

Abaca Secure Partner Network

CHANNEL PARTNERS: VALUE-ADDED RESELLERS, SOLUTION PROVIDERS, RESELLERS

PARTNER WITH ABACA TO PROVIDE YOUR CUSTOMERS UNPARALLELED MESSAGING PROTECTION. ABACA OFFERS A COMPREHENSIVE CHANNEL PROGRAM, EMPOWERING PARTNERS, LIKE YOU, WITH THE TOOLS AND RESOURCES NEEDED TO INCREASE YOUR BOTTOM LINE AND SUCCESSFULLY GROW YOUR BUSINESS.



PROGRAM DATA SHEET

Abaca Partner Advantage

- ▶ Revenue and profit opportunity
Realize substantial resale margin and the opportunity to create a value-added messaging security offering
- ▶ Unique competitive differentiation
Provide Abaca products to your customers and win an edge by offering the only receiver reputation-based email protection solution in the industry
- ▶ Repeatable business opportunity
Further secure your customer base and close new business by providing mission-critical products and services
- ▶ True channel commitment
Maintain confidence in a partnership with Abaca; our channel-friendly sales model is dedicated to helping partners achieve their goals

Partner with an Innovator

Abaca Technology Corporation is a technology innovator in the area of email protection and messaging security. Abaca's patent-pending technology, ReceiverNet™, offers a revolutionary approach in the fight against spam—providing unprecedented levels of accuracy and guaranteeing 99 percent spam filtration. Abaca has created a portfolio of innovative products and services based upon this core technology, thereby assuring users unparalleled messaging protection from spam, as well as viruses and phishing attacks.

Abaca Secure Partner Network

The Abaca Secure Partner Network offers flexibility in partnering by delivering an extensive range of benefits and services to support your chosen level of participation. Abaca offers three levels of partnership to meet the evolving needs of your business. Your progressive investment in the relationship will be reciprocated by Abaca.

The Abaca Secure Partner Network has been designed to help partners expand revenue opportunities with new and existing customers. Abaca provides its partners with comprehensive benefits that offer everything your business requires to succeed in recommending, selling, and supporting Abaca products.

Abaca Secure Partner Levels

Abaca Premier Partner

Premier Partners are leading solution providers who have proven expertise in providing solutions to medium and large enterprises. Premier Partners work with Abaca in developing a plan for market penetration and revenue expansion and are provided the highest level of privilege available from Abaca.

Abaca Preferred Partner

Preferred Partners commit to working with Abaca to meet their clients' ongoing messaging security needs. By investing in sales and technical expertise on Abaca products and services, Preferred Partners work side-by-side with Abaca to deploy solutions that meet the needs of the clients they serve.

Abaca Select Partner

Select Partners provide customers with Abaca messaging security solutions. Members at this level have broad access to a range of online resources, and are provided with the tools needed to meet customer requirements.



Start taking advantage of these benefits and the opportunity to grow your business through the Abaca Secure Partner Network.

Abaca® Secure Partner Network

Abaca Partner Benefits

	Premier Partner	Preferred Partner	Select Partner
Sales Resources and Support			
Sales Management Support	Dedicated	Regional	—
Inside Sales and Pre-sales Support	✓	✓	Case by case
Registered Deal Program	✓	✓	Case by case
Lead Share Program	✓	Case by case	—
Volume Licensing Program	✓	✓	✓
Government, Education and Non-profit Pricing	✓	✓	✓
Sales / Product Promotion and Incentive Programs	Case by case	Case by case	Case by case
Online Access to Sales Collateral and Tools	✓	✓	✓
Periodic Partner Communications	✓	✓	✓
Partner Listing on Abaca Web Site	Expanded	Standard	—
Partner Portal—Secure Partner-only Web Site	✓	✓	Limited
Marketing Support			
Market Development Funds	✓	✓	—
Joint Marketing / PR	✓	✓	—
Partner Logo Program	✓	✓	✓
Partner Ready Campaigns	✓	✓	✓
Online Access to Marketing Materials	✓	✓	✓
Technical Resources			
Not for Resale (NFR) Software (limitations apply)	Free	Free	Discounted
Technical Web-based Tools	✓	✓	✓
Free Technical Support Incidents (limitations apply)	Expanded	Standard	—
Option to Purchase Support Incidents at a Discount	✓	✓	✓
Nomination to Participate in Beta Programs	✓	✓	—
Partner Education			
Sales and Technical Training (fees may apply)	✓	✓	—
Free Web-based Training Resources	✓	✓	✓



Abaca Technology Corporation

1010 Rincon Circle
San Jose
California
95131
1.408.571.6400
1.877.GOABACA

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Specifications and pricing subject to change without notice.

Data Sheet
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Abaca Partner Requirements

	Premier Partner	Preferred Partner	Select Partner
Abaca Partner Contract	✓	✓	✓
Annual Abaca Revenue Commitment	✓	✓	—
Periodic Business Plan and Review	✓	✓	—
Involvement in Press Activity, upon request	✓	✓	—
Lead Follow-up and Reporting	✓	✓	—
Certified Sales and Technical Specialists	✓	✓	—
Reseller Tax ID	✓	✓	✓

To learn more about Partner opportunities, contact the Abaca Partner Team via email at partners@abaca.com or via telephone at 1.408.571.6405

www.abaca.com