

## VARONIS PARTNER PROGRAM

“Varonis sells exclusively – 100% – through channel partners. Varonis channel partners therefore play a critical role in our go-to-market strategy and in the success of the company.”

**Yaki Faitelson**, Varonis President and Chief Executive Officer

“The objective of the Varonis Partner Program is to help partners develop revenue opportunities and secure new business. Partners are an extension of our team. When they win, we win.”

**Jim O’Boyle**, Worldwide Vice President of Sales

## PROGRAM AT-A-GLANCE

### Two-tier model

Easy and clear  
Rewards greater commitment

### Co-Marketing

Lead flow  
Turn-key campaigns

### Opportunity registration

Protects partner sales efforts  
Provides increased discounts

### Online training & certification

Efficient and convenient  
Increased self-sufficiency



## Varonis Partner Program

# Accelerate Your Business: Become a Data Governance Solution Provider

## MARKET OPPORTUNITY

Varonis Systems, Inc. offers sales channel partners a unique opportunity to tap into a US\$3 Billion<sup>i</sup> plus market. Businesses of all sizes, across multiple industries, want and need to protect their “unstructured data” – Microsoft Office documents, image files, source code, blueprints, etc. These valuable business assets are growing at a phenomenal rate, as is the need to manage them. IDC estimates that the vast majority of enterprise data – over 80%<sup>ii</sup> – is unstructured. Sitting in shared folders on file servers and Network Attached Storage (NAS) devices, this data grows at 40%<sup>iii</sup> or more each year as employees create and share more and more data with their co-workers.

## TECHNOLOGY CHALLENGE

The rules governing who can access unstructured data are “broken” in virtually every enterprise. Employees have far too much access to these business assets; much more than they need to do their job. IT organizations know this, and they also know that manually administering access rights to this data is nearly impossible. This leaves business data vulnerable to misuse, theft, etc.

## VARONIS SOLUTION

Varonis delivers a unique solution to this thorny IT challenge with products that are exceptionally channel-friendly. Our software provides: rapid time-to-value and clear return-on-investment, demos easily and makes a powerful impact with customers, and is non-intrusive. Products are available to customers for a free, no-obligation 30-day trial. Trials take just a couple of hours to install, yield results immediately, and well over half convert to purchases.

## INTRODUCTION

The Varonis Partner Program (VPP) is an easy and powerful way to accelerate your sales growth. Varonis DatAdvantage and DataPrivilege, our data governance solutions, have experienced phenomenal market acceptance and are at work in over 250 customers. The VPP provides you with the resources and rewards that ensure your success in this dynamic and growing market.



## TWO TIERS

The VPP is a streamlined program with two easy-to-understand and –navigate tiers.

**Authorized** – The Authorized tier is for partners interested in taking the first step in building a relationship with Varonis. Authorized partners receive a broad array of program benefits and support to help build their business. Sales enablement benefits include a dedicated Varonis Channel Manager, access to the Varonis Partner Portal and opportunity registration to protect your selling efforts. Marketing resources include access to Varonis marketing assets, packaged online campaigns, and the opportunity to participate in lead-generation programs.

**Premier** – The Premier tier is for partners who want to use their extensive understanding of Varonis solutions to ensure customers receive superior guidance, service and satisfaction. Premier partners receive all the benefits Authorized partners receive, plus marketing event co-sponsorship and development, and access to Varonis' marketing automation system – an enterprise-class application that provides turn-key marketing program execution. In addition, Premier partners experience greater discounts for their registered opportunities.

## A UNIQUE AND SIGNIFICANT OPPORTUNITY

The VPP is your opportunity to access a market that the Ponemon Institute estimated at US\$3.15 Billion for 2008 in the United State alone. As a Varonis partner, you will be able to tap into this market demand with unique solutions that use patent pending technology to solve problems that business are trying – and failing – to address every day.

## LEARN MORE

Find out more about the Varonis Partner Program from a Varonis Channel Manager today. Just visit [www.varonis.com/partners](http://www.varonis.com/partners) or email [partners@varonis.com](mailto:partners@varonis.com)

## References

<sup>i</sup> Ponemon Institute, "Survey on the Governance of Unstructured Data", June, 2008

<sup>ii</sup> IDC, "The Expanding Digital Universe", March 2007

<sup>iii</sup> Info-Tech Research, "CIO Primer: The Business Value of Storage Management", April, 2007

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