



**CYCONGITO  
SYNERGY PROGRAM &  
POLICY GUIDE**

**FALL 2022**

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## WELCOME TO THE CYCOGNITO SYNERGY PROGRAM

Digital transformation is changing the world and making businesses increasingly dependent on technology for their operations and viability. Hampering evolution and benefits of digital transformation is the ever-persistent threat by hackers and other malicious agents of the Internet. Routinely, hackers exploit the inherent vulnerabilities of software and interconnected systems. Businesses not only need a means for finding and stamping out their vulnerabilities, but experts that can help make them more secure amid the dynamic threat landscape.

The market need and opportunity created by their opposing trends is why I'm excited to welcome you to the CyCognito Synergy Program. CyCognito is leading the way in providing businesses with a means of identifying vulnerabilities and reducing their attack surface before hackers can exploit vulnerabilities. Our capabilities enable you – our technology alliance partner – to augment your value proposition with a next-generation threat reduction capability.

We've designed the CyCognito Synergy Program with simplicity in mind. We've kept our requirements to the minimum necessary for our mutual success. And we've aligned technical, marketing and sales resources to give you the means for addressing customer needs and market opportunities. Everything about the CyCognito Synergy Program aims at our mutual success.

As the Director of Technology Alliances, my team and I are committed to ensuring you have everything you need to build and sustain a beneficial relationship with CyCognito. This CyCognito Synergy Program Guide provides you with everything you need to understand our program requirements and benefits. We earnestly believe that your success is our success.

If you have any questions, I invite you to reach out to me directly at [josh.hogle@cycognito.com](mailto:josh.hogle@cycognito.com).



Josh Hogle  
Director of Technology Alliances  
CyCognito

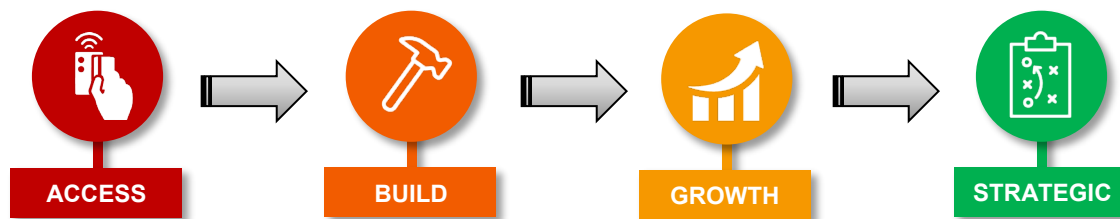
## DISCLAIMERS AND OTHER LEGAL STUFF

The CyCognito Synergy Program Guide is your user manual for ensuring you know everything that we offer technology partners and the most effective ways of unlocking rewards and leveraging resources. However, no documentation is ever complete. We will try to keep the updates to this document infrequent, but changes can come without notice. This guide details program requirements, resources, and benefits. However, the guide is not a contract. Check your partnership agreement for full terms and conditions. If you have any questions, please email [tech-alliances@cycognito.com](mailto:tech-alliances@cycognito.com).

## YOUR SYNERGY PROGRAM JOURNEY

CyCognito recognizes that your business is unique. You have a business model built around your go-to-market strategy, target market segment, and customer needs. While we can't accommodate every business model, we are flexible in how we partner with you.

Partnerships must produce measurable results to demonstrate mutual value and return on investment. The Synergy program is structured so that every partner takes the same journey together with CyCognito to ensure mutual success. The path is outlined below.



### ACCESS STAGE

Every new technology partner that joins the program begins at the Access stage of the journey. Once onboarding has been completed, you will be given access to the Synergy Portal and the community Slack channel for technology partners. If necessary, you will also be given NFR access to the CyCognito platform.

The Synergy Portal contains assets and information you'll need to get started on your journey to future stages of the program, including sales and marketing resources along with technical documentation.

### BUILD STAGE

Once your integration has been completed and validated by the CyCognito team, you'll automatically move to the Build stage. This stage brings added partner benefits such as being listed in the CyCognito Marketplace on the CyCognito website, access to CyCognito Certified partner logos, and limited access to the CyCognito Customer Success team.

You'll work more closely with the CyCognito Tech Alliances team to move on to the next stage, which is Growth.

### GROWTH STAGE

Once you have completed the Build stage, you will be invited and may opt to move to the Growth stage. At this stage we'll work together on possible event sponsorship opportunities, invite-only joint Marketing events such as webinars, co-branded marketing campaigns and demand generation and joint business planning.

### STRATEGIC STAGE

The final stage of your journey is the Strategic stage. This exclusive stage is reserved for partners who wish to work together on co-branding and co-selling products. Partners at this stage have shown their dedication to working together with CyCognito in order to help transform potential opportunities into increased revenue generation for both companies.

Strategic partners receive the most benefits and get preferential selection on sponsorship opportunities. Added benefits include access to the Product Management team and to our Partner Advisory Council.

## PARTNERSHIP BENEFITS AND REQUIREMENTS

Synergy Program Benefit	Synergy Program Stage			
	Access	Build	Growth	Strategic
Access to Tech Alliance Manager	✓	✓	✓	✓
Access to Synergy portal	✓	✓	✓	✓
Access to marketing tools and templates	✓	✓	✓	✓
Access to CyCognito NFR license for development	✓	✓	✓	✓
Dedicated Slack channel		✓	✓	✓
Partner Newsletter		✓	✓	✓
Listing in CyCognito Marketplace on website		✓	✓	✓
Use of CyCognito Certified Partner logo(s)		✓	✓	✓
Access to Customer Success Team		LIMITED	✓	✓
Joint event sponsorship opportunities			✓	✓
Access to invite-only Marketing events			✓	✓
Co-branded campaigns and demand generation			✓	✓
Joint business planning			ANNUAL	QUARTERLY
New product reviews and roadmaps			LIMITED	✓
Solution demo video				✓
Joint customer case study				✓
Access to Product Management and Executive team				✓
Partner Advisory Council membership				✓
Co-branding and co-selling opportunities				✓

Synergy Program Requirement	Synergy Program Stage			
	Access	Build	Growth	Strategic
Annual Fee*	\$0	\$1500	\$3500	\$5000
Signed Technology Partner Agreement	✓	✓	✓	✓
Signed NDA (Non-Disclosure Agreement)	✓	✓	✓	✓

\*Annual fees may be waived by CyCognito in certain cases

## PARTNERSHIP REQUIREMENTS

### Partnership Agreement

All partners who wish to participate in the CyCognito Synergy Program must have a signed partnership agreement and a Non-Disclosure Agreement (NDA) on file. The partnership agreement defines the full terms and conditions of being a partner. Partnership agreements are subject to change, with notice. Refer to the current partnership agreement for details.

### Annual Fee Payments

In order to proceed to the Build stage and higher in the CyCognito Synergy Program, partners must pay a nominal fee on an annual basis. This fee is mainly used to cover expenses incurred by CyCognito with respect to personnel time and materials and licenses shared with you as a partner.

In special cases, CyCognito *may* choose to waive this fee for a partner for a period of time upon request from the partner.

### Training and Education

Growth and Strategic partners are expected to maintain a basic level of training and knowledge on the CyCognito platform and be able to explain the general value proposition of the product to their customers. In return, CyCognito personnel will also be expected to possess the same basic knowledge about the partner's product.

### Termination

Membership in the Synergy Program will renew automatically on an annual basis unless the Partner informs CyCognito in writing of their wish to withdraw from the program.

Partners who are delinquent on any annual fee payments or whose vision and/or values no longer align with CyCognito may be removed from the program at the discretion of CyCognito.

### Advancements

Partners will advance automatically from Access to Build once their solution has been validated by a member of the CyCognito Tech Alliances team and the annual fee has been received from the partner.

Partners will only advance to Growth and Strategic stages by invitation from a member of the CyCognito Tech Alliances team.

## SUCCEEDING TOGETHER

CyCognito hopes you find everything you need in our Partner Program Guide. We can't anticipate all your questions or needs. If you need clarification on any of the program requirements or benefits, please see your channel account manager or email [tech-alliances@cycognito.com](mailto:tech-alliances@cycognito.com). We will help you in any way we can. We want to succeed together!

## ABOUT CYCOGNITO

*CyCognito solves one of the most fundamental business problems in cybersecurity: seeing how attackers view your organization, where they are most likely to break in, what systems and assets are at risk and how you can eliminate the exposure. Founded by national intelligence agency veterans, CyCognito has a deep understanding of how attackers exploit blind spots and a path of least resistance. The Palo Alto-based company is funded by leading Silicon Valley venture capitalists, and its mission is to help organizations protect themselves from even the most sophisticated attackers. It does this with a category-defining, transformative platform that automates offensive cybersecurity operations to provide reconnaissance capabilities superior to those of attackers.*