted local partners with specific domain knowledge and expertise.
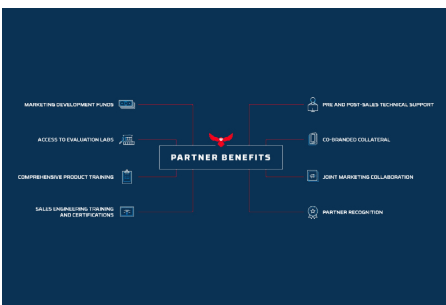
Our Program

Owl provides partners with an opportunity to make a difference in cybersecurity mitigation for our customers. We offer extensive sales and technical training, providing the tools and confidence to be successful in the marketplace; backed up with marketing support to penetrate markets and create a digital presence.

Owl Partner Program Overview

The Owl partner program was developed to build closer relationships between Owl and those partners who have the need, the desire, and the commitment to represent Owl. Our partners have expertise in specific vertical markets and cybersecurity technology, have visibility into customer programs and missions and possess geographic or regional expertise.

Owl offers five different types of partners, addressing the different ways that partners go to market, the types of solutions they offer, and their mix of products and services.

Our program is designed to enable partners. To initially get partners up and running and into the marketplace we provide certification tracks for both sales and technical team members. To ensure on-going market success we provide sales and marketing support through regularly scheduled marketing updates, joint marketing activities, co-branding, competitive updates, content development and hosted events; inviting partners to join us in our activities while participating in partner initiated events.

Who are Potential Owl Partners?

Owl is looking for partners that are technologically savvy, understand what it means to define, configure, and support a solution and are ready to show customers the future of network security. Owl partners should be able to supply a suite of services to their customers including, consulting, pre & post-sales support, installation and provisioning, training, and technical support. Owl will help prepare partners to assist their customers in selecting, implementing, and supporting solutions that include hardware, software and service elements.

Potential partners need to be ready to learn how Owl's products work, the value proposition they represent and how they can be used across different vertical markets to solve an array of cybersecurity issues.

Partner Types

As noted above, Owl offers five partner types to fit different operating and go to market strategies. While the partner type will determine the required certification levels, all partners are encouraged to get fully trained in sales, marketing and technical skill sets to be as successful as possible in the cybersecurity marketplace.

REPRESENTATIVES

Representatives typically maintain long-standing relationships with specific agencies, departments, ministries, programs, missions or utilities; they are often called upon by their customers to identify and procure specific technologies or services provided by Owl as a component of a larger program. Representatives maintain the most basic relationship with Owl and are considered a "pass-through" partner; having general knowledge of the products and services offered by Owl but leaning heavily on the team at Owl to specify the appropriate solution. End-customers may not be aware Owl is included in the overall solution that the reseller is presenting.

TECHNOLOGY ALLIANCE PARTNERS

Technology Alliance Partners are companies that offer products that interoperate with Owl products, resulting in an overall solution that is more secure and offers a better ROI to the end-customer. These partners will not sell Owl products or solutions directly but will collaborate with Owl in joint sales and marketing engagements. The joint solution will be documented in use cases, website content and other content (video, etc.) to increase visibility, awareness, and to drive market demand.

RESELLERS/SYSTEM INTEGRATORS

Resellers and system integrators will engage in the marketplace to actively resell Owl products whether as a standalone or an embedded solution. They will be trained and certified in both sales and technical expertise, allowing partners to independently manage pre-sales activities, specify solutions, perform customer evaluations and proof of concepts, and perform post-sales product installations and acceptance tests. Resellers and system integrators are actively engaged in marketing activities with Owl - including events (conferences, webinars), co-branded collateral, use cases, announcements, etc.

VARs

Partners are identified as a value-added resellers (VARs) based on the volume of their investment and commitment to Owl. VAR partners will have the same access to training and certifications and obligations in joint marketing engagements; in addition to providing support and maintenance and HW warranty to end customers.

OEM PARTNERS

OEM Partners will bundle Owl products into their company's solution and brand it as their own. Training will be available to receive certifications allowing partners to independently manage sales calls and evaluations and perform post-sales product installations; in addition to providing support and maintenance and HW warranty to end customers. Partners are obligated to participate at event engagements and to assist in producing co-branded collateral.

Our Team

We believe our partners' success is critical to the future success of Owl. We are committed to helping our partners be successful by providing the necessary technical and sales training, backed up by continuous marketing support. Our team of experts view our partners as an extension of our team and are dedicated to helping your organization become experts on Owl's network security solutions.

THE SALES TEAM

The Sales Team is the driving force for profitability, growth, new customers, and partnership success. This team is made up of Sales Executives, Sales Associates and Sales Engineers. Sales Associates will support partners with training on quotes and ordering processing. Sales Engineers will act as key technical advisors, helping with demos and technical use cases.

THE MARKETING TEAM

The Marketing Team drives market awareness and engagement with the Owl brand, creating new leads, continuously generating new content and collaborating with partners on joint marketing activities. Product Managers are also part of the team, regularly sharing news and updates on product launches, release dates, and new features. From co-branded collateral to webinars, the Marketing team assists in bringing the partnership full circle.

THE TECHNICAL TEAM

The Technical Team is responsible for customer support, supporting field deployments and testing, installations, evaluations, proof of concept and technical training. The technical team is available as a resource to assist partners in getting trained and operating independently; and as a perpetual escalation point once partners are trained and certified.

PARTNER MANAGERS

Partner Managers are the liaison between Owl Cyber Defense and our partners. Partner managers are focused on driving partner success and eliminating any barriers in reaching that success. They are the "go to" resource to facilitate communication and interaction with the Owl team.

Partner Tiers

The table below identifies the features and benefits for each of the partner tiers, sets operational expectations and requirements, and identifies the resources available at each tier.

	Representative	Technology Alliance	Reseller/System Integrator	VAR	OEM
Sales Basic Training – Level 1 - free	✓	✓	✓	✓	✓
Sales Certification – Level 2			✓	✓	✓
Sales Engineering Certification		✓	✓	✓	✓
Product Implementation Certification		✓	✓	✓	✓
Technical Support Certification				✓	✓
Provide Support to End-User				✓	✓
Supported by Owl	✓	✓	✓		
Manage End Customer Relationship	Owl/Rep	Owl	Reseller	VAR	OEM
Access to Evaluation Labs		✓	✓	✓	✓
Access to Marketing Development Funds		✓	✓	✓	
Beta Product Release Access		✓	✓	✓	✓
Deal Access & Registration			✓	✓	

Partner Marketing Engagement

Owl is committed to supporting our partners' marketing activities. The table below defines the anticipated marketing engagement with each partner tier.

	Representative	Technology Alliance	Reseller/System Integrator	VAR	OEM
Usage of Owl Logo		✓	✓	✓	✓
Co-Branded Collateral		✓	✓	✓	✓
Co-Branded Advertising			✓	✓	✓
Publish Use Cases feat. Owl Product & Brand		✓	✓	✓	
Joint Press Releases		✓	✓	✓	✓
Partner Recognition on Owl Website		✓	✓	✓	✓
Partner Recognition via Email		✓	✓	✓	✓
Proof of Concept Documentation		✓			
Joint Marketing Collaboration		✓	✓		✓
Event Participation & Speaking Engagement		✓	✓	✓	✓
Co-Host Webinars		✓	✓	✓	✓

Partner Program Benefits

- Increase revenue through new product and services sales

- Increase value to customers through support and maintenance contracts

- Become a part of the rapidly growing cybersecurity marketplace

- Enjoy a close working relationship with Owl for joint sales & marketing initiatives

- Receive leads generated by Owl's marketing programs

- Stay abreast of current cybersecurity best practices via Owl's subject matter experts

- Join Owl as a thought-leader in the cybersecurity space

- Ongoing education to stay current on the features and benefits of Owl products

- Single point of contact for any questions, concerns, or support needs

- Ongoing communication in the form of email, conference calls, web meetings, and e-newsletters

- Access to the latest information, sales & marketing tools, and discussion forum

Marketing Development Funds

To aid in the success of our partners, Owl offers the opportunities for eligible partners to earn Marketing Development Funds. These funds, once approved, can be used for promotion of Owl products and services based on the sales value from end users. Resellers and Value-Added Resellers are both eligible for receiving MDFs. To be approved for this opportunity, partners need to close deals at an exceptional volume and participate in joint marketing efforts. Product marketing through a well-structured and effective marketing campaign can also play a role in receiving these initiatives.

Training & Certifications

Partner tiers determine the required training & certification in the following areas:

- Corporate Overview
- Sales
- Technical Sales
- Professional Services
- Install and Configuration
- Product Troubleshooting
- Technical Support

Each certification brings benefits that will improve a partner's success in selling Owl solutions. Courses include product and services training, selling tactics, and market awareness.

SALES BASIC TRAINING – LEVEL 1
Partner will understand the overview of Owl corporate information and technology, allowing them to accompany Owl and attend in-person or phone meetings with customers.

SALES CERTIFICATION – LEVEL 2
In-depth knowledge of products and services will be learned allowing Partners to go on sales calls without Owl sales representatives, continuing to leverage Owl Sales engineering resources.

SALES ENGINEERING CERTIFICATION – LEVEL 2
Certification will provide a technical view into Owl products to conduct basic setup and operation of products. Partners will go on sale calls independently and manage evaluations and quote solutions.

PRODUCT TRAINING – LEVEL 3
Course will cover all aspects of product operation, interfaces, and configuration. Completion will allow the Partner to perform post-sales installation and customer acceptance activities.

TECHNICAL SUPPORT TRAINING – LEVEL 4
Personnel responsible for long-term support for products deployed in the field can complete this training to perform post-sales installation and customer acceptance testing and long-term activities.