

# 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
<b>Sales Resources and Support</b>			
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
<b>Marketing Support</b>			
Market Development Funds	✓	✓	—
Joint Marketing / PR	✓	✓	—
Partner Logo Program	✓	✓	✓
Partner Ready Campaigns	✓	✓	✓
Online Access to Marketing Materials	✓	✓	✓
<b>Technical Resources</b>			
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	✓	✓	—
<b>Partner Education</b>			
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

Abaca®, Email Protection Gateway™, Abaca® Email Protection Gateway™, ReceiverNet®, and the Abaca logos are trademarks of Abaca Technology Corporation and may be registered in the United States and/or other countries. Other trademarks shown are the property of their respective owners.

© 2008 Abaca Technology Corporation. All rights reserved.

Specifications and pricing subject to change without notice.

Data Sheet  
SPN091108

## 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](mailto:partners@abaca.com) or via telephone at 1.408.571.6405