



Partner Guide

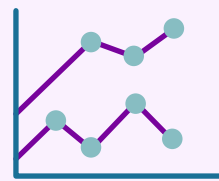


WELCOME to HUMAN's Advantage Partner Program!!

Success is best when it's shared. This is why we created the HUMAN Advantage Partner Program. We invite partner companies to benefit from our growing success and deep experience in fighting sophisticated bot attacks, account fraud, and malvertising.



Our three-tiered program is based on three primary factors:



ANNUAL BOOKINGS



TRAINING



RETENTION



This program will ensure you have all you need to land and expand.

As a partner we will provide you with distinct benefits tailored to performance goals, expertise and commitment which will be allocated based on your tier level.

HIGHLIGHTS INCLUDE



High Rewards and Margins for Partner Engagement and Customer Retention



Partner Enablement
Enables partners to successfully qualify, position and win HUMAN solutions



Joint Engagement from Planning, Marketing, Selling



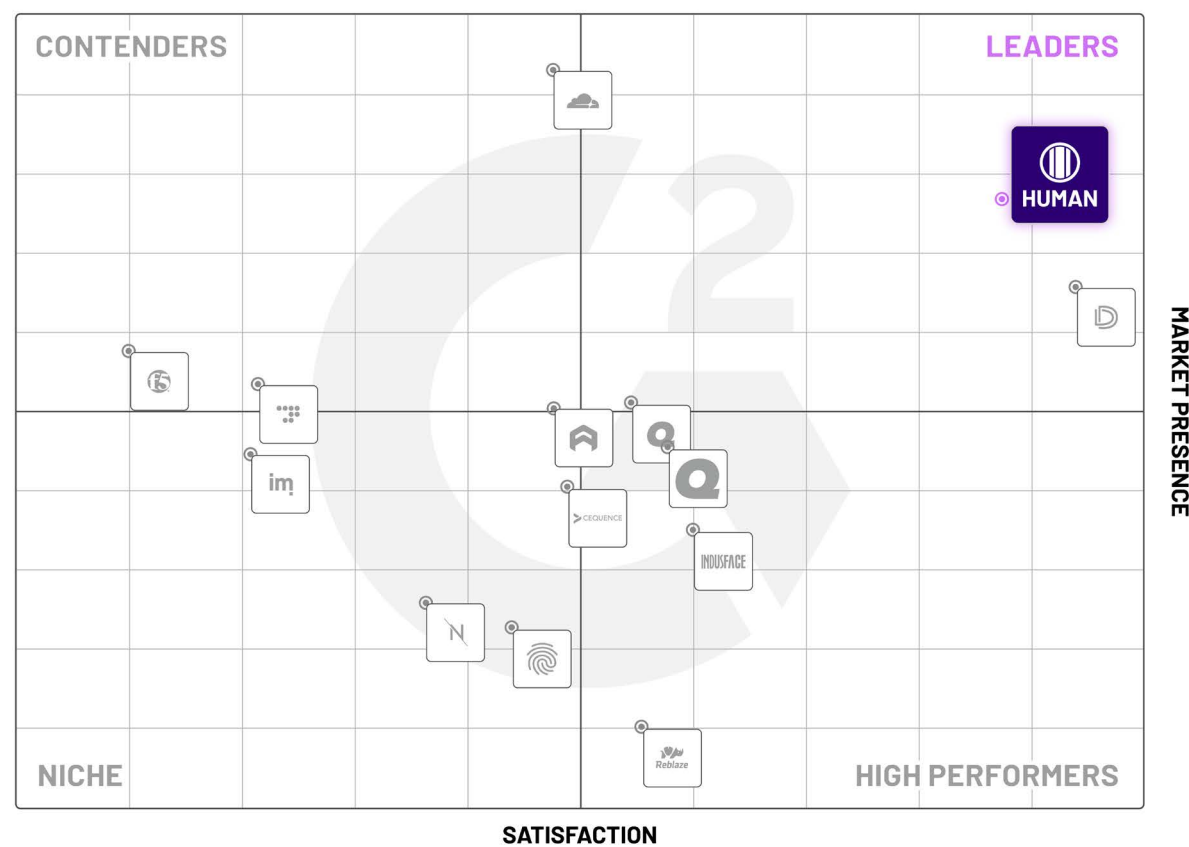
"Proposal-based" Marketing Funds
Allowing partners to drive joint demand generation activities



Partner Protection through Deal Registration & Incumbency
Profitable margin protection on Partner-Led opportunities, available at each partner level

Why partner with HUMAN Security?

Grid[®] for Bot Detection and Mitigation Software



G2 Grid[®] Report for Bot Detection and Mitigation | Summer 2024

Grow Your Business!

Build a high growth, predictable, profitable and recurring business model. Jointly capture the \$70B TAM (total addressable market).

Align to a growth industry with the proven leader. HUMAN was most recently named a Leader in The Forrester Wave™: Bot Management Software, Q3 2024, where the company received top scores in nine categories including "Detection Models," "Mobile App and API Protection, and "Vision." Customers ranked HUMAN the #1 vendor in G2's Summer 2024 Grid for Bot Detection and Mitigation solutions.

Maximize your profitability & drive incremental advertising, application, and account protection services.

Partner with an innovation leader!

Tap into a global intelligent network with insights to over 20+ Trillion digital interactions per week across 3 billion unique devices to provide unrivaled threat telemetry.

Access to deep Cyber expertise from HUMAN's Satori threat researchers and obtain knowledge on trends and threat takedowns.

Increase your customer base and loyalty!

Ability to maintain your customer base with high renewals, expand base with products and services across your customer organization from digital advertising, application and account protection solutions.

Who is an ideal Partner for HUMAN?

A partner that sells into the mid-Market Enterprise/Media and above that focuses on these industries: AdTech, FinTech, Media, E-Commerce & Retail, Travel and Hospitality and Public Sector verticals or any significant customer base with Bill Pay Portals.

We also compliment your CDN, WAF, API Security, Load Balancer, Application Server, and E-Commerce practices.

INDUSTRIES



AdTech



FinTech



Media



E-Commerce
& Retail



Travel and
Hospitality



Public
Sector

TECHNOLOGIES



CDN



WAF



API Security



Load
Balancer



Application
Server



E-Commerce
Practices

HUMAN Advantage Partner Program Tiers

Our program recognizes channel partners based on a combination of value and volume.

Tier levels and its associated benefits only apply to partners who transact annual business with HUMAN.

HUMAN Advantage
Partner Program
— AUTHORIZED —



Authorized Partner

All partners will start at the Authorized Level.

Authorized Partners are given a minimum number of requirements to maintain this status.

Benefits include: Deal Registration incentives, MSRP discounts, sales and technical training, co-marketing capabilities and much more!

HUMAN Advantage
Partner Program
— GOLD —



Gold Partner

Partners who meet certain annual revenue, retention and training targets will have access to additional discounts off MSRP, market development funds (proposal based), a listing on the HUMAN Partner website (logo only) and lead sharing.

HUMAN Advantage
Partner Program
— PLATINUM —



Platinum Partner

Partners who reach this tier level will have met the most rigorous revenue, retention and training goals. These partners will have higher discounts off MSRP, easier access to co-marketing programs including proposal based MDF, dedicated HUMAN partner and marketing support, an executive sponsor, listing on the HUMAN partner website and lead sharing.

Referral Partners: For those partners in the ecosystem that recognize the customer problems that HUMAN solves but do not have significant opportunities to commit yet to building a HUMAN practice, a referral payout of 10% on Year 1 ARR is available after deal registration review and approval.

Partner Program Benefits

		AUTHORIZED	GOLD	PLATINUM
Sales	Pricing Discounts off MSRP	✓	✓	✓
	Additional Deal Reg Pricing Discount	✓	✓	✓
	Deal Registration & Incumbency Protection	✓	✓	✓
	Competitive Selling Resources	✓	✓	✓
Marketing	HUMAN Advantage Partner Portal Access	✓	✓	✓
	Co-Marketing Materials	✓	✓	✓
	Market Development Funds		✓	✓
	Branding Kit	✓	✓	✓
	Profile in HUMAN's Partner Directory		Logo Only	✓
	Dedicated Partner Marketing Support			✓
	Lead Sharing			✓
Training and Support	Product Training	✓	✓	✓
	Sales Enablement and Tech Training Certs	2	3	4
	Customer Success Manager			✓
	Executive Sponsor			✓
	Dedicated Partner Account Manager			✓
	Roadmap Updates			✓

How we set you up for success

1

Upon signing a HUMAN Partner contract, we will work with you on a detailed ramp plan so that your business can confidently start selling within the first 30 days.

2

HUMAN partners will have access to global resources, field sales and marketing support, technical resources, sales tools, training and demand generation programs to confidently position and meet your customer needs.

3

Our key ramp phases include plan, enable, market, sell and retain.

LET'S be successful together!

JOIN the HUMAN Advantage Partner Program Today!

To fill out an application please go to: humansecurity.com/partners/channel

Or email: partnerships@humansecurity.com