

The Indeni Partner Program

About Indeni

Indeni is a product loved and trusted by many of the world's largest corporations and government agencies. We support multiple vendors, which makes Indeni a streamlined solution for SOC, NOC, and management teams looking for deep visibility across their security infrastructure. Our main verticals are healthcare, financial services, and government, but our customers range in diversity from aviation, retail, space exploration and beyond.

Indeni sells exclusively through VARs and distributors. As a result, our relationships with our channel partners are of the utmost importance. We consistently have had partners profits of \$100,000+ on Indeni deals, including in the year 2020 - which is saying a lot!

To our current partners: we are very grateful for the work we have done together, and are committed to continuing to strengthen and expand our relationships. To potential partners: we welcome the prospect of onboarding you into the Indeni network, and are excited about potential opportunities for the future.

As an Indeni Partner, You Can Expect:



Sales Training



Technical Training



Mutual Growth Opportunities



MSP Pricing



Incumbent Renewal Pricing



Product Roadmap Access



Marketing Support



Onsite Collaboration



Deal Registration



Indeni Accelerator Program:

We pride ourselves in being a fair and impartial vendor. We honor deal registration and incumbent pricing, but do not discriminate against partners of certain characteristics, nor deviate from our core values. If a quote is requested, it will be provided. We are dedicated to doing right by our customers, and by our channel partners. Channels are the backbone of our business, and we are committed to ensuring success on both sides.

Indeni strives to develop our partnerships through collaboration, education, and mutual goals. Indeni has the following tiers of partnerships, and new partners start at the bronze level. The descriptions of the program levels are as follows:

Bronze Level

Introductory level for new partnerships

- Margin begins at 5%
- Typically sells our core product
- Tends to specialize in a specific vendor
- Marketing efforts provided
- Opportunity mapping
- Onboarding and training

Silver Level

Partner has developed a strong Indeni relationship, has an established partner/vendor lifecycle, and super knowledge of our product

- Margin begins at 10%
- Partner has sold \$100,000 of Indeni products and services in the preceding 12 months or calendar year (whichever higher)
- Additional resources invested
- Strategic accounts mapped
- We have expanded into other business areas such as Managed Services
- Sells all vendors across all customer environments
- Successfully sold Indeni
- Active opportunities

Gold Level

Preferred partner and a superuser of our product

- Margin begins at 15%
- Partner sells \$400,000+ Indeni products and services a year
- Partner sells all Indeni products and services across all vendors
- Involved in roadmap development
- Provides feedback on new product pricing
- Has seen significant growth and profits from selling Indeni
- Supports numerous customers using Indeni
- Has established a very strong relationship with Indeni
- Partners with us on marketing events and onsites

We take pride in considering our partners as friends, and fundamental to the Indeni community. Indeni as a product has an incredibly low churn-rate, and this is a direct result of our successful partnerships with channels and customers. We could not thrive without you, and look forward to continuing to work with our existing partners, and welcoming new partners into our circle! **Please contact Indeni for current pricing.**