sāf.ai®

PARTNER PROGRAM

Breaches happen, we make them irrelevant.
You can too!

The primary goal of cybersecurity is to protect data – ensuring that this most valuable asset is secure and available. sāf.ai's Resiliate™ ensures that no matter what or who happens to the network - *data always maintains its confidentiality, integrity and availability*. This is especially crucial for SMEs who, very often, have no in-house cybersecurity expertise.

Demand for effective, scalable and affordable data security and resiliency solutions among SMEs is growing rapidly. By leveraging sāf.ai's Resiliate™ data-resilience platform, you can ensure that your customers' data is protected against ransomware, corruption, and theft. In addition, you can trace the entire lifecycle of all their data for them – with a single solution. We make it easier for you to focus on providing strategic IT direction for your customers and delivering a managed, scalable, and secure data resiliency infrastructure that reduces operational complexity and total cost of ownership (TCO).

Why would your end customers care?

UNPARALLELED DATA RESILIENCY WITH A LOWER TCO

- **Self-Securing Data Can Significantly Lower the Cost of Cybersecurity**
  IT departments can do more with less or redeploy critical resources from monitoring and chasing alerts to higher-value functions.

- **Reduce Recovery Point Objective[1] (RPO) and Minimize Data Loss**
  High-fidelity Recover Points reduce RPOs to seconds and without the overhead / rigidity of backup solutions.

- **Minimize Downtime and Costs to Remediate in a Breach**
  Tracking of "clean" Memory Points eliminates manual, error-prone and costly recovery processes. Transparency into data and metadata aids forensics and reduces remediation costs.

- **Significantly Reduce Threat of Data Theft & Doxxing**
  Data leakage protection (DLP) functionality is now integrated directly into each file and data block.

Best laid plans….

In the event of a data breach (e.g., ransomware), backups and traditional data recovery solutions continually come up short – with organizations typically facing recovery times that are orders of magnitude longer than their disaster recovery (DR) testing had indicated. As a result, disaster recovery plans often stay on the shelf, while managers are forced to scramble to pay ransoms or endure painful downtime / remediation processes..

The problem with traditional DR testing and methods is that they can't anticipate the tactics employed by an adversary (e.g., destroying backups, latent threats). Resiliate's unique data security and resilience capabilities allow customers to continue normal business operations and minimize data loss – even in the most extreme ransomware corruption / data loss scenarios.

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[1] Recovery Point Objective (RPO) refers to the point in time in the past to which you will recover.

Recovery From Ransomware or Similar Malicious, Data-Loss Event	Recovery from Backup (e.g., Immutable, Offline)	Resiliate™
Recovery Point Objective: Local Storage Volumes: Remote Volumes:*	Typical Range: 1 - 125 hours 1 - 125 hours	Typical Range: .1 to 1 second 5 to 300 seconds
Recovery Time Objective[2]:	TBD based on Volume	3x-10x faster

Note: Remote Volume RPO are network I/O bound

Our Partner Programs

Partnership Level	Annual Fee	Partner Commission Revenue	Quarterly Sales Quota
Silver Partner	$20,000	20%	30,000
Gold Partner	$35,000	25%	50,000
Platinum Partner*	$100,000	30%	TBD

*You need to be an approved Gold Partner in order to apply for Platinum Partnership

CONSULTING AND SYSTEM INTEGRATOR (SI) PARTNERS

The Partner Program is designed for organizations that provide business and technology services to their clients.

sāf.ai relies on Consulting & SI partners to help deliver data security, cyber resilience, and regulatory compliance solutions to customers using our Resiliate™ solution. We work with

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[2] Recovery Time Objective (RTO) is the point in time in the future at which you will be up and running again.

partners to grow practices around Resiliate™ to integrate our cybersecurity and data resilience offerings for your customers. Our program helps you train and enable your people, pursue opportunities, develop solutions, and go-to market together.

The Partner Program succeeds through strong alignment of interests among partners, end-user customers, and sāf.ai – whereby:

- Customers receive unparalleled data security and resiliency;
- Partners enable this mission-critical capability for their customers and ensure its ongoing success, while growing their businesses; and
- sāf.ai is able to efficiently deliver solutions to customers in need, while ensuring exceptional service capabilities and continuing to develop complementary solutions to meet the evolving needs of its users.

MANAGED SERVICE PROVIDER PARTNERS

Managed Service Providers implement and run sāf.ai Resiliate™ instances on behalf of their clients, providing expertise that brings world-class data resilience to their customers.

TECHNOLOGY PARTNERS

Customers use multiple systems, products and technologies to store and process their data on top of Resiliate™-enabled data stores and filesystems. Our Technology Partners program is focused on integrating Resiliate™ with products that enable our customers to have a cohesive and seamless data resilience lifecycle experience.

OEM PARTNERS

Our OEM Technology Alliance program is for the partners that are looking to enhance their integrated platform or service with world-leading data resiliency and cybersecurity solutions – without having to worry about it themselves. sāf.ai OEM allows you to extend the full capabilities of the Resiliate™ platform to your end customers.

Partner Program Benefits

PARTNER VALUE PROPOSITION
Address a Critical Need for Your Clients. Management teams are racing to keep up with the exponential growth of data being used by their organizations and to keep pace with accelerating tech evolution cycles. Resiliate is a first-of-its-kind technology that enables any data, anywhere, in any application to be self-securing and resilient.
Limitless Sales Opportunities. Resiliate can be deployed for any organization to address concerns re: data security, resilience, data theft, and for data auditing / compliance applications. Resiliate is broadly compatible with existing technology in an end user's network, including legacy systems. It's also scalable and can be deployed in small instances or throughout an enterprise – often presenting multiple applications / opportunities to add value in a single organization.
Easy to Sell. The value propositions for Resiliate are clearly demonstrable (e.g., immunizing data against threats from ransomware) to both technical and non-technical buyers. It's compatible with existing technology, so there's no rip-and-replace of existing solutions, and it's easy for prospective customers to deploy and evaluate in limited instances.
Differentiate in a Crowded Market & Win More Clients. Partners are able to offer a first-of-its-kind technology that provides data security and resiliency capabilities (e.g., materially reducing RPOs and RTOs) that aren't available with any single solution or bundle of solutions.
Deepen Your Strategic Value to Your Customers. By enabling data to defend itself, IT staff and budgets can be redeployed from plugging gaps in defenses and chasing alerts to higher-level functions (e.g., driving efficiencies and sales).
Easy to Deploy. Easy to Manage. Resiliate is deployed as a network-attached storage

(NAS) or as a key-value store: users simply serve data from a Resiliate store to enable its self-securing abilities.

Enable Clients to Move More Data & Applications to the Cloud. Resiliate bridges the gap between legacy and modern computing by providing a path for legacy systems to transparently interconnect with any cloud-backed storage (supports S3 and Azure blob API).

Create Custom Solutions & Services for Your Customers. In addition to its data security and resiliency capabilities, Resiliate offers unprecedented visibility into an organization's data: who's using it, how it's being used, etc. Partners can use this metadata to create custom solutions and services (e.g., tracking / reporting for compliance purposes).

Customer Prospecting: Is Resiliate™ a Good Fit for Your Customers?

Resiliate has utility for nearly any organization. Below are a sample of qualifying questions to gauge Resiliate's fit for your customers.

SAMPLE CLIENT PROSPECTING QUESTIONS
● How important is data security in your organization (High / Medium / Low)?
● How concerned are you about threats from ransomware? Data theft and doxxing?
● Does your organization have data that's considered mission critical / essential to everyday functions?   ○ How confident are you that this data is immune from the effects of ransomware or other other malicious activity (e.g., data, theft, doxxing, insider threats)?
● Is your organization subject to any regulatory compliance regimes regarding data security, confidentiality and/or that require data auditing?
● In the event of a data loss event, does your team have a targeted Recovery Time

> Objective? Recovery Point Objective?
> - What are those targets?
> - Do you regularly test those target objectives in an attack scenario (e.g., in a red-teaming exercise)? How do they hold up?

Roles and responsibilities

What sāf.ai provides to you to be successful:

- Technical
    - Instructor-Led Training
    - Install Calls Support
    - First Time Deployment Support
    - 3rd Tier Support
- Marketing & Sales
    - Marketing and Promotional Materials
    - Product Documentation
    - Product Demonstration Licenses
    - Marketing Strategy
    - Co-Branded Marketing and Case-Studies

What we expect you to bring to the table:

- Appropriately Trained Staff
- Provide Tier 1 and Tier 2 support and warranty services
- Provide System, Product, Service Integration

What's the opportunity for my organization?

sāf.ai partners are able to offer a unique data security solution that provides unmatched resiliency capabilities — allowing them to create value and deepen relationships with existing customers and also to win new business. Resiliate™ can effectively secure data for organizations of any size, in any industry, and works with any type of data or existing IT infrastructure (e.g., edge devices, in the cloud, IoT systems) – making it broadly adaptable for

a partner's new or existing customers.

The chart below illustrates a sample range of partner revenue opportunities based on end-user requirements of varying sizes (i.e., varying amount of data secured).

Customer / Deal Size	Data Protected (in TBs)	Annual License Value*	Annual Services Value	Partner Revenue (License)	Partner Revenue (Service)	Partner Revenue (Total)
Assumptions		$1.00		25%	100%	
Small	5	$60,000	$15,000	$15,000	$15,000	$30,000
Medium	25	$300,000	$50,000	$75,000	$50,000	$125,000
Large	100	$1,200,000	$100,000	$300,000	$100,000	$400,000

*Annual license sales are priced at $1 per GB per month.

Below are sample illustrations of a partner's revenue opportunity from its existing customer base.

Existing Customer Base	Resiliate Penetration	Total Data Protected (in TBs)	Annual License Revenue*	Partner Revenue (License)	Partner Revenue (Service)	Partner Revenue (Total)
Assumptions	50%	7	$1.00	25%	$20,000	
100	50	350	$4,200,000	$1,050,000	$1,000,000	$2,050,000
500	250	1,750	$21,000,000	$5,250,000	$5,000,000	$10,250,000
1,000	500	3,500	$42,000,000	$10,500,000	$10,000,000	$20,500,000

*Annual license sales are priced at $1 per GB per month.

Assuming a new sales team consisting of a sales professional and a sales engineer, the table shows that a team can reach positive ROI with just 7 mid-sized deployments, while that team should have the capacity to manage dozens of Resiliate™ deployments – enabling attractive margin opportunities to partner organizations.

Revenue per Sale*	Resiliate	Partner
License	$84,000	$21,000
Services	$20,000	$20,000
Partner Revenue per Sale		$41,000

* Assumes a 7 TB deployment.

Partner Expenses (Salary, Commission & Overhead)	# Staff	Cost
Sales Professional	1	$150,000
Sales Engineer	1	$120,000
Partner Expenses per Sales Team		$270,000
Number of Sales to Achieve ROI		7

Partner Program Terms and Conditions

Partner Agreement Terms and Conditions

Have a question? Contact us at partner@saf.ai