# DIGICERT PARTNER PROGRAM

Delivering Digital Trust Together

SECURE
SATELLITE
TRACKING
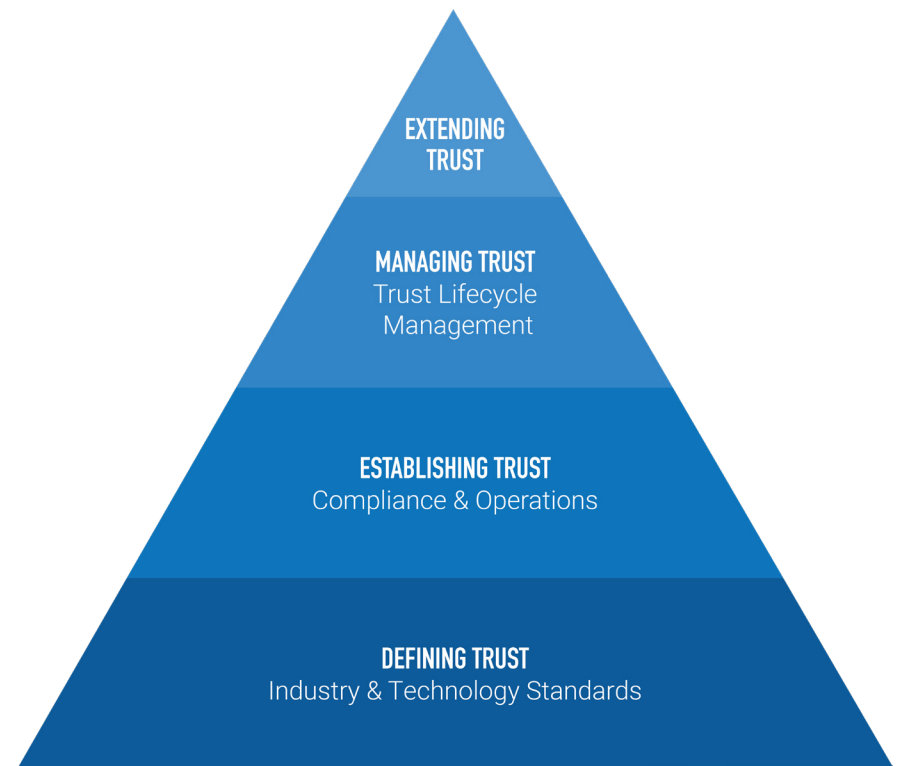
DEVICE
ATTESTATION

SOFTWARE BILL
OF MATERIALS

**digicert**®

# DIGITAL TRUST FOR THE REAL WORLD

Digital trust has never been more critical than it is today. Ever-expanding connectivity and digital transformation are introducing new possibilities to improve living, address economic growth and build a better future. At the same time, this is expanding attack vectors, and companies need digital trust to ensure confidence that their digital footprint is secure. A need that translates into an estimated $12 billion total addressable market opportunity for trust providers and their partners.

Our mission is to solve the challenges of digital trust in today's rapidly evolving connected ecosystem. And we recognize that by partnering with organizations like yours, we can deliver digital trust for the real world faster, smarter and more securely. We also recognize that it takes an innovative partnership approach to turn this potential into reality. That's why we've designed a partner program fully dedicated to driving partner success—our mission depends on it.

EXTENDING TRUST

MANAGING TRUST
Trust Lifecycle Management

ESTABLISHING TRUST
Compliance & Operations

DEFINING TRUST
Industry & Technology Standards

# WHY DIGICERT?

Over two decades ago, DigiCert was founded out of its own frustration with the process of ensuring digital security. Something as simple as buying a certificate looked like a painful, time-consuming exercise through technical jargon and disparate phone-trees. We knew there had to be a better way and went about building it.

Since then, DigiCert has emerged as the most-trusted global provider of high-assurance TLS/SSL, PKI, IoT and signing solutions. Pairing award-winning software with industry leadership in standards, support and delivery, we enable individuals, businesses, governments and consortia to confidently link our physical and digital worlds. Here are a few ways the DigiCert brand stands apart from the rest in today's digital trust landscape:



## Unparalleled leadership in standards-setting bodies

We participate in more than 15 industry standards bodies, including CA/B Forum, IETF, ASC-X9 and NIST.

## Commitment to regulatory compliance

We conduct more than 25 different annual audits across a broad set of regulatory standards, ensuring rigor behind compliance practices.

## Deepest bench of PKI expertise

We build best-practice security into all of our product and service design and provide the highest quality support to address unique partner and end customer needs.

## Highly available, scalable, globally distributed operations

Operating datacenters in the U.S., the Netherlands, Switzerland, Australia and Japan, we meet requirements for availability, latency and data sovereignty.

## Continuous R&D and innovation

We help partners and end customers stay abreast of changes in the security field, continuously investing in new products and services.

## The largest global CA

DigiCert has offices and support staff around the world, delivers products in eight supported languages and provides 24/7 live support globally.
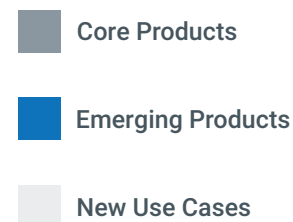
# A MASSIVE TAM LEADS TO MASSIVE OPPORTUNITY

Partnering with a leading provider of digital trust means tapping into a number of market-tested solutions that will help you meet the growing needs of customers across all industries. With an addressable market of more than $12 billion, an ever-expanding list of diverse use cases and a suite of new products to capture market share, an unprecedented potential for growth offers participants in the DigiCert Partner Program a significant opportunity.

## Use Cases

- Server authentication
- User & endpoint authentication
- Passwordless authentication
- Secure remote access with VPN
- Web PKI
- Private root/ICA
- Secure email
- Customer on-premise

**PROJECTED CAGR**

Core Products

Emerging Products

New Use Cases

~$12Bn

5G

~12%

| Email |
| Document Trust |
| IoT Trust | ~20% |
| Content Trust |

~$7Bn

Enterprise Trust (PKI)   ~4%

Public Trust (SSL)   ~11%

2020

2025E
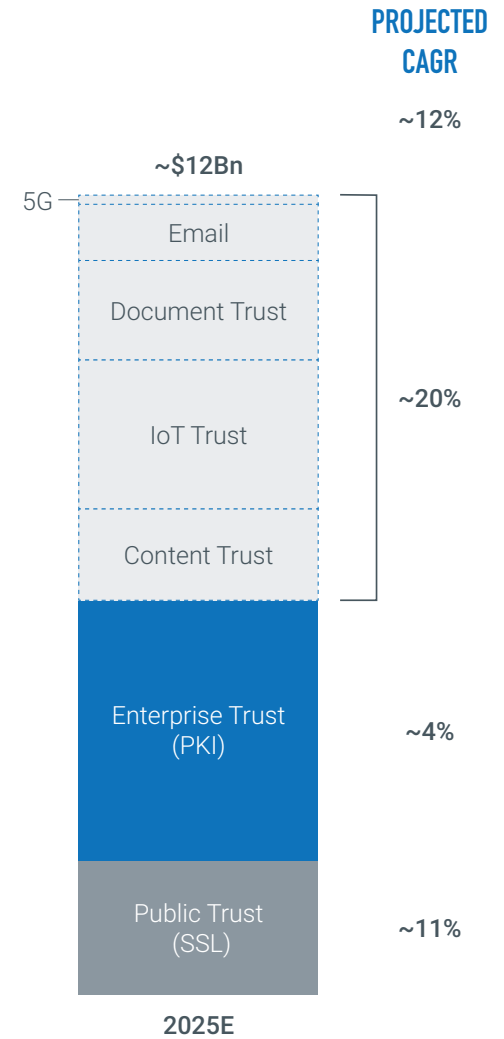
# OUR PARTNERSHIP DIFFERENCE

We believe the surest way to delivering trust to the most end customers today is through strong partnerships. So when it comes to the partner experience, your success is our goal. To that end, we've designed a partner program committed to maximizing the value of our shared relationship while providing partners with the best business opportunity for growth and margin.

| EXPANSIVE SOLUTIONS | MORE PATHS TO REVENUE | MORE TOOLS & SUPPORT |
|---|---|---|
| For every use-case | For all partner types | For ensuring success |

## Industry-proven, expansive solutions for every use-case

Whether you're a reseller, service provider, OEM, integrator or developer, our range of trust solutions offers the most scalable, portfolio-enhancing opportunity in the industry. These are the gold standard of digital security solutions, reinforced by rigorous compliance measures and DigiCert's industry-leading reputation. And they are flexible solutions that can work for any use case, for any customer, including enterprises, small and medium businesses, governments, technology alliances and consortia.

## More paths to revenue for all partner types

We understand not all partners are alike—business models, needs and objectives often vary from one partner to the next. So with different motions to choose from, our program provides an earning path that fits best for you. Not only can partners choose the right solutions to work with, you also get to choose how to drive revenue with these solutions. Once selected, our team embarks with you on your unique partner journey, maximizing partnership value each step of the way.

## More tools and support for partner success

From quick-start activation to simplified campaign development, our partner program provides the tools and resources you need to effectively drive business outcomes. Our partnerships come with dedicated account support, access to a resource-rich partner engagement portal and tiered program benefits designed to enable and incentivize partner teams. We aim to make it as easy as possible to manage deal opportunities, expand customer reach and establish yourselves, along with us, as leading providers of digital trust.
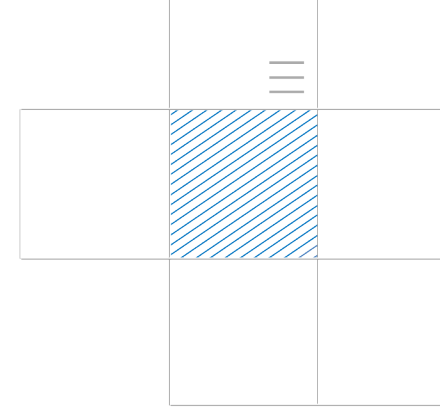
# A COMPREHENSIVE DIGITAL TRUST PORTFOLIO

DigiCert provides a robust platform and comprehensive portfolio to address almost any end customer digital trust need. As a partner, you can leverage these solutions, building out your own portfolio with high-growth, high-margin, predictable revenue streams.

**Certificates:** A full suite of TLS, digital, regional and specialty certificates, all backed by the quality of DigiCert's people, processes and operations.
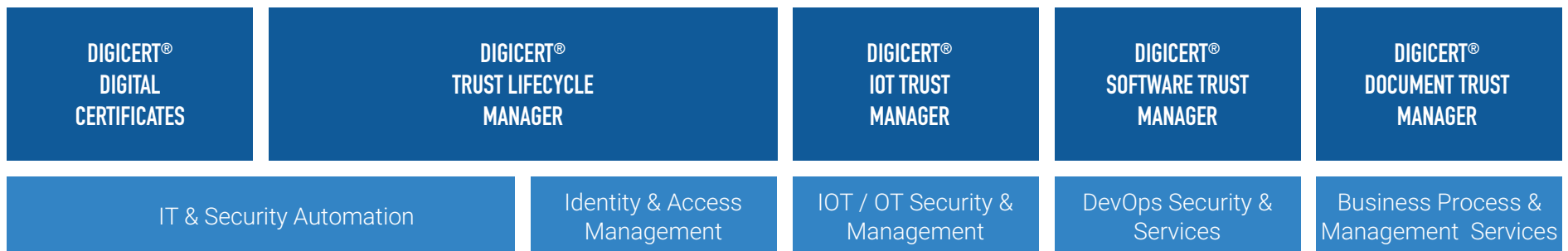
**DigiCert CertCentral®:** A web-based, user-centric platform designed to increase performance while avoiding risk by consolidating tasks for issuing, installing, inspecting, remediating and renewing TLS/SSL certificates in one place.

**DigiCert® Trust Lifecycle Manager:** CA-agnostic certificate management and PKI services that centralize visibility and control, prevent business disruption, and secure identity and access, addressing a broad range of use cases, including user and server authentication and on-premises deployments for data privacy and protection.

**DigiCert® IoT Trust Manager:** A PKI management solution that embeds and manages device identity at scale through the provisioning and lifecycle management of digital certificates, meeting the diverse security needs and form factors of the connected device market.

**DigiCert® Software Trust Manager:** Continuous, automated code signing for CI/CD pipelines, improving software security with key access controls that close vulnerability gaps in DevOps loops.

**DigiCert® Document Trust Manager:** Centralized management of individual, mass and EU-qualified signing that enables organizations to obtain trusted, compliant digital signatures, electronic seals and timestamps that scale across a wide range of global use cases.

| DIGICERT® DIGITAL CERTIFICATES | DIGICERT® TRUST LIFECYCLE MANAGER | | DIGICERT® IOT TRUST MANAGER | DIGICERT® SOFTWARE TRUST MANAGER | DIGICERT® DOCUMENT TRUST MANAGER |
|---|---|---|---|---|---|
| IT & Security Automation | | Identity & Access Management | IOT / OT Security & Management | DevOps Security & Services | Business Process & Management  Services |

# PARTNER TYPES WITH MOTIONS THAT WORK FOR YOU

We believe any business delivering enterprise, web, IT, OT and infrastructure security can play a critical role in helping bring DigiCert's digital trust solutions to customers. To that end, the DigiCert Partner Program supports a wide range of partner go-to-market motions, accommodating and serving your unique business needs.

## Implementation Partners

System Integration (SI) or Value-Added Reseller (VAR) experts can ensure customer outcomes and long-term success through an extensive range of use cases and strong incentives for scaling that fit ideally with the integration and delivery model.

## Resell & Managed Service Partners

Resellers, MSPs, distributors, System Integrators (SI), Original Equipment Manufacturers (OEM) and IT consultancies can leverage our comprehensive suite of trust solutions and program benefits to deliver best-in-class digital trust to customers.

## Referral Partners

Earn revenue without managing a deal. IT consultancies, advisors and Independent Software Vendors (ISV) can promote DigiCert products and services that DigiCert delivers directly to the referral customer.

## Technology Partners

Develop more comprehensive technology integrations thanks to DigiCert's partnership with Independent Software Vendors (ISV) and other software companies that help us build digital trust solutions with broad market appeal at reduced development cost.
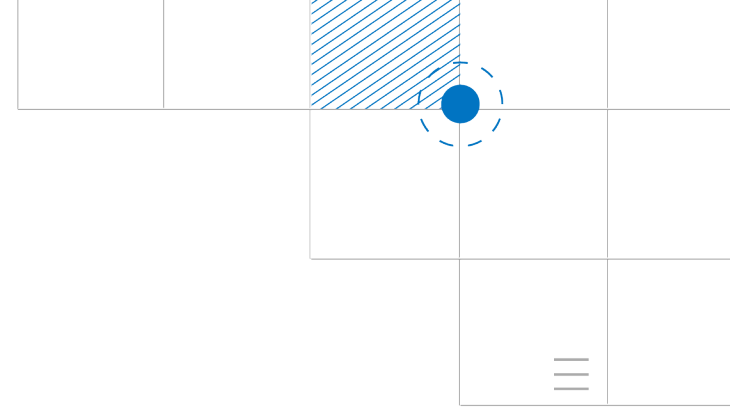
## Service Delivery Partners

Become a certified DigiCert® Trust Lifecycle Manager services delivery partner and gain access to a robust pipeline of deployment and implementation opportunities to better meet growing market demand.
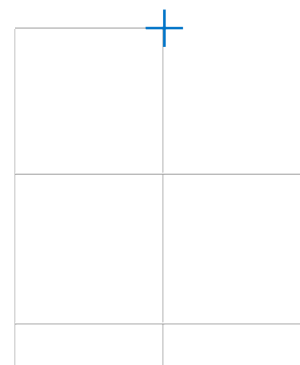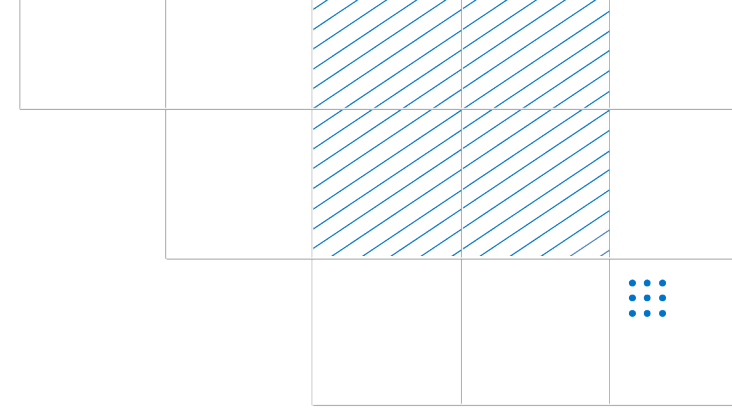
# NAVIGATING THE JOURNEY WITH YOU

The DigiCert Partner Program is designed to optimize the partner experience across all stages of your partner journey. Our top priorities are to reduce your time-to-revenue on new solutions, help build the capabilities to support your growth and support your development as a recognized digital trust leader. Dedicated account managers help navigate the partner journey, working hand in hand to deliver meaningful results for your business.

INTRODUCTION > WELCOME > ACTIVATION > ENABLEMENT > GROWTH

| Learn and Apply | Get onboarded and oriented | Minimize time to revenue | Build product and selling expertise | Increase customer base, revenues and margins |
|---|---|---|---|---|
| • Program Overview<br>• Partner Applicaton<br>• Motion, Solution, Commitment | • Team Meeting<br>• Portal Demo & Access<br>• Partnership Planning | • Quick Start Qualification Tools<br>• Account Mapping<br>• Selling Kick-off | • Sales & Technical Training<br>• Technical Setup<br>• GTM Acceleration | • Business Reviews<br>• Marketing Support & Collaboration<br>• Solution Expansion |

# DIGICERT PARTNER PROGRAM BENEFITS

By enrolling in the DigiCert partner program, you gain access to a wide range of value-added tools and resources designed to drive partner success.

## Discounts and Incentives

**Sell-Thru Tier Discounts:** Five unique partnership tiers based on annual bookings made offer a set of incremental benefits and financial incentives.

**Commit Accelerators:** Partners have the opportunity to increase their discounts by making an annual committment to sell and/or renew digicert solutions.

**Sales & Training Incentives:** DigiCert offers incentives to sales and technical teams for related activities with partner approval.

**Guaranteed Margin Program:** Partner margins can be protected on registered deals where pricing becomes a challenge. We win or lose together.

**Deal & Referral Registration Protection:** Automated processes protect your efforts in identifying net-new opportunities and provide the support you need to succeed in the deal.

## Enablement Support

**DigiCert Partner Portal:** This central hub hosts all the tools and resources needed to facilitate critical partner workflows, including deal registration, quick start activation, training access and marketing/sales process support. Unique logins available for each team member.

**Quick Start Guides & Sales Playbooks:** These solution-focused resources are designed to help you and your team start driving revenue with our solutions as fast as possible.

**DigiCert University Sales & Technical Certification Training:** Our professionally designed learning platform provides comprehensive training on selling and delivering DigiCert solutions in both on-demand and live, virtual class formats.

**Account Mapping & Business Planning Tools:** Our sophisticated business tools help identify and develop plans for strategic accounts, leveraging these and other market opportunities to drive partner sales.

**Not-for-Resale Licenses:** Demo and test environments for DigiCert ONE, Trust Lifecycle Manager, IoT Trust Manager, Software Trust Manager, Document Trust Manager and DigiCert PKI 8.x Platform enable you to support customer proof-of-concept interactions.

**Quarterly Partner Forums:** Our virtual partner meetings allow you to connect directly with DigiCert teams to learn about product news, special opportunities and best practices for selling or supporting digital trust solutions.

**CertCentral API Integration:** Qualifying partners can leverage our library of API integrations to simplify and automate key partner workflows.

# Marketing Resources

**Market Development Funds (MDF) Program:** Earn and receive cooperative funds that, upon approval, can be applied to qualifying sales and marketing activities.

**Events-in-a-Box:** These ready-made, co-branded content packages make it easy to host customer events, showcasing how DigiCert solutions can address digital trust challenges and support their various use cases.

**Pre-packaged Campaigns:** Save time and effort with ready-to-use display ads, lead magnets and email templates designed for new lead acquisition, lead nurture and sales conversions.

**Integrated Social Sharing Tool:** Increase social media presence and become a digital trust thought leader with push-button easy, customizable posts about DigiCert solutions and insights.

**Marketplace Listing:** Get a hosted landing page on our marketplace where prospective customers can match with your unique solutions to boost demand and lead generation performance.

**Sales & Marketing Asset Library:** Hosted on the partner portal, this content platform includes a robust set of sales, marketing and technical resources designed for informational and promotional use.

**Automated Co-branding:** Automation built into our asset library makes co-branding marketing and sales resources push-button easy, so your end customers will know where to go to find their digital trust solutions.

**Partner Seals & Certificates:** Earned "authorized" seals and certificates can be displayed in emails, marketing resources and on partner websites to demonstrate expertise and build brand perception.
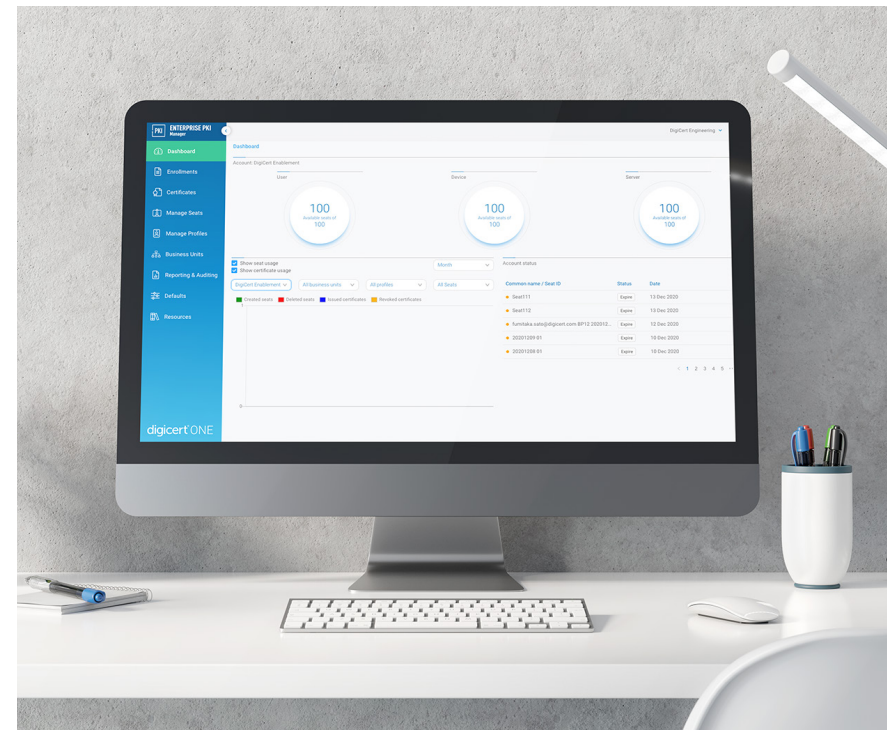
# PARTNER PROGRAM TIERS

The DigiCert partner program is designed to reward you as you grow. Simply put, the more bookings you have, the less you pay and the more benefits you get access to. The ability to scale as you grow allows you to set the right pace for your business and your budget. Along the way, you essentially become a stakeholder in the evolution of digital trust, helping make our products, services and programs better aligned with your and your customers' needs (see chart on page 11).

# JOIN US IN DELIVERING DIGITAL TRUST TO THE REAL WORLD

To become our newest digital trust partner, visit partners.digicert.com and click "Apply Now."

To learn more about how you can work with DigiCert to solve business and customer needs concerning digital trust, digital certificate management, PKI or website security, reach out to us at partnersupport@digicert.com.
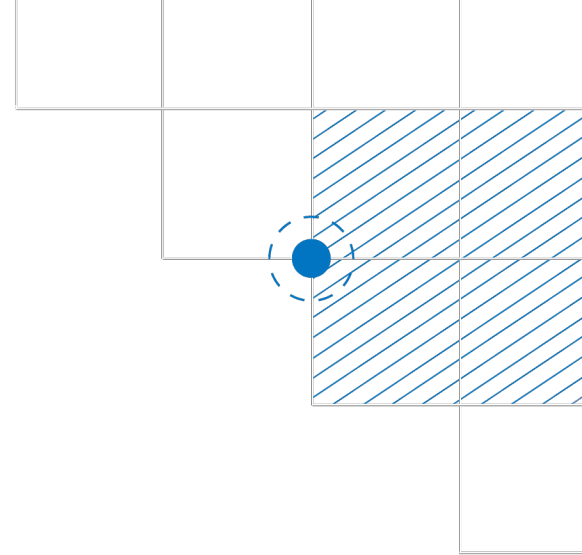
| Tier | Standard | Silver | Gold | Platinum | Platinum Elite |
|---|---|---|---|---|---|
| **Benefits and Incentives Resources** | | | | | |
| Partner Roundtables | | | | X | X |
| Sales and Training Promotions | | | X | X | X |
| Partner Marketplace Listing | | | X | X | X |
| Recognition Program | | | X | X | X |
| Guaranteed Margin Program (Registered deals only) | | X | X | X | X |
| **Enablement Resources** | | | | | |
| DigiCert Partner Portal Access | X | X | X | X | X |
| Quick Start Guides and Sales Playbooks | X | X | X | X | X |
| DigiCert University Sales Training and Certifications | X | X | X | X | X |
| DigiCert University Technical Training and Ceritfications | X | X | X | X | X |
| Deal and Referral Registration Protection | | X | X | X | X |
| Account Mapping and Business Planning Tools | | | X | X | X |
| Not-for-resale Licenses | | | X | X | X |
| Quarterly Partner Forums | | | X | X | X |
| CertCentral API Integration Guides | X | X | X | X | X |
| **Marketing Resources** | | | | | |
| Market Development Funds (MDF) Eligibility | X | X | X | X | X |
| Event-in-a-box Resources | | | X | X | X |
| Integrated Social Sharing Tools | | X | X | X | X |
| Automated Co-branding | | X | X | X | X |
| Partner Seals and Certificate | | X | X | X | X |
| Quarterly Partner Newsletter | X | X | X | X | X |
| Sales and Marketing Asset Library | X | X | X | X | X |