

Guideline

# Tributech Partner Program

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## Introduction

Tributech partners with industry-leading companies that can extend our sales reach to new markets or offer complementary services and products with Tributech's technology platform enabling trustworthy data-as-a-service.

### About this Guide

The Tributech Partner Program Guideline is the comprehensive document to provide information on the partnership categories and other engagement models that are supported.

Additional information can be requested by contacting [partners@tributech.io](mailto:partners@tributech.io).

### Market Opportunity

Tributech eliminates the risk of poisoned data influencing business decision-making. Imagine the impact on your business when you make decisions based on tampered data. What happens if attackers hijack smart sensors or other critical devices and send fake data to manipulate decisions made by operators, data models or applications?

Across almost all industries, the growing number of IoT devices, increasing interoperability between systems, and data transfer across companies

continuously attracts more and more attackers to not only steal or encrypt data but also actively tamper it.

This “fake data” has the potential to cause even more damage than the fake news on social media. Data notarization provides a new level of data security from inception to reduce blind faith in data and establishes more credible trust from sensor to consumer – especially when shared across systems, processes or even companies.

### Tributech's Technology Platform

Tributech prevents Data Sabotage and Data Toxicity by providing a technology platform and stack to collect, transmit and share data in a selective & tamper-proof way with unprecedented levels of data integrity whilst maintaining data sovereignty.

Our technology works as a data processor/layer that can be incorporated into edge & embedded devices, heterogeneous infrastructures, data platforms, and data services. The patented technology is licensed to enterprises, OEMs, and channel partners worldwide.



## Partner Program Overview

Providing greater reach and value than can be accomplished alone, the Tributech Partner Program was established to serve customers globally.

We believe these strategic relationships will drive joint profitability for sales, services, and complementary solutions with our partners.

The Tributech Partner Program is organized around four key phases as best practice to support our partnership efforts:

- ✓ **Enable:** Presents the programs available for the initial sales and technological enablement. It also outlines the educational content, training, and accreditation programs available to partners to meet their program level requirements, as well as distinguish and differentiate their services or offerings.
- ✓ **Market:** Describes support for joint go-to-market initiatives, programs, and content resources to build awareness within existing customer base as well as to prospects.
- ✓ **Sell:** Outlines the sales benefits, resources, materials, and tools to increase market share, source new opportunities and close business.
- ✓ **Support:** Overview of available programs and offerings for delivering and supporting solutions that bring value to your customers.

## Partnership Categories & Levels

The Tributech Partner Program offers several distinct partner categories that provide a framework for the business model and overall go-to-market activities of the partnership. This distinction between different partner categories ensures that the specific requirements, benefits, and metrics of the partnership are aligned with the business needs of the partner and the partnership. The different partner categories are Distributor, Reseller, MSP, Advisor, OEM, and Technology.

Partnerships grow and evolve over time. The Tributech program addresses the ability of partnerships to fit multiple models through modular contracts and systems of support.

Depending on the type of partnership and level, Tributech will manage the relationship with an assigned channel manager or sales resource. Also, joint business planning, sales forecasting, and co-marketing are processes committed to by Tributech to drive mutual success. In addition, these partnerships can include commitments to training resources, successful completion of accredited programs, and expectations for lead generation activities that leverage accrued Market Development Funds (MDF) as part of the overall go-to-market objectives.

## Distributor

Tributech Distribution Partners offer a two-tier selling model and generally have a global, national, or multi-regional market presence, a current portfolio of active reseller customers who would be authorized to resell Tributech and offer dedicated resources for sales engagement, business planning, and joint go-to-market activities. Tributech offers Distribution Partners operational support and executive-level sponsorship.

## (Certified) Reseller

Certified Resellers have designated support resources and will also engage with Tributech Channel and Sales teams in joint business planning, frequent sales forecast and pipeline reviews, collaborative marketing, lead generation planning, enablement, and quarterly

reviews. They also have designated Channel and Sales resources for these activities.

## MSP

Managed Service Providers (MSPs) or Managed Security Service Providers (MSSPs) leverage Tributech's solutions to manage IoT/OT security solutions and trustworthy data platforms on behalf of their customers.

The Tributech MSP partnership includes a rapid onboard program, priority technical support, MSP-focused training, and a dedicated MSP team to help partners market, sell and implement the solution to their customers. Tributech also offers a flexible usage-based billing model to align to MSPs customer billing strategy.

## Advisory

Advisory Partners are entitled to participate in our Channel Advisory Program and can be financially rewarded for any license sales that are closed by Distributors, Reseller or Technology Partner.

This program category is for any organization seeking to recommend our solution to their clients, resellers, technology partners or prospects. Advisors are companies that have related product or service offerings, access to a wide audience, or receive direct inquiries from qualified prospects interested in Tributech's solution.

## OEM

Tributech works with OEMs in a variety of market segments to create embedded software solutions. Tributech provides software modules, hardware designs, APIs, and development support to help OEM Partners leverage Tributech's technology to prevent data poisoning and data toxicity. Each of these relationships are unique and includes flexible licensing and committed support to map to the OEM partners business models.

## Technology Partner

Tributech Technology Partners can be Independent Software Vendors (ISVs), end user customer organizations, or system integrators that have complementary solutions or services that can be promoted jointly amongst alliances. Technology Partners are provided with upfront business use case discussions, technical resources, and documentation templates to support development and go-to-market efforts.





# Enable

Tributech enables successful partnerships by ensuring each partner is resourced and managed accordingly, driven by joint business planning, and ongoing support through training programs and online access to relevant information.

This section describes the planning, training, and resources available to authorized Partners.

## Resources & Communications

Tributech Partners have access to a broad variety of resources to ensure they have the information needed to make their customers and the partnership successful. Some examples include:

Tributech invites partners to join regular calls & partner events to ask questions, learn, and stay up to date on the latest roadmap and releases of the product.

Tributech regularly delivers partner-only webinars or hosts senior management calls to address topics that are relevant to Partner sales engagement activities and foster communication between Tributech Partners and the Tributech management.

## Tributech Partner Portal Access

The Partner-exclusive portal offers a centralized online resource for partner program information, program benefits, marketing, and sales tools such as product information, sales and marketing materials, and link access to deal registration and opportunity management.

## Business Planning

Tributech Sales and Channel Resources will work with Partner executive, sales, and marketing staff to build a 6 to 12-month plan that covers sales goals, training, marketing and any product-related initiatives to achieve those goals.

This plan provides the benchmark against which the partnership performance will be measured quarterly throughout the year.

## Sales & Pre-Sales Accreditations

The Tributech Accreditation Program is for Partner client-facing sales and technical staff who are selling, promoting, or demonstrating Tributech's solutions to prospects.

Accreditation is achieved by participating in the specific Sales or Sales Engineer ("SE") training programs and by successfully completing the accreditation assessment phase, which includes self-study and preparation, and a final presentation to an approved Tributech reviewer.

	Distributor	Reseller	MSP	OEM	Technology	Advisory
Resources & Communications	✓	✓	✓	✓	✓	✓
Partner Portal Access	✓ <sup>1</sup>	✓	✓	✓	✓	✓
Business Planning	Joint	Joint	Joint	Joint	-	Joint
Sales & Product Training	✓	✓	✓	✓	✓	✓
Sales / Pre-Sales Accreditations <sup>2</sup>	3/2	1/1	1/1	-	-	0/1

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<sup>1</sup> Partner Portal access is also extended to a Distributors' 2nd-tier resellers.

<sup>2</sup> Partners must meet minimum required training, accreditations, and certifications within the first 90 days of partnership start and maintain these resources in order to maintain their partnership levels and benefits.





# Market

Tributech provides different resources and Partner support for targeted joint go-to-market initiatives and participation in partner and industry events.

## Partnership Promotion

Partner listings on the Tributech website provide Partners the possibility to promote their company and highlight their relationship with Tributech to prospects, customers and even industry leaders that visit the Tributech website and blog.

Partners are encouraged to ensure their specific posting is kept current and can send any updates directly to [partners@tributech.io](mailto:partners@tributech.io).

Partners are also encouraged to promote their partnership with Tributech by using the provided partner logo which will be made available upon execution of the partner agreement.

The Tributech Partner logo can be used on collateral materials, documentation, advertising, event signage and other media material to communicate their relationship with Tributech.

For questions, please contact your Channel resource for more information about the usage guidelines.

## Market Development Funds ("MDF")

Tributech believes that a key to building a successful and economically viable partnership is appropriate investment in partnership promotion and the value derived from joint Tributech-Partner solutions, through a continuous and varied combination of events and activities. Therefore, discretionary MDF are made available to a selected group of partners to subsidize mutually beneficial market awareness and demand generation activities.

The MDF program enables Tributech Partners to accrue and earmark budget which may in turn be matched by Tributech of up to 50% of an approved lead generation activity or event. The expectation is that partners will maximize these funds to build pipeline, promote thought leadership or progress opportunities to close with the assistance and support of Tributech.

For more detail about the Tributech MDF program please contact your Channel resource or [partners@tributech.io](mailto:partners@tributech.io).

## Public Relations Opportunities

Joint press releases provide an important messaging channel for partners and cover topics such as partnership creation, general availability of Tributech-enabled solutions or other newsworthy topics. Tributech may contribute to the content of a press release and all joint press releases are subject to Tributech's prior written approval.

Beside press releases, promoting customer wins or joint customer success stories are a valuable opportunity to maximize awareness and credibility on the market. If you are interested in nominating a joint win for promotion or case study development, contact your Channel resource or [partners@tributech.io](mailto:partners@tributech.io).

## Marketing Tools & Collateral

Partners can access collateral pieces for promotion of Tributech's products or Tributech-enabled solutions to customers and prospects.

Tributech also supports the development of joint collateral pieces with Partners.

Tributech can also templatize existing Tributech collateral to enable partners to capture related value propositions, competitive differentiators, and service offerings.

Both of these benefit categories can be pursued on a case-by-case basis through your Channel manager.

	Distributor	Reseller	MSP	OEM	Technology	Advisory
Partnership Promotion	✓	✓	✓	-	✓	-
Market Development Fund (MDF) Accrual	5%	4%	-	-	-	-
Public Relations Opportunities	✓	✓	✓	-	✓	-
Marketing Tools & Collateral	✓	✓	✓	-	✓	✓





## Sell

The true measure of partnership success is customer satisfaction and incremental revenue gained by Tributech and its Partners.

The Partner's investment in its own sales resources, training, and initiatives is the most critical factor to achieve success.

Tributech provides the programs, processes, and sales support to help partners identify, pursue, and win new sales opportunities.

## New Customer Acquisition & Bookings Commitment

Tributech has established minimum new customer and partnership-related bookings commitments to determine the most appropriate level of partnership and organizational investments for Tributech and a prospective partner.

As these are minimum commitments, they are required to be met to sustain Tributech Partner status but are not meant to be absolute target goals. The business plan, as agreed to by the Sales and Channel Resources, will drive the specific sales goals for the partnership and be the basis for any plan-to-performance review.

## Sales Pipeline & Quarterly Reviews

To ensure the partnership is on track to meet and exceed the sales goals defined in the business plan, Tributech Channel resources will perform regular pipeline reviews with their Partner counterparts to assess the health of the pipeline, confirm that the appropriate sales resources are in place to support active opportunities, and address any additional engagement needs (e.g., pre-sales demo or POC, implementation resources, product features or integrations) prior to formalizing any customer commitments.

These reviews also ensure that Tributech has a current, accurate and complete view of its partners' sales activities.

In addition to regular and frequent pipeline reviews, Channel resources will also conduct reviews that will cover all aspects of the partnership, assessing performance against plan across training, certification, marketing, sales, and any other stated initiatives.

These reviews will provide a forum for addressing issues, discussing additional investments, adjusting business plans, and assessing the overall “health and viability” of the partnership. Action plans are created, and then reviewed and updated at subsequent or regularly scheduled meetings, to ensure follow up and accountability.

For some partnership categories or levels, these reviews may be attended by an executive staff member from each organization.

## Sales Portal Access

The Tributech Partner portal provides all relevant capabilities for both deal registration and opportunity management.

Partner deal registration is a lead and opportunity tracking procedure that provides visibility into partner-led sales opportunities by Tributech Channel staff. Partners will have the opportunity to create and manage their own pipeline activity on accounts for which they are the Partner of Record (POR) or by registering leads with Tributech.

## Referral Fees

Tributech strives to reward its partners for business referred to by its partners that is successfully closed by Tributech. This is provided as an optional benefit to Reseller



Partners, bi-directionally for Technology Partners, and is the basis of the agreement for Advisory Partners.

For Resellers, this provides a mechanism to reward partners in the instances where they have a lead but cannot pursue themselves.

## Partner Margins

Tributech Partners receive competitive margins when selling Tributech subscriptions or renewals to customers. Margin contribution is based on Partner category, level, and prepaid contract term.

Margin refers to the discount granted to Partners based on the Tributech published list price of the product such that Tributech receives the list price less the relevant partner margin.

The Partner at their own discretion can offer higher or lower prices to their customers. Pricing may vary in special circumstances for promotions and other unique transactions.

In order to receive full Partner margins on a multi-year contract it must be paid up front, otherwise margins will be paid based on the term and payment schedule from the end user.

Margins on subscription renewal if several Partners are inquiring for one customer – If the customer is already assigned to a partner who is also providing first-level support, that partner receives the margin on support/maintenance renewal specified in the Partner contract. Partners inquiring for a customer they are not assigned to will receive no discount.

	Distributor	Reseller	MSP	OEM	Technology	Advisory
New Customer Acquisition & Bookings Commitment <sup>3</sup>	EUR 600k	EUR 200k	-	-	-	-
Sales Pipeline & Quarterly Review	✓	✓	✓	✓	-	✓
Sales Portal Access	✓	✓	✓	✓	-	✓
Referral Fees <sup>4</sup>	-	10%	10%	-	10%	10%

<sup>3</sup> These new customer acquisition targets can vary by region. Partners will work with their Tributech Channel Resources to finalize new bookings targets.

<sup>4</sup> Referral fees apply to license sales only (and first year subscription)



## Support

Tributech provides support to Partners across multiple areas including sales & pre-sales engineering, partner marketing, partner & customer technical support, and operations support per partnership type and level.

## Tributech Support Portal

The Tributech Support Portal provides

- ✓ Up-to-date information on product announcements
- ✓ Release notes & blog posts
- ✓ Frequently asked questions (FAQ)
- ✓ Documentation
- ✓ Link to the ticketing portal

Customers and Partners can access the Support portal by going to [help.tributech.io/support](https://help.tributech.io/support). If further support is needed, emailing [support@tributech.io](mailto:support@tributech.io) will engage the right resources to follow-up on the issue.

## Sales Support

Tributech Channel resources provide in-field support to support the Partner to develop and close deals. The Tributech team can provide sales & technical support as well as sales planning guidance.

## Tributech Program Support

Tributech Partners can obtain answers to questions related to the program and its offerings, their partnership, partner agreements, as well as, benefits and requirements. The Partner Program team is available to answer any program questions through a dedicated inbox at [partners@tributech.io](mailto:partners@tributech.io).

## Beta Programs

Tributech offers selected partners a valuable opportunity to participate in beta programs and test software before commercial release.

## Partner Product Advisory Boards

Tributech welcomes partner input for strategic product development as well as feature prioritization within planned releases and invites selected partners to provide this input directly to key product, engineering, and channel executives.

	Distributor	Reseller	MSP	OEM	Technology	Advisory
Support Portal	✓	✓	✓	✓	✓	-
Sales Support	✓	✓	✓	-	-	✓
Program Support	✓	✓	✓	✓	✓	-
Beta Programs	✓	✓	✓	By invitation	By invitation	-
Partner Product Advisory Board <sup>5</sup>	By invitation	By invitation	By invitation	-	By invitation	-

<sup>5</sup> Available in selected regions only

# Partner Management Process

## Limits on Participation & Availability of Benefits

Tributech created the Partner program to develop and support a driving ecosystem and provide value-adding offerings to our joint customers. To further increase the attractiveness of the partner program and meet changing market conditions and the needs of our partners & customers, Tributech may revise the program and its associated requirements and benefits.

Tributech may take corrective measures (which may include downgrading of the partner level, suspending partner benefits for a period of time, or withholding an offer to renew or terminate the Partner Agreement) in situations where a partner is

- ✓ Unable to meet the general or specific requirements of its current partner category or level.
- ✓ Found to be in breach of the Partner Agreement or other Partner program policies. Misusing or not acting in accordance with Tributech intellectual property rights.
- ✓ Not representing Tributech or its products in a manner consistent with the partnership or the good name, goodwill, and reputation of Tributech

Tributech truly values its Partners and works closely with the Partner's executive management teams to identify potential issues and resolve problems quickly, so that the partnership continues to operate smoothly and profitably.

## Partner Application Process

We invite you to join the Tributech Partner program today and expand into profitable new markets and reach new and existing customers together!

To become a Tributech Partner, you can contact us directly via [partners@tributech.io](mailto:partners@tributech.io) and a member of the Tributech Partner team will contact you as soon as possible.