

Aware

Channel Partner Program Overview

Empower employees and manage risks
with behavior-driven, real-time signals
from digital collaboration

Aware empowers employees and organizations with behavior-driven, real-time signals from the workplace. Our revolutionary platform is the leading force for digital collaboration insights, giving companies a better understanding of their workforce and the ability to manage the risks associated with digital conversations and remote collaboration.

Aware is building a channel ecosystem that will accelerate growth, open new revenue streams, and support client success. Our platform and value proposition has appeal for many types of partners – channel resellers, referral partners, consultancies, integrators, and other technology platform providers.

We have designed the Aware Channel Partner Program to make it easy and highly impactful to work with Aware. Our program provides a set of guidelines, investments, expectations, and benefits by track.

All authorized Aware Channel Partners have access to:

- ➔ Self-service sales and technical enablement to learn about Aware's Platform, use cases and competitive differentiation
- ➔ Demo licenses for use with prospects and customers, these are NFR (not-for-resell), non-production licenses
- ➔ Aware's Channel Sales team who will help guide our collaboration and drive toward successful outcomes for partners and customers.

Channel Reseller Track

Channel Resellers extend our market reach, build customer interest, support Aware in the sales cycle, and facilitate contracting, billing, and account growth. The Channel Reseller track is for companies interested in building a high growth partnership to help Aware bring our products to market by providing a path for success and expansion.

Aware's Channel Resellers must commit to enabling their teams on our products and support co-marketing efforts to build pipeline and sales.

Channel Resellers have:

- Presence in one or more of Aware's focus markets: US, Canada, Europe, ANZ
- US market should be national in scope or very strong in one region (i.e. East)
- Sales and marketing capabilities in Collaboration, Security and/or Enterprise SaaS
- The ability to transact in local currency and convert to USD, with Net 30 payment terms
- Aware Resellers will transact sales of our products with the Customer.

Channel Reseller Partner Requirements

Requirements	Reseller
Annual Reseller bookings goals (minimum)	\$500,000
Joint business planning	Each half
Sales team has access to Aware enablement kit	X
Sales enablement for focused Account Executives	4 AE's
Pre-sales technical training (minimum)	2 SE/SC's
Joint Marketing campaign, event or activity	2 or more
Executive sponsor assigned to Aware	X

CHANNEL PARTNER PROGRAM OVERVIEW

Channel Reseller Partner Benefits

Relationship Benefits	Reseller
Aware Partner Manager	Dedicated
Access to Aware Solution Consultants	X
Aware Executive Sponsor	X
Partner Advisory Board eligible	By invitation
Economic Benefits	
Discount (sourced opportunity)	25%
Discount (influenced/teaming opportunity)*	15%
Deal protection for approved registration	X
Discount for fulfillment only (no deal reg)*	5%
Demo licenses (non-production, non-resale)	X
Internal use discount (production licenses)	25%
Renewal (sourced or executive sponsor intro)	20%
Renewal (influenced)	15%
Technical Benefits	
Access to quarterly technical webinar	X
Priority support escalation	X
Marketing Benefits	
Market Development Funds	X
Logo use	X

*Current maximum discount for new sale is 25%

*Influenced discount will be increased to 20% if Reseller introduces Aware to the Executive Sponsor who can purchase our products.

*Fulfillment used if customer chooses to source thru reseller in late stage of opportunity or if reseller alignment happens in late stage of the opportunity.

Aware Referral Track

Aware Referral Partners extend our market reach, build customer interest, support Aware in the sales cycle but choose not to resell our products. Typically, Referral Partners are consultants, integrators or other ISVs that want to engage in an Aware partnership. Aware Referral Partners will receive a one-time payment to reward their contributions in the sales process.

Referral Channel Partners have:

- Presence in the US (national or regional in focus)
- Interest in one-time compensation for sourced, qualified opportunities that convert to Aware customers.
- Agreed that Aware will transact directly with the Customer.

Referral Partner Benefits

Relationship Benefits

	Referral Partner
Aware Partner Manager	X
Access to Aware Solution Consultants	X
Aware Executive Sponsor	n/a
Partner Advisory Board eligible	n/a

Economic Benefits

	Referral Partner
Referral Fee (sourced opportunity)	10%*
Referral Fee (influenced/teaming opportunity)	7%*
Deal protection for approved registration	n/a
Demo licenses (non-production, non-resale)	Upon approval
Internal use discount (production licenses)	20%

Technical Benefits

	Referral Partner
Access to quarterly technical webinar	X

Marketing Benefits

	Referral Partner
Market Development Funds	Upon approval
Logo use	X

*Referral fees will be increased by 5% (respectively) if Partner introduces Aware to the Executive Sponsor who can purchase our products.

Becoming a Partner

To become an Aware partner, please work with our Channel Team members directly. For any questions about the program, feel free to contact us at partner-sales@awarehq.com. The Partner Programs team responds to applications and questions within three (3) business days.

Partner Onboarding Process

Once we agree to make it official, your primary contact will receive an onboarding email with instructions for accessing the Partner Portal and a custom onboarding checklist specific for each partner type.

Aware

Have more questions on how to best drive this initiative across your organization?

Visit AwareHQ.com to learn more.