Dataguise Partner Program

Why partner with Dataguise ?

Founded in 2007, Dataguise is the premier software vendor in the data centric security and privacy market that is uniquely positioned to provide world class data discovery, protection, and monitoring capabilities on structured and unstructured sensitive data. Dataguise has experienced explosive growth over the last four years as compliance with recent data privacy and security laws like General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA) and longstanding laws in HIPAA and PCI have become important board room topics.

"Partnerships are key to Dataguise long term growth, and we are committed to going above and beyond to help grow sales and training for each partner, so this is a win-win partnership for everyone!"

- JT Sison, VP of Business Development, Dataguise

Dataguise customers include some of the most recognizable brands across healthcare, technology, financial, education, and government. Dataguise is the differentiator for your company and provides the perfect platform to assist with gaining access into a new account or rapidly growing an existing customer.

As a partner-centric company, Dataguise is committed to growing together to make this a mutually beneficial and profitable relationship. The Dataguise partnership program includes benefits for technology, distributors, systems integrators, and VAR partners.

As you consider a partnership with Dataguise, there are three topics to discuss that will help you decide if a partnership with Dataguise is the right move.

- Technology and Use Cases
- Partnership Rewards
- Training and Certification

1. Technology and Use Cases

With Dataguise, you are partnering with a solution that has the broadest coverage and scalability in the industry. Dataguise solution has been built to scan as little as a few terabytes and scale to hundreds of petabytes. With install taking less than an hour, Dataguise has extremely quick time to value for a customer. As we go to market together, Dataguise has four common technology use cases that make up many of our current customers and prospects. Dataguise isn't limited to these use cases but these are the proven path to success with a high win rate.

- **Analytics:** The ability to discover and scan for PII data, then anonymize or monitor the data for safe analytics including multi-tenant environments.

- **Cloud Migration:** Enterprise scans of all customers environments to determine sensitive elements, access controls, and breach risk.

- **Test/Dev Management:** Anonymized but semantically equivalent data provides developers scrubbed data that still can be utilized for application testing.

- **Privacy Compliance:** With the explosion of privacy regulations such as CCPA and GDPR, Dataguise has identity-based scanning, DSAR reporting and other privacy metrics to comply.

2. Partnership Rewards

Dataguise has three different partner tiers that directly tie partner metrics to partner rewards. The rewards include better pricing, strategic alignment, and MDF funds but require more commitment from the partner.

Each partner has the ability to pick their partner tier and will be managed to the level of commitment and metrics. If a partner outperforms their metrics, they will be automatically be eligible to be upgraded to the next tier.

Partner Tier Levels:

- **Partner:** Partner status is our basic partnership tier and comes with a $150,000 revenue and one trained pre-sales engineer commitment. The licensing discount is 10% off and comes with access to the partner demo environment.

- **Platinum:** This tier requires a $500,000 revenue commitment with 10 registered deals and 3 people trained. The benefits are increased margin of 18%, jointly branded collateral, and roadmap discussions.

- **Elite:** This tier requires a $500,000 revenue commitment with 10 registered deals and 3 people trained. The benefits are increased margin of 25%, jointly branded collateral, and roadmap discussions.

3. Training & Certification

Dataguise offers certified sales training and professional services training for all partners. Below are the details of the training courses that can be taken to obtain Dataguise certifications.

	Partner	Platinum	Elite
Partner Requirements			
Revenue Quota	$150,000	$500,000	$100,000
Opportunity Quota		10	20
Trained Engineers	1	3	6
Certified Engineers			.
Partner Benefits			
License Discount	10%	18%	25%
Partner Demo Environment			
Dataguise Certification	●	●	●
Trial Software/ Downloads	●	●	●
Jointly Branded Collateral			●
Roadmap Discussions		●	●
Partner Advisory Board		●	●
MDF Funds			●
Support SLA	24 Hours	4 Hours	2 Hours

Sales Training

The Dataguise Sales Certification prepares the partner's sales representatives with basic knowledge of markets, competition, and product technology. This is led by a qualified trainer and sales engineer.

It is split into three modules of about 20–30 minutes each. At the end of the three modules, a short online quiz must be completed and passed in order to obtain Dataguise certification.

- **Session 1:** Market Positioning/Value Prop
- **Session 2:** Dataguise Products and Technology
- **Session 3:** Competitors and differentiators

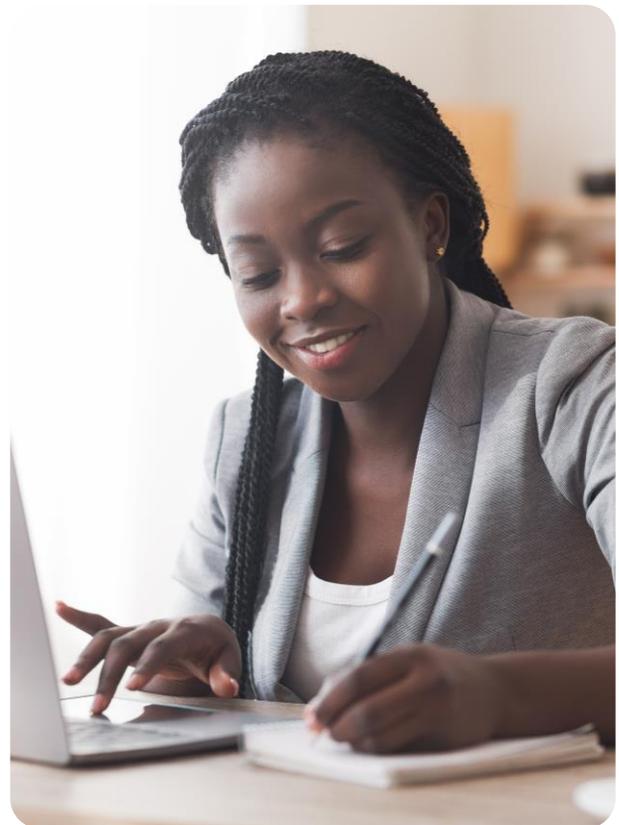### Pre-Sales Engineer Training

The Dataguise Pre-Sales Certification prepares the Partner's pre-sales representatives with basic working knowledge of our products features and benefits, market differentiators, competition, and live demo knowledge. This is led by a qualified trainer and sales engineer:

It is split into four modules of about 30 minutes each. At the end of the four modules, a short quiz must be completed and passed in order to obtain Dataguise certification.

- **Session 1:** Dataguise technical overview
- **Session 2:** Discovery Features and Demo
- **Session 3:** Protection Features and Demo
- **Session 4:** Monitoring features and market differentiators

Professional Services Certification Level 1

Day 1:	DG Overview	15 mins	Day 2:	Lab Demo Masking	60 mins
	Policy Definition	45 mins-		Reports & Dashboards	60 mins
	Discovery Overview	60 mins-		Automation Overview	45 mins
	Lab Demo Discovery	60 mins-		Q&A	75 mins
	Masking Overview	60 mins		Total for Day 2	4 hours + break
	Privacy Overview	60 mins			
	Total for Day 1	5 hours + break			

Professional Services Certifications

Dataguise offers a 3-level certification process for all that would like to be Dataguise certified.

- **Certification: Level 1** A two-day Dataguise certification course either at our corporate office in Fremont, CA or remotely via WebEx with our certified trainer. At the end of the two days, the participants must successfully install, run and report on sample sets of data. This will provide the individual an official certification to work with Dataguise to provide professional services to clients.

- **Certification: Level 2** Dataguise takes the approach that hands-on training is better than classroom training and you need to get your team exposed to real life examples and problem solving. Level two is shadowing our customer success team for two engagements to learn how to install, troubleshoot, and wrap up a successful post sales engagement.

- **Certification: Level 3** After training with our team, we want to take the training wheels off and be able to run your own implementation with the customer success team shadowing you. Upon completion, you will be eligible to receive pre and post sales engagements from Dataguise.

How to become a Partner

Thank you for your time in considering Dataguise for a strategic partnership. If you would like to apply or receive further information, please visit the website or click on the below links.

You can apply through the website to become a partner at: https://www.dataguise.com/partners/application

If you have additional questions about partnership, please visit: https://www.dataguise.com/contact-partner-alliances/

ABOUT DATAGUISE

Dataguise helps organizations minimize risks and costs as they store and use personal data to drive business growth. From critical data security and data privacy processes to strategic data analytics and IT transformation initiatives, we empower business teams across the enterprise with an outcome-driven approach to managing personal data. Our AI-infused data discovery and protection software is simple to use on a broad range of data types and repositories, delivering precise, automated visibility and control over personal data at scale. Some of the most recognized brands in the world rely on Dataguise to improve the efficiency and effectiveness of their governance, compliance, and data-driven innovation efforts. For more information visit: www.dataguise.com.

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