COMFORTE PARTNERSHIP PROGRAM SUMMARY

Jonathan Deveaux, April 2021

TABLE OF CONTENTS

ABOUT THIS DOCUMENT

The purpose of this document is to provide information to organizations who may be interested in forming a partnership with comforte, by summarizing the partnership types, listing the benefits, and summarizing the overall program. Working closely with outside organizations is vital for comforte and by example, comforte has been partners with HPE and IBM for more than 10 years, demonstrating our commitment to customer needs and technology innovation.

WHO IS COMFORTE AG

We are a market leader in the data protection field, with a focus on data-centric security.

Comforte started in 1998, providing technology solutions for mission critical systems. Our key values include customer-focus and retention, flexibility through products and relationships, and technical competency.

As our customer needs expanded with the growing problems surrounding data security, we addressed those needs by developing a solution based on our technology strengths. Our first enterprise data protection customer was in 2014, and we have shown continued success since entering the field.

Today, the SecurDPS Data Security Platform is protecting hundreds of millions of payment transactions, healthcare records, insurance records, and more, reliably running in business-critical environments. Comforte experts have implemented the platform for data security and privacy compliance solution in large enterprises and bring decades of experience to client projects for success on a global basis.

We take our leadership in the industry seriously and contribute to standards for data protection. We are proud to be the trusted technology partner for more than 500 of the world's most successful companies.

Comforte is a global, privately owned, medium-sized company with headquarters in Wiesbaden, Germany. With more than 100 employees in our offices in Germany, the US, Australia and Singapore, we develop, partner, sell and support software solutions and services to customers around the world.

WHAT IS OUR GOAL

Our goal is to be the world's leading technology provider of data protection and privacy for every critical business need. We believe all businesses should have access to effective and useful data security, regardless of their enterprise landscape or business use case.

We support this goal from our team of business and technology experts, and from a highly skilled and innovative partner network.

Through the help of partnerships, we will expand our expertise to meet complex business challenges, and continue our commitment to develop long lasting relationships with end-customers.

SAMPLE PARTNERSHIPS ESTABLISHED

Below is a ongoing list of organizations which have formed a partnership or alliance with comforte. This is an ever-growing list, as more companies join the comforte Partnership Program.

PARTNERSHIP OVERVIEW

More than 500 companies around the world trust comforte AG to deliver the best technology solutions to empower their businesses. But what about the other 1 million companies in the world? There is still a lot of opportunity to be explored and shared.

Great partnerships are established on common goals, shared commitments, and mutual rewards. Comforte AG is committed to fostering a high level of joint success with our partners.

Comforte AG works best with partners that understand their market and more importantly have *influence* in their market. We realize the value of partnerships and together, by delivering the best, innovative technology, we can deliver excellent solutions for every business.

What types of partnerships are available

Our strategy is comprised of reaching two types of relationships with organizations:

Expand our Market reach
- Recruit Partners that understand and *influence* the market
- Enable Partners to address the market needs with comforte solutions
- Incentivize Partners so we mutually benefit

Form Technology Alliances
- Align with providers that see value in data security solutions
- Integrate with organizations supporting higher data security standards
- Innovate to ensure digital freedom through security

GoToMarket Partnerships (Resell our solutions)*

Many partners have industry specific or vertical expertise that are important to our joint customers. Our partners address customer needs by reselling comforte solutions. Additionally, partners often combine our solution with the strengths of complementary technology solutions from their vendor portfolio to supply customers with business solutions tailored for their specific needs.

Technology Alliances Partnerships

Technology companies interested in providing technically aligned solutions for business are an ideal fit for a partnership with comforte, especially if there is a larger audience for an aligned solution. Our team offers a wealth of data security mindshare and together we can help drive business for comforte and your team – through a consultancy alliance or with a technology integration.

Additionally, we may look to integrate our solutions with other technology solutions so that customer needs are met throught his upgraded solution. Our solutions together form a strengthened which may meet market demands and beat competitive offerings.

WHY PARTNER WITH COMFORTE

The comforte Partner Program is designed for Resellers, Distributors, System Integrators (SIs), Global Systems Integrators (GSIs), Value-added Resellers (VARs), Channel Resellers, Technology Consultants, and Technology Alliance partners, and independent software vendors (ISVs). As a comforte partner, you have access to the technical guidance, sales alignment and enablement, marketing, lead generation, and the competitive financial rewards you need to be successful.

Relationships and teamwork are at the core of our Partner Program. No matter where your customers reside or what industry they specialize, you have access to a dedicated team that will be with you every step of the way - providing you with a clear path for sales opportunity success.

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* See Appendix 1

HOW DOES YOUR COMPANY BENEFIT AS A COMFORTE PARTNER?

For Go-To-Market partners, the comforte Partner Program offers competitive revenue sharing for licenses sold to customers. Comforte solutions are designed and built for enterprise organizations – typically medium to large sizes, with a high number of sensitive data elements. As a result, the investment made by customers for comforte solutions tends to be higher than for technology licensed for individual users or for small groups within a company. As a partner who identifies, influences, motivates, and closes a successful opportunity with customers, you will share in the revenue earned. Additionally, you may also identify other revenue opportunities for your business as a result of the overall benefits provided by comforte solutions.

Technology alliance partners have access to our mindshare and our innovation. Comforte strives to find ways to make improvements to our solutions, and to simplify manageability from our customer base. As a result, comforte is always innovating which in turn helps technology partners provide innovative security solutions to their customers.

WHAT RESOURCES ARE AVAILABLE?

For Go-To-Market partnership types, every partner has a dedicated team comprised of a Partner Manager, Sales Lead, Technical contact, and Marketing contact. Each of these stakeholders has access to a team of individuals who are empowered to quickly solve issues as they occur.

For Technical partnership types, each partner is connected with a Partner Manager, a Product Manager, and technical liasions who can answers questions, direct contacts to a knowledge source, or who may start a technical project.

Comforte is a noted data security leader, solving privacy, security, and regulatory risk challenges for the world's top regulated enterprises and organizations. From time to time, comforte receives analyst and industry recognition for our innovative Data Security platform due to our groundbreaking technology, industry support, and the value we deliver. We can share in-depth analyst coverage from Gartner, KuppingerCole, and Forrester.

Additionally, our overall award details and data are clarified at this link:
https://insights.comforte.com/comfortes-securdps-wins-six-cyber-security-global-excellence-awards
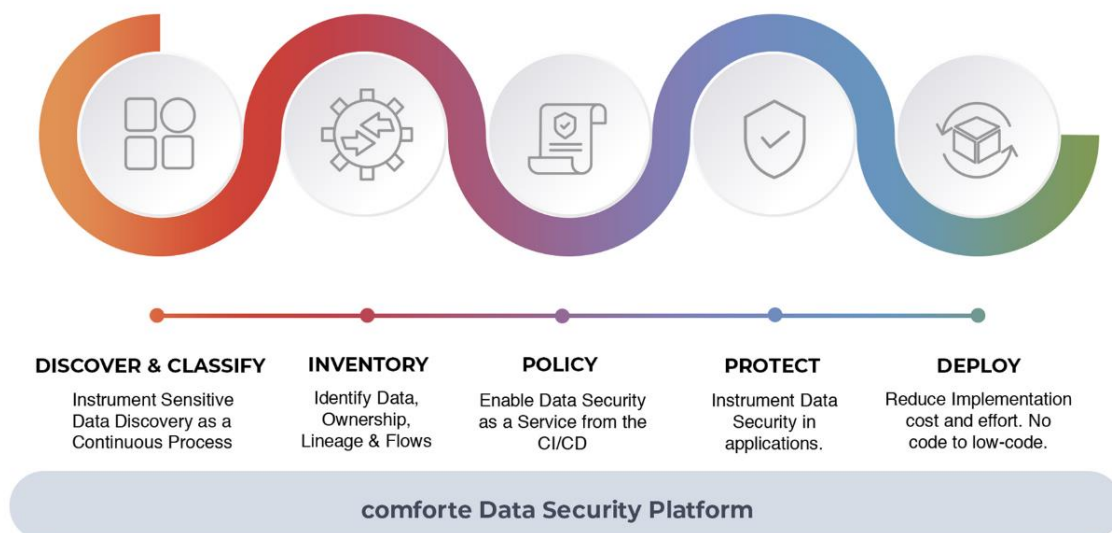
WHAT MAJOR DATA SECURITY CONCERNS DOES COMFORTE ADDRESS

Businesses of all sizes are under increasing regulatory scrutiny to process and house sensitive data more carefully. Failure to do so can be costly in terms of fines, sanctions, lawsuits, or brand and reputation damage. As businesses adopt cloud services, threat actors have proven that classic perimeter defenses can still be circumvented, which can lead to potential data breaches and other severe data incidents.

With increasing dependence on data for machine learning, AI, analytics, and rapid, automated business decisions, data-driven initiatives may be limited or blocked from handling sensitive data due to data exposure concerns.

Therefore, technology decision-makers and buyers are looking for solutions that increase secure beyond just the borders around their data environments—they want to secure and de-risk the data itself while still preserving the ability to work with that data within their enterprise workflows and analysis processes.

The comforte Data Security Platform

DISCOVER & CLASSIFY	INVENTORY	POLICY	PROTECT	DEPLOY
Instrument Sensitive Data Discovery as a Continuous Process	Identify Data, Ownership, Lineage & Flows	Enable Data Security as a Service from the CI/CD	Instrument Data Security in applications.	Reduce Implementation cost and effort. No code to low-code.

comforte Data Security Platform

Comforte's data security platform allows organizations to take complete control of their sensitive data, using it where they need it across applications, analytic processes, and modern cloud applications and services.

The SecurDPS Data Security Platform provides detection, discovery, and classification of sensitive and regulated data in applications, repositories, and data stores. SecurDPS Data Discover & Classify also catalogs data lineage and use, to enable the evaluation of risks of structured data exposure over its lifecycle – at rest, in use, and in motion, including who the data (PII) represents, and from where it originates.

The SecurDPS Data Security Platform also delivers data-centric security, data tokenization, encryption, masking, and hashing for personal data elements requiring privacy and security remediation. The platform enables snap-in integration to existing infrastructure to allow sensitive data to be effectively secured on the fly.

As a result, data is protected over its lifecycle – including data processing systems like data streams, databases, web data or transactions, to structured and semi-structured data in files, data lakes, and database extracts, JSON, and XML structures. The platform incorporates privacy operations for secure access, sharing, and use of sensitive data from its initial capture through its lifecycle to its final destruction.

By securing data at the source and capture, data elements remain protected, even when copied to unstructured data. Any downstream copies of data remain protected, maintaining compliance and reducing risk of attack, being compromised, or accidental loss.

The SecurDPS Data Security Platform comprises multiple integrated services to preserve referential integrity, format, and structure in protected data, facilitating constancy, reducing the need to use live data, and enabling data protection without substantial changes to applications, databases, protocols, data models, and data schemas.

APPENDIX 1 – GO-TO-MARKET PARTNERSHIP OPTIONS

For organizations interesting in reselling comforte solutions, there are three different type of engagement models which provide a means to receive revenue, based on closing sales engagements with end-customers.

Referral

- Provides contact info for potential, qualified technology buyers for comforte to own and close.
- Can also act as the influencer for the buyer throughout the sales cycle.
- Transactions are conducted as a direct sale between comforte and the end-customer.

Reseller

- Owns the buyer relationship throughout the sales cycle to successfully license comforte products.
- Comforte sub-licenses software to Resellers for a discount. Resellers sell software licenses to end-customer on their contracts.
- Performs sales activities, marketing, and pre-sales tech support.
- May provide Level1 Help-Desk Support if Certification is achieved.

Distributor

- Works with Agents or Resellers to generate leads, find qualified buyers, and delivers opportunities through the sales lifecycle to successfully license comforte products
- Comforte sub-licenses software to a Distributor, who in turn sells software license to Resellers. Resellers sell software license to end-customers on their contracts.
- Performs sales activities, marketing, and pre-sales tech support.
- May provide Level1 Help-Desk Support if Certification is achieved.

To ensure Go-To-Market Partners are properly equipped to engage end-customers directly, comforte offers a comprehenisve engagement program. As a result, Go-To-Market Partners can be confident that they will have all of the resources they need to start addressing their market quickly.

The following is a benefits summary table for the types of GoToMarket Partnership.

Category	Benefit	Referral / Agents	Resellers/Distributors/VARs
Sales	dedicated sales management	●	●
	access to sales and technical tools	●	●
	joint business planning	●	●
Technical	NFR License	○	●
	deep dive tech training	◐	●
	quarterly product briefings	●	●
	Demo system access	●	●
	PoC / PoV / RFP support	●	●
	Option to provide Help-Desk support	○	◐
Marketing	Marketing support	●	●
	Joint branding collateral	●	●
	Joint event sponsorship	◐	◐
	Joint webinars	●	●
	Lead generation assistance	◐	◐
	Access to industry analyst materials	●	●
Partnership	dedicated partner manager	●	●
	partner portal	●	●
	virtual training	●	●
	newsletters	●	●
	Sales discounts or commission	competitve finder's fee	competitive discounts

CONTACT

For general information regarding our Partner Program, or to sign up send your request to the following email address (partner@comforte.com) or contact details:

Jonathan Deveaux
VP Global Partnerships & Alliances
Email: jd@comforte.com
Phone: +1 646 438 5716

www.comforte.com