EXCLUSIVE NETWORKS   ThriveDX

Introducing ThriveDX

The world's premier cybersecurity and digital skills provider

Enter

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Introduction

360° APPROACH TO THE
HUMAN FACTOR IN CYBERSECURITY

Relying on firewalls, antivirus software, and secure remote connections is no longer enough. While CISOs and IT Managers have focused on getting the right systems in place, a shift toward those who use the network infrastructure to provide 360° protection is taking place — because anywhere between 85% - 95% of cyberattacks target the human factor. To change behaviors, companies are increasingly turning to the services of security training experts.

Starting protection where technology ends.

Security awareness has come of age with the realization that no industry is immune from cyber threats or risks. To keep an environment of any kind secure depends on keeping its employees engaged and accountable, and aware of the risks that lurk. Unfortunately, generic training is ineffective, as every company is subject to different tech stacks, policies, and regulations. The focus on training starts where protection through technologies ends.

ThriveDX's solutions specialize in the human-side of cybersecurity, delivering end-to-end cybersecurity training and testing to coincide with how companies live and work in the digital world.

Together, making employees a part of the cybersecurity solution

Tech Professionals (AppSec & IT Security)

Security Professionals (Bootcamps & Hands-on Skills)

Human Risk Factor

Non-tech Professionals (Custom Executive Training)

Everyone (Awareness & Phishing Simulations)

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Meet ThriveDX

THE GLOBAL LEADER IN CYBERSECURITY UPSKILLING AND RESKILLING

ThriveDX is the global leader in cybersecurity education, and an expert in providing cybersecurity training to upskill and reskill lifelong learners. ThriveDX's award-winning solutions exist to bridge the skills gap and impact the talent shortage in the cybersecurity and overall tech industry. We're determined in future-proofing the workforce with the most in-demand cyber skills.

UNITED IN ONE GOAL

At ThriveDX, we are a team of professionals united by a shared passion for tackling the cybersecurity skills gap. Our team includes military-trained cyber experts, industry veterans, and educators who are committed to building a strong and diverse talent pipeline through innovative security training. Our revolutionary educational model is focused on practical, real-world applications, combining traditional and modern learning techniques with cutting-edge research and hands-on experience. Together with our partners, we are committed to driving positive change and helping individuals and organizations thrive in the digital world.

Leveraging 15 years of experience in training, the ThriveDX enterprise suite was born out of the formation of best-in-class cyber companies: Cybint Solutions, Kontra Application Security, Lucy Security, ThriveDX Labs, and HackerU Pro.

TRUSTED AROUND THE WORLD

10M+	500	60	130
people trained	enterprise customers	countries globally	supported languages

ThriveDX is the global leader in cybersecurity education, and an expert in providing cybersecurity training to upskill and reskill lifelong learners. Operating in two main divisions — Education and Enterprise — ThriveDX's award-winning solutions exist to bridge the skills gap and impact the talent shortage in the cybersecurity and overall tech industry. We're determined in future-proofing the workforce with the most in-demand cyber skills.

OUR VISION

Close the cybersecurity skills and talent gap worldwide while increasing diversity and inclusion in the industry.

CO-FOUNDERS: DAN VIGDOR & GIL ADANI

CEO-ENTERPRISE: ROY ZUR

FOUNDED: 2006

HEADQUARTERED: CORAL GABLES, FL, USA

OTHER OFFICES: TEL AVIV, IL

EMPLOYEE COUNT: 1000+

2021 REVENUE: $100M+

OUR MISSION

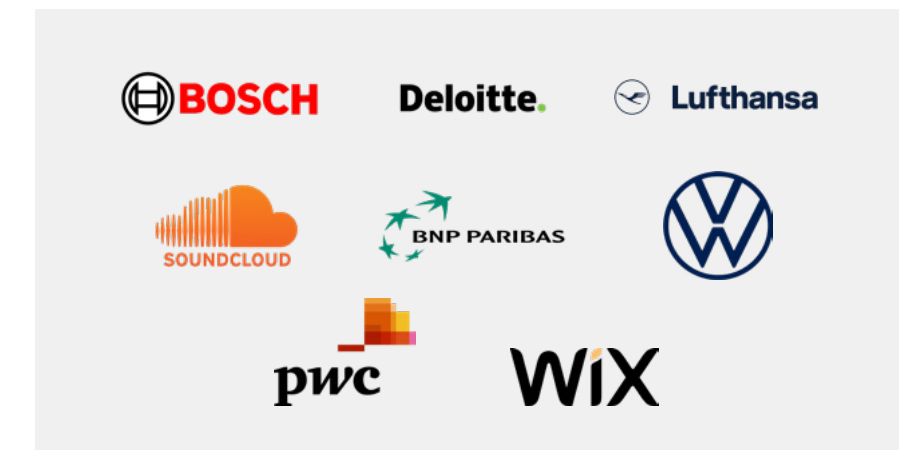Make human factor security a priority at every organization and build a diverse talent pipeline through our vast suite of security training.

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Products, Solutions & Services

OVERVIEW

	Solution	Solves For	Buyers	Users	Link to Overview	Link to Materials	Notable Customers
Cyber skills training products	Security Awareness Training	Skills Gap, Knowledge Gaps in Applied Security Practices for Non-Technical Employees and C-Suite	CISO, Head of Security	Non-technical employees, company-wide	Security Awarness Training	Security Awarness Training	Bosch, Lufthansa, Bank of America, Spital Limmittal, BNP Paribas, Volkswagen
	Application Security Training	Skills Gap, Knowledge Gaps in Applied Security Practices for Technical Employees and Engineers	CISO, Head of Security, Head of Development	Technical employees, developers and engineers	Application Security Training	Application Security Training	GitLab, Snap Inc, Dropbox, Soundcloud, Flo, iress, ZAI

ADDITIONAL CYBER SERVICES

ADVANCED TRAINING
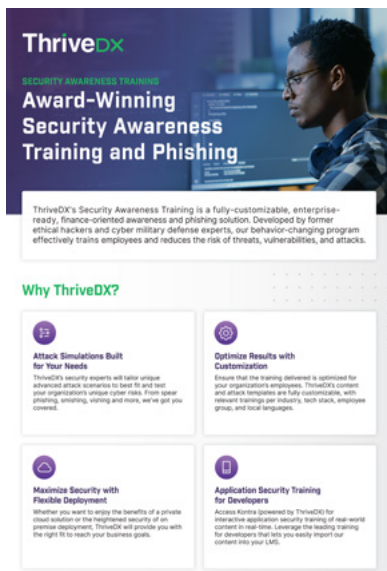
RESKILLING BOOTCAMPS

CYBER TALENT MATCHING SOLUTIONS

+500 ENTERPRISE CUSTOMERS

BOSCH   Deloitte.   Lufthansa

SOUNDCLOUD   BNP PARIBAS   VW

pwc   WiX
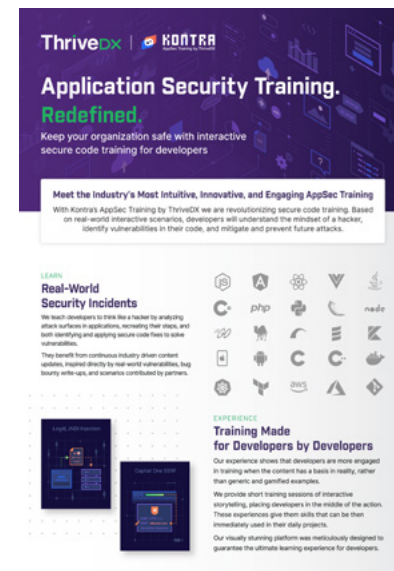
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Products, Solutions & Services

SOLUTION DOCUMENTATION

SECURITY AWARENESS TRAINING

- Tailored awareness program
- Real-world attack simulations
- Customizable content library
- On-prem deployment option

VIEW MORE

APPLICATION SECURITY TRAINING

- Real-world security incidents
- Attack lifecycle
- LMS compatible
- Made for developers by developers

VIEW MORE

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Products, Solutions & Services

SECURITY AWARENESS TRAINING OVERVIEW

WHAT:

Practical cybersecurity awareness training, phishing, and social engineering simulations developed by former ethical hackers and cyber military defense experts to effectively train employees and promote behavioral change

BUYER:

IT and Security Decision Makers (CISOs, CIOs),
Learning & Development Decision Makers (L&D Directors)

USER:

All employees in various positions, departments, and levels within the organization

USE CASE:

Interactive training simulates cyber threats using various types of phishing attacks to educate and test employee awareness and preparedness for real cyber vulnerabilities and attacks

VALUE DROP:

Fully customizable solution delivers realistic training, real-time insights, and full data privacy to reduce cyber risk and promote data protection

AWARDS & ACHIEVEMENTS

EDUCATION PLATFORM   ANTI-PHISHING   ATTACK SIMULATIONS   TRAINING PLATFORM   EDUCATION & TRAINING

COMPETITION

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Products, Solutions & Services

SECURITY AWARENESS TRAINING BENEFITS AND FEATURES

TAILORED ATTACK SIMULATIONS BUILT FOR BUSINESS

From spear phishing, smishing, vishing and more, we deliver a solution to fit the organization's unique risk needs.

OPTIMIZE RESULTS WITH CUSTOMIZATION

Attack templates are fully customizable, with relevant trainings per industry, tech stack, and employee group.
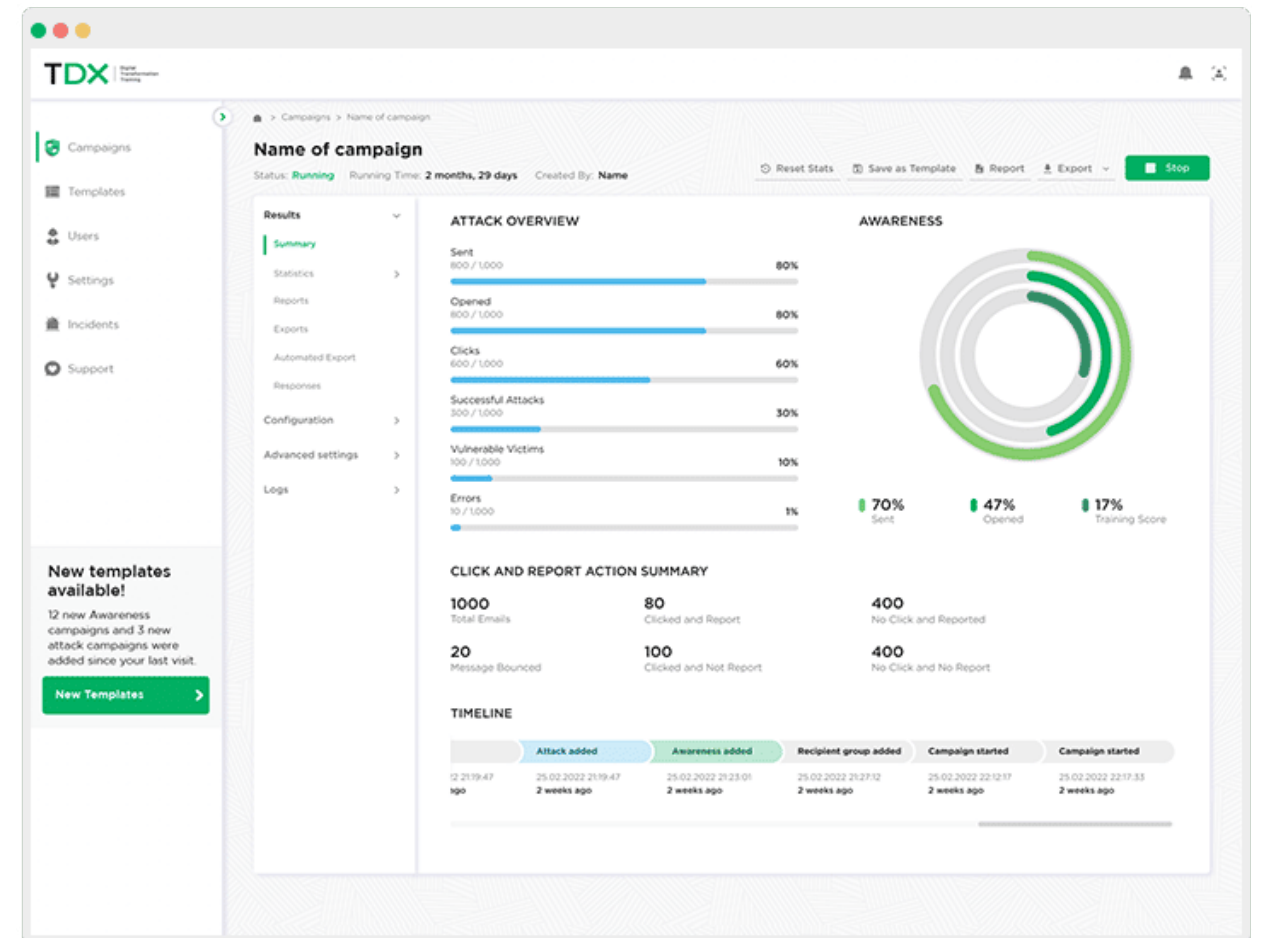
MAXIMIZE SECURITY WITH FLEXIBLE DEPLOYMENT

Enjoy the benefits of a private cloud solution or the heightened security of on premise deployment.

CUSTOMIZE REPORTS

Real-time dashboards provide powerful insights so stakeholders can gain transparency and act quickly.

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Products, Solutions & Services

APPLICATION SECURITY TRAINING OVERVIEW

WHAT:

Through real-world interactive training scenarios, developers come to understand risk from an attacker's perspective, identify vulnerabilities in their code, and learn to mitigate and prevent future attacks

BUYER:

CISOs and Development Decision Makers (Heads of Development)

USER:

Developers and engineers who are responsible for the security and integrity of their organization's applications

USE CASE:

Developers come to understand risk impact by analyzing attack surfaces in applications they use, recreating their steps, and identifying and applying secure code fixes to solve vulnerabilities

VALUE DROP:

Unique training teaches the developer to think like a hacker and places the developer in the middle of the action to give them skills that translate into their daily projects and the tools they use

LANGUAGES

COMPETITION

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Products, Solutions & Services

APPLICATION SECURITY TRAINING BENEFITS AND FEATURES

REAL-WORLD CONTENT

Inspired from real life vulnerabilities, bug bounty write-ups and partner contributed scenarios.

SCALABLE CONTENT

With our flexible platform, we can tackle complex content & scaling needs, creating content in days rather than months.
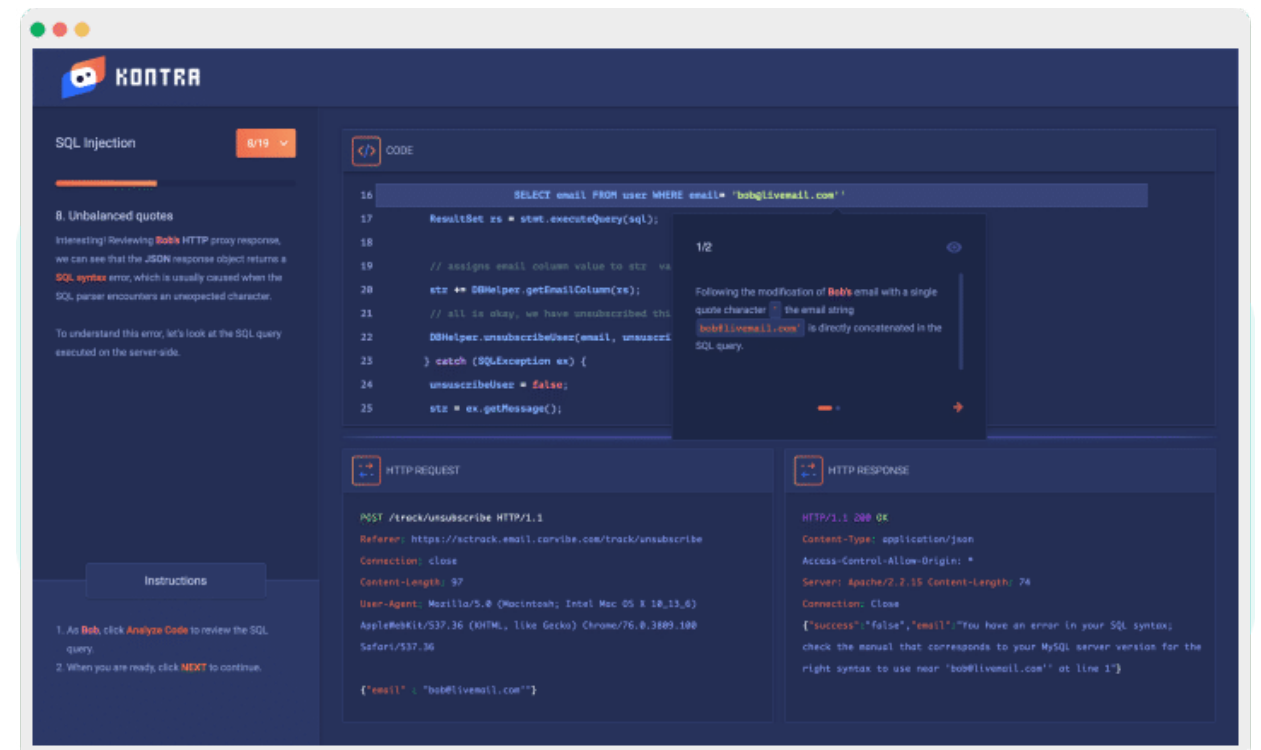
LMS COMPATIBLE

Our SCORM compliant content works out-of-the-box with any third-party LMS to enable deployment in a platform developers know.

EFFECTIVE LEARNING METHODOLOGY

No gamified content or code quizzes. We cover real-world interactive scenarios with a UI/UX designed just for developers.

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Know Your Competition

COMPETITORS AND ALTERNATIVES TO THRIVEDX

FOR SECURITY AWARENESS TRAINING

KnowBe4
Human error. Conquered.

proofpoint.

SoSafe
Cyber Security Awareness

COFENSE

FOR APPLICATION SECURITY TRAINING

SECURE CODE WARRIOR

SECURITY JOURNEY

Checkmarx

IMMERSIVELABS

KNOW WHERE YOU STAND – THRIVEDX RATINGS OVERVIEW

RATING DISTRIBUTION

60%
★★★★★

40%
★★★★☆

0%
★★★☆☆

CUSTOMER EXPERIENCE

5.0
Evaluation & contracting

4.5
Integration & deployment

4.7
Service & support

4.7
Product capabilities

Distribution based on 20 ratings

Note: Ratings Overview is for the ThriveDX Security Awareness Training solutions only

Source: Gartner / https://www.gartner.com/reviews/market/security-awareness-computer-based-training/vendor/thrivedx/product/ thrivedx-security-awareness-training

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Know Your Competition

WHAT DOES YOUR TARGET AUDIENCE LOOK AT WHEN CHOOSING A SECURITY AWARENESS TRAINING SOLUTION?

When evaluating different solutions, potential buyers compare competencies in categories such as:

• Vendor's phishing simulation capabilities

• The production quality of the vendor's training modules

• The content quality of the vendor's training modules

• The availability of content to cover the topics that your company needs

• Quality and availability of administrator training

• The quality of the vendor's Learning Management System

• The quality of the vendor's administrative interface and reporting capabilities

WHAT DOES YOUR TARGET AUDIENCE LOOK AT WHEN CHOOSING AN APPLICATION SECURITY TRAINING SOLUTION?

When evaluating different solutions, potential buyers compare competencies in categories such as:

• Content supports OWASP Top 10 standards and meets compliance needs

• Can easily scale and manage the training

• Prove the investment cost is worth it and can show its value (Developers will engage with the training)

• Frequency of content updates

• The availability of an Application Programming Interface

• The availability of progressive learning for all content modules

• Training covers roles across the developer landscape

• The availability of administrative dashboard and statistics to manage and track users

• SCORM compliant content works with leading third-party learning management systems and enterprise training platforms.

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Know Your Competition

THRIVEDX STRENGTHS

Reviewers rated ThriveDX higher than these competitors in the following categories

COMPETITORS	SERVICE & SUPPORT	INTEGRATION & DEPLOYMENT	EVALUATION & CONTRACTING
KNOWBE4			✓
PROOFPOINT	✓	✓	✓
INFOSEC			✓
SANS	✓	✓	✓
SOPHOS	✓	✓	✓
BARRACUDA	✓		✓

Note: Ratings are for the ThriveDX Security Awareness Training solution only, and distribution is based on 20 ratings

Source: Gartner / https://www.gartner.com/reviews/market/security-awareness-computer-based-training/vendor/thrivedx/product/thrivedx-security-awareness-training/alternatives

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The Market Opportunity

SECURITY AWARENESS TRAINING

When properly implemented, awareness training programs move the needle of enterprise risk where technology alone cannot. According to the 2022 Global Cybersecurity Awareness Training Study conducted by ThriveDX, as many as 87% of study participants stated that effective IT security is not possible without employee training. Researchers also found that although there is an increased maturity in cybersecurity awareness programs, with 58% of participants reporting having an awareness policy including mission statements and metrics in place, there is room for improvement.

APPLICATION SECURITY TRAINING

According to the Cloudflare 2022 Q2 DDoS Report, 84% of all cyber attacks happen on the application layer. API attacks are up a stunning 686%. The challenge is that many developers, especially the most senior ones, entered the field when cybersecurity was not as serious a threat as it is today. Additionally, traditional edTech training often oversimplifies content in order to better reach wide audiences, leaving software developers underprepared for the reality of a security breach. The time has come for AppSec training to move from "nice to have" to "must have."

$10T
The estimated costs of cyber crimes to the world by 2025

435%
Increase in ransomware since 2020

95%
Of all cybersecurity incidents involve the human-factor

WHY THRIVEDX?

ThriveDX is a cyber education and training company focusing on the human factor, solving the talent shortage and skills gap in cybersecurity. The company is tackling the human risk challenge by providing solutions to reskilling the workforce and upskilling the industry.

Our enterprise product suite provides end-to-end solutions for cybersecurity education and training covering every member of the organization, from general employees, developers, security professionals, and executives.

We serve millions of users in thousands of organizations globally, including Fortune 500 companies and leading education institutions.

TOGETHER, MAKING EMPLOYEES A PART OF THE CYBERSECURITY SOLUTION
THRIVEDX + EXCLUSIVE NETWORKS

Read the full 2022 Global Cybersecurity Awareness Training Study by ThriveDX Enterprise at https://thrivedx-2714581.hs-sites.com/cyber-security-awareness-study-download-0?

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The Exclusive Networks Value

VALUE ADDED SERVICES

As well as bringing experience-first networking to your partners, we can further enhance the commercial opportunity with Exclusive Networks value added services.

GSO – GLOBAL SERVICES OPERATIONS

The GSO (Global Services Operation) is an Exclusive Networks portfolio of professional services including Global supply chain, compliant logistics, design consultancy, implementation engineering, business support services, sustainable & ethical recycling.

FINANCE & LEASING

With more and more businesses looking for financing options in order to ease cash flow, Exclusive Networks' Finance & Leasing service provides simple and flexible finance options that put liquidity back into the channel. We offer multiple payment options and multiple contract options with global availability.

DEDICATED SALES & MARKETING

With more and more businesses looking for financing options in order to ease cash flow, Exclusive Networks' Finance & Leasing service provides simple and flexible finance options that put liquidity back into the channel. We offer multiple payment options and multiple contract options with global availability.

END TO END PARTNER SUPPORT

From configuring customer solutions to providing post sales implementation and support. **2:1 technical resource**. Exclusive Networks align two technical engineers to each sales person to support solution design, configuration, demos, and staging.

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The Exclusive Networks Value

THRIVEDX IS AVAILABLE IMMEDIATELY ON X-OD

X-OD, also called Exclusive On Demand, is a digital platform designed to simplify the access to XaaS and to help channel partners to provide managed services to their end users through streamline procurement, fulfillment and billing process.

ThriveDX products can now be purchased through X-OD on 1, 2 or 3 year terms.

HERE'S HOW PARTNERS WILL BENEFIT:

- Your customers can access ThriveDX on-demand. It is only one click away with X-OD: access to a digital and white label platform

- Enables resellers to become service providers through a digital platform and answers to the growing trend of managed services

- Combines automation and digitalization to produce efficiencies for channel partners. You can create your own quotes and manage subscriptions

- Increase the customer satisfaction and lifetime value

- Accelerated sales cycle

- Answer to changing end-users demands for everything-as-a-service

- Simplify your operations

- Reduce churn

- Build long term strategic relationships with your customers

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Know Your Target Audience

INDUSTRY DIVE

HEALTHCARE

Hospitals are tasked with saving lives on a daily basis, while also staying focused on the business of safeguarding patient PHI and employees. Usually equipped with smaller cybersecurity and IT teams, the challenge becomes one of finding the resources to raise employee awareness of cyber risks and fill security gaps without putting additional strain on busy caregivers and staff.

The Limmattal Hospital provides medical care for approximately 80,000 patients annually. In need of a cybersecurity awareness solution that would sensitize employees to phishing email attacks, they turned to ThriveDX. With ThriveDX, Limmattal was able to choose from a range of trainings and tests for their specific security awareness needs.

AT A GLANCE

INDUSTRY
Healthcare

CHALLENGE
Protect all employees, assets and data from the risks posed by cybercriminals, especially in times of covid

SOLUTION
ThriveDX Security Awareness Training (formerly Lucy)

ADVANTAGE
• Low cost
• Maximum privacy
• High degree of customization
• Immediate impact
• Accelerated adoption
• Effective, engaging training

INDUSTRY DIVE

FINANCIAL SERVICES

Cyber insurance has become an important addition for companies large and small to help deal with risks. However, cyber protection insurance does not exempt companies from investing in their IT security. Raising awareness among employees of possible vulnerabilities and providing effective prevention measures to keep customer data safe is critical for financial institutions

In Switzerland, one out of three households and one out of three companies are insured with Mobiliar. With the help of the multilingual features of the ThriveDX solution, Mobiliar developed an efficient cybersecurity offer for the SME market, that includes a low-cost security awareness program.

AT A GLANCE

INDUSTRY
Insurance

CHALLENGE
Protect all employees and enterprise customers from the increasing risks posed by cybercriminals

SOLUTION
Multi-system architecture based on ThriveDX Security Awareness Training (formerly Lucy) partially enriched with special content for SME customers

ADVANTAGE
• Straightforward with little internal effort
• Cost-effective
• Cloud installation
• Multilingual (D/F/I/E)

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Know Your Target Audience

INDUSTRY DIVE

GOVERNMENT/TECHNOLOGY

Ensuring both public safety and a secure technical infrastructure in a heavily regulated environment can be a tall order. For NAV Portugal, it's an everyday reality.

As a government agency in the air traffic management industry, NAV Portugal has the heightened responsibility of securing its facilities and technology against cyber threats. One wrong click by an employee on a link in a malicious email could be enough for a cybercriminal to wreak havoc, swindling data, disrupting services, or even extorting money through a ransomware attack.

NAV Portugal needed a solution that would offer high-level security training in compliance with the many regulations of its industry. ThriveDX had them covered.

AT A GLANCE

INDUSTRY
Government

CHALLENGE
Protect the public sector and employees from the increasing risks posed by cybercriminals

SOLUTION
ThriveDX Security Awareness Training

INDUSTRY DIVE

LUFTHANSA GROUP

The Lufthansa Group is a global aviation group comprised of more than 580 subsidiaries and 138,000+ employees. The company needed a training solution that would take into account its many internal and external guidelines regarding data protection and performance control, along with its geographic and language diversity.

Lufthansa used custom phishing simulations from ThriveDX to train employees worldwide in multiple languages across different business segments with varying security awareness measures. ThriveDX provided Lufthansa with unlimited access to GDPR-compliant e-learning templates and numerous attack simulations for an intensive employee awareness program.

AT A GLANCE

INDUSTRY
Aviation

CHALLENGE
Protecting all employees, facilities and data against cybercriminal phishing attacks

SOLUTION
ThriveDX Security Awareness Training (formerly Lucy)

Train & Phish Campaigns in 30 languages (for employees all over the world)

ADVANTAGE
• Effective cybersecurity awareness solution
• Instant and reliable reports
• Engaging and effective training
• The features provide continuous protection
• Exceptional Customer Support

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Know Your Target Audience

FIVE SEGMENTS, EACH WITH ITS SPECIFIC NEEDS

Understanding your target audience, who they are, what they like, what is their role and responsibilities within the business, what do they read: all these elements will help you adjust your pitch to match the persona you are addressing.

KEY PERSONA IT TEAMS:

- Chief Information Security Officer (CISO)
- Head of Security
- Head of Development
- IT Manager

WHAT DO THEY CARE ABOUT?

- Does the technology align to business needs?
- What is going on in the marketplace (technology trends)?
- What are analysts saying/benchmarking
- Is this future-proof?
- Is this scalable vs cost? Do I have the team and resources internally, or do I need to outsource?

ROLE AND RESPONSIBILITIES:

- Managing IT staff and developing department goals
- Developing and overseeing IT budget
- Planning, deploying, and maintaining IT systems
- Implementing and overseeing the organization's cybersecurity program
- Aligning cybersecurity and business objectives
- Monitoring Incident Response Activities and reporting on cybersecurity
- Managing the organization's software development needs
- Developing IT policies, procedures, and best practices
- Staying updated on IT trends and emerging technologies
- Developing and enforcing IT best practices across the organization
- Ensuring IT strategies and processes support company goals
- Ensuring the security of systems, data, and personal
- Overseeing relationships with vendors, contractors, and service providers
- Managing business continuity and disaster recovery
- Communicating IT-related projects to the Board of Directors and other organization executives

ThriveDX Partner Program

PARTNER ACQUISITION

WHY THRIVEDX?

No industry is immune from cyber threats or risks. With the advantage of being in the cybersecurity training industry since 2006, ThriveDX has the experience, knowledge, and expertise to upskill the workforce and actually change the behavior of people in organizations, making them cyber-vigilant.

The ThriveDX portfolio includes products and services that are absolutely essential to your customer base. Every industry and organization is touched and affected by threats, and ultimately needs to have a program and process in place to train their employees. That's where ThriveDX can help you with solutions for your customers that keep them compliant and safe.

ThriveDX has services for cybersecurity awareness tailored to your organization's needs, as well as application security training for programmers.

ROBUST AND COMPREHENSIVE PARTNER PROGRAM

- Award-winning solutions
- Competitive margins
- Speed to cash
- All solutions are compliance-ready
- Annual revenue streams through renewals / expansions

- Compensations for services and training on top of core products
- Clear transparency to higher margins
- Deal registration
- Lead distribution for ThriveDX to partner
- Dedicated Partner Portal

- Automated processes for requests
- Clear performance tracking and visibility
- From full support to independence-tailor-made for you

- Training for sales, technical sales, tech support and customer success teams
- Fits into your ecosystem and suite of offers
- Premier Partners Program with tiered benefits and incentives

HOW TO OPEN UP A CONVERSATION ABOUT THRIVEDX

- Where do you think most cybersecurity breaches occur in organizations?

- How much does your organization allocate for protecting from human factor cybersecurity risks?

- How many (security) campaigns a year does your organization perform?

- Do you have a devops team? How were they trained on application security?

- Which is your organization's preferred course of action - first test the employees and then announce the training, or make them aware that testing is being performed?

- Does your current solution for awareness training provide real life engaging examples for your employees?

- How do your AppSec team members feel about gamification in their training? (Hint: They don't like it)

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ThriveDX Partner Program

PROGRAM OVERVIEW

For the majority of potential customers, it is not a question of if they will purchase security training solutions, but rather, from whom and when they will acquire them. Partnering with ThriveDX ensures that you are offering an award-winning solution that delivers flexibility and provides real-world scenarios that are relevant to your customers and add value to your portfolio.

The ThriveDX Partners Program offers three tiers with benefits for working with us. You may move to higher tiers in the program by obtaining certifications and reaching targets.

The Authorized tier does not require a new partner to be trained or certified and allows the framework for the partner to become Gold or Platinum. Reaching an upper tier, such as Gold or Platinum, brings with it the ability to be rewarded accordingly for driving better business outcomes for your customers.

AUTHORIZED	GOLD	PLATINUM
• Newsletters and emails	**All Authorized Features +**	**All Gold Features +**
• Training programs	• Leads from TDX	• Running banner/logo
• Marketing collateral	• Brand usage	• Battlecards
• Partner portal access (PRM)	• Marketing support	• Tech support concierge
• Internal use licenses (NFR)		• Customer success concierge
		• Direct line to Partner Manager

WHY BECOME A PARTNER?

The breadth and depth of our expertise allows us to invest in everything related to sales enablement for our partners. As a ThriveDX partner, you will have everything you need to accelerate your business growth, including training, ongoing support, sales enablement collateral, marketing resources, and a world-class Partners Program.

With a variety of partner experiences to choose from, we enable resellers, system integrators, MSPs, and Value Added Distributors to enhance their portfolio with offerings that fit into their ecosystem and suite of offers while delivering impactful solutions across the globe.

ANTI-PHISHING   BREACH & ATTACK SIMULATION   SECURITY EDUCATION PLATFORM   CYBERSECURITY EDUCATION & TRAINING   SECURITY EDUCATION & PLATFORM   SECURITY TRAINING & EDUCATION PROGRAMS   COMPETITIVE STRATEGY LEADERSHIP   PITCH YOUR PRODUCT AWARD

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ThriveDX Partner Program

SALES AND TECHNICAL REQUIREMENTS

PARTNER CERTIFICATION	AUTHORIZED	GOLD	PLATINUM
RESELLERS AND VAR'S			
Sales	-	2	3
Pre-sales / Tech training	-	1	2
RESELLERS AND VAR'S			
Sales	-	3	3
Pre-sales / Tech training	-	1	2
RESELLERS AND VAR'S			
Sales	-	3	3
Pre-sales / Tech training	-	1	2

PARTNER SELLER REWARDS

DEAL REGISTRATION BENEFITS

- Higher margins for deal registration

- Deal registration is available for all Authorized, Gold, and Platinum level partners who are appropriately registered on the ThriveDX Partners Portal

- First partner to register receives the deal; ThriveDX does not allow for multiple deal registrations on the same opportunity

- Any given registration deal will remain registered for 275 days and may be extended for an additional 90 days by ThriveDX

- Deal registration discounts are stackable with other discounts

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ThriveDX Partner Program

PARTNER BENEFITS

TRAINING

- Product
- Sales
- Support
- Competition
- Certification
- Continuing education

SALE TOOLS

- Presentations
- Demo environment
- Collateral
- Brochures and PDFs
- Battlecards
- Case studies

SYSTEMS

- Product
- Sales
- Support
- Competition
- Certification
- Continuing education

MOTIVATION

- Presentations
- Demo environment
- Collateral
- Brochures and PDFs
- Battlecards
- Case studies

MARKETING

- MDF
- Co-op / Contra funding
- Co-branding
- Co-marketing
- Exhibitions and events
- Webinars

SOLUTIONS

- Compliance ready
- Award-winning
- Customization
- Industry-related content
- Flexible deployment
- Managed services

REVENUE THROUGH

- Renewals
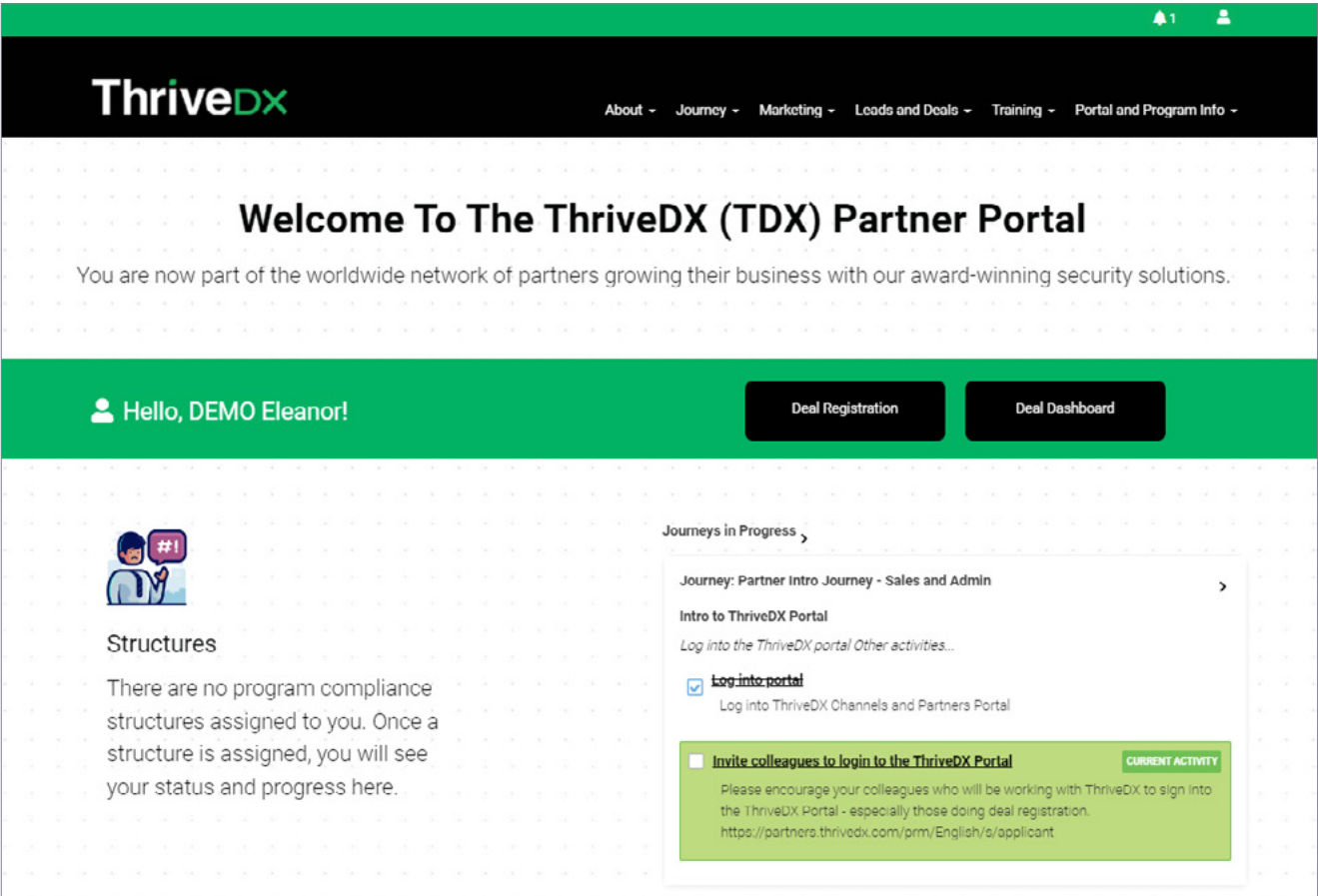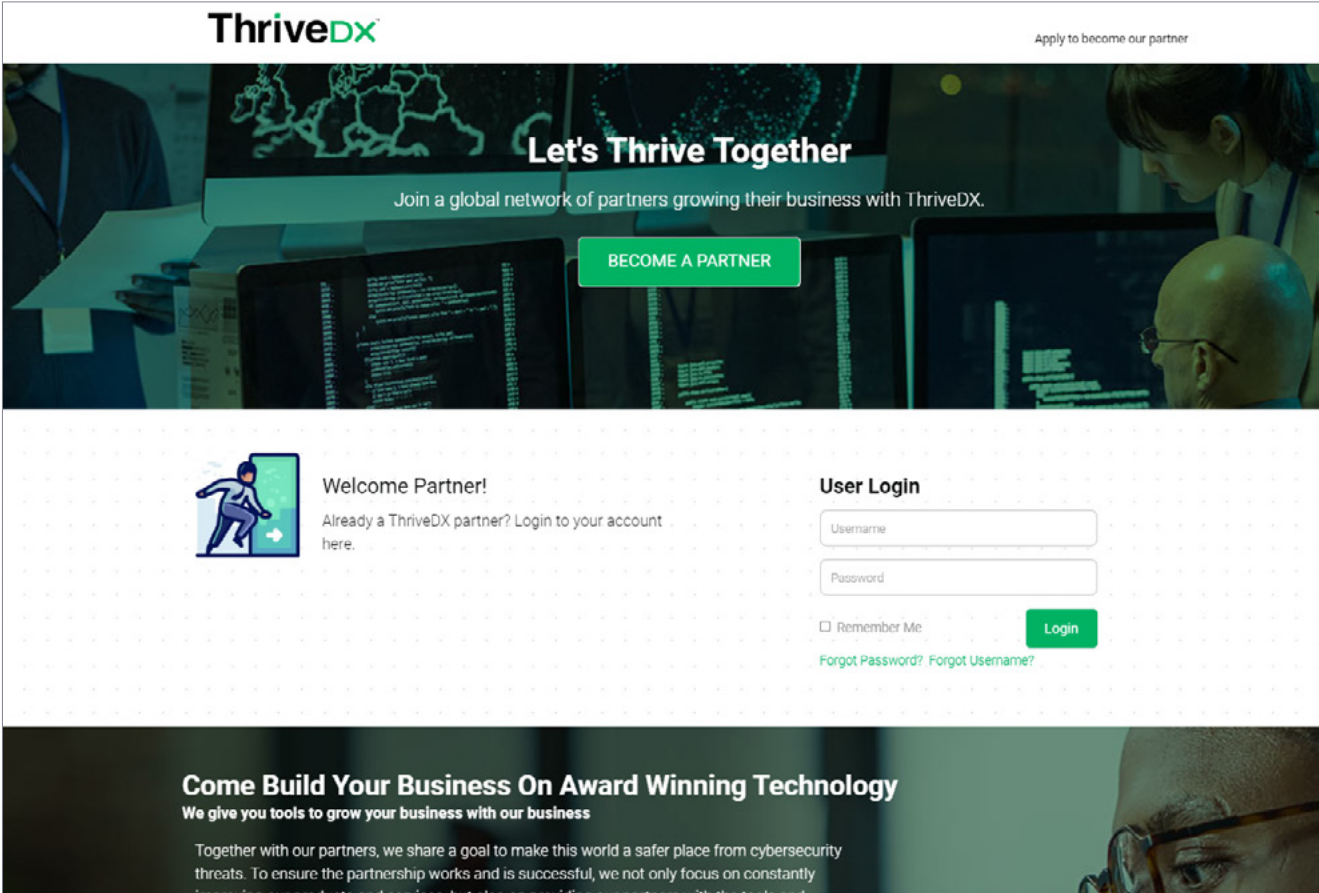- Expansions
- Services
- Training

ThriveDX Partner Program

PARTNER MARKETING BENEFITS AT A GLANCE

	AUTHORIZED	GOLD	PLATINUM
Newsletters and emails	✓	✓	✓
Training programs	✓	✓	✓
Marketing information	✓	✓	✓
Partner portal access (PRM)	✓	✓	✓
Demo environment	✓	✓	✓
Sales collateral	✓	✓	✓
Discounted internal use licenses - 50% (NFR)	✓	✓	✓
Leads (from TDX to partner) - Pass through		✓	✓
Brand usage		✓	✓
Marketing consulting and support (events)		✓	✓
Battlecards / Competitive information			✓
Assigned tech support rep			✓
Customer success concierge (Account Rep)			✓

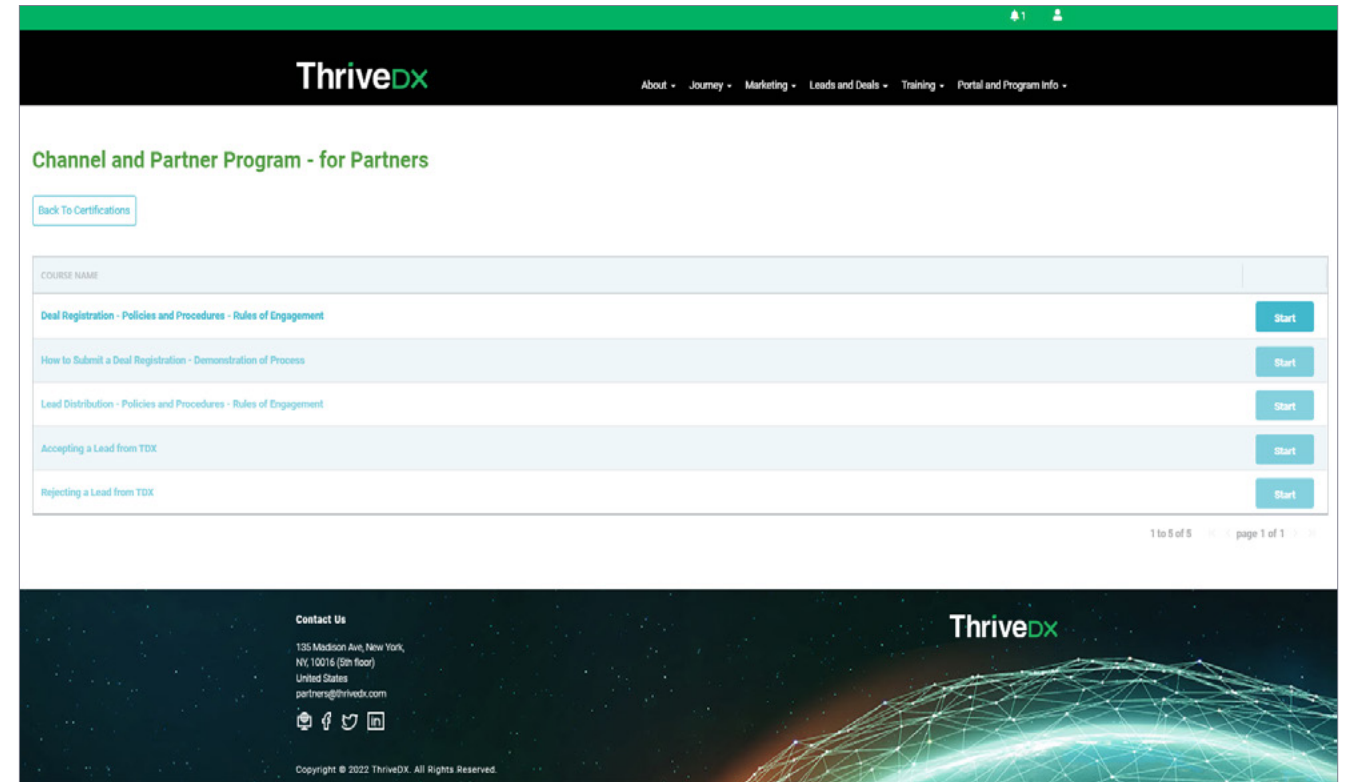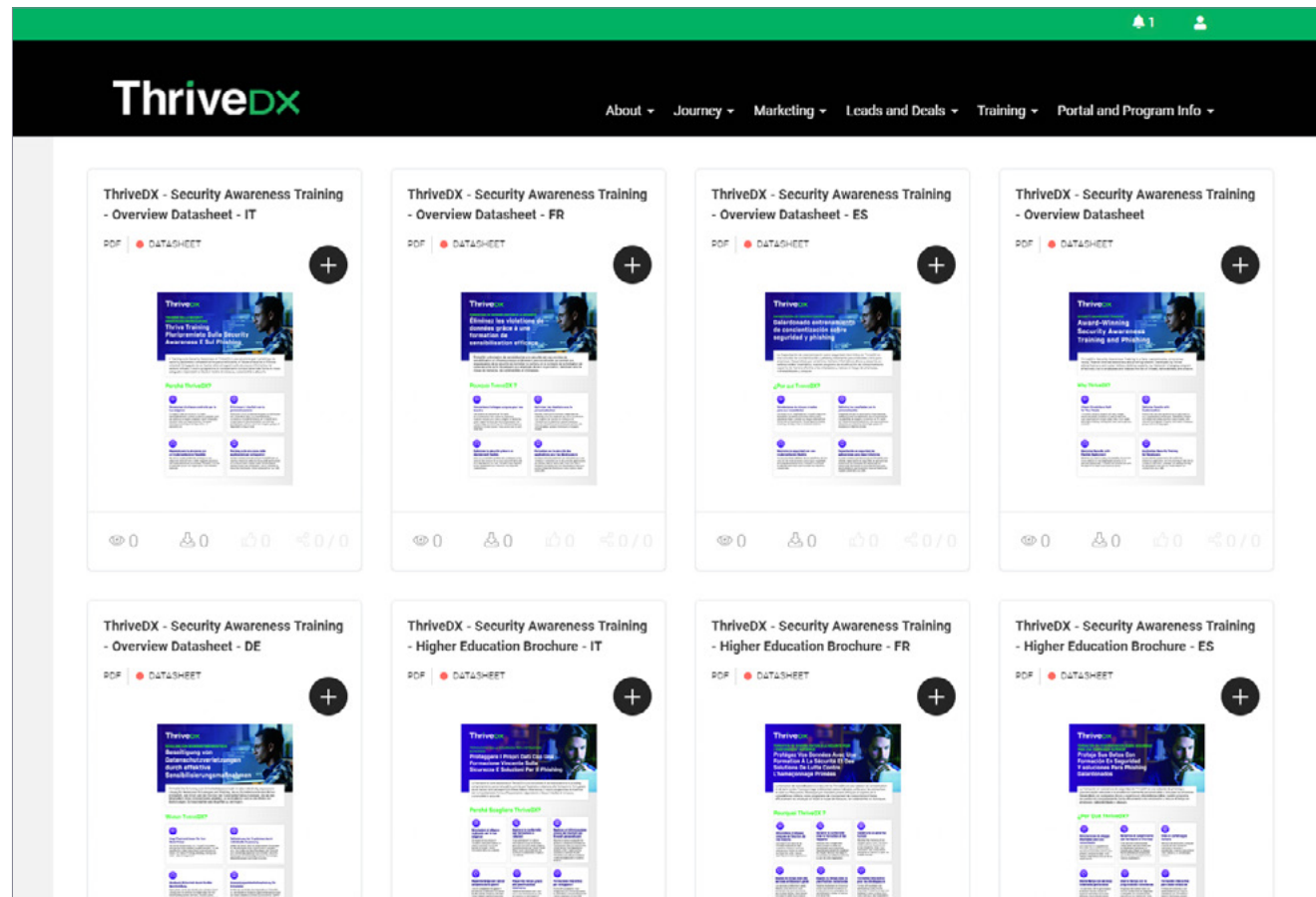#WeAreExclusive

#WeAreExclusive

ThriveDX Partner Portal

#WeAreExclusive

ThriveDX Partner Portal

#WeAreExclusive

ThriveDX Partner Portal

Deal Information

Please enter the information required for this deal. Leads are not entered here.

* Deal Name

* Customer

* Source

Description   Deal Type

* Product

* Number of Users

* Contract Duration

Submit

#WeAreExclusive

Contents   Introduction   ThriveDX   Products, Solutions & Services   Competition   Market Opportunity   Value   Target Audience   ThriveDX Partner Programme   Partner Portal   **Get Started**   Contacts

Get Started Doing Business

STEP 1   Assign a person(s) to receive referrals and leads.

STEP 2   Take part in Partner Portal orientation and training.

STEP 3   Send awareness email (automatic) regarding awareness of the Exclusive Networks partnership and checking who should have access to the ThriveDX Partners Portal, along with what visibility settings the partner prefers.

STEP 4   Submit a 90-day Plan of Action within 30 days of onboarding.

#WeAreExclusive

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Contacts

WE'RE HERE TO SUPPORT YOU THROUGH YOUR PROCEDURAL ACTIVITIES, ATTAINING AND MAINTAINING CERTIFICATIONS, AND REACHING YOUR SALES TARGETS. WORKING TOGETHER, WE THRIVE.

THRIVEDX

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EXCLUSIVE NETWORKS

INTRODUCING THRIVEDX

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