# Channel Program Overview

## Why ShardSecure for your customers?

Although migrating data to the cloud appeals to many customers, the current threat landscape and the lack of control over cloud data makes adoption difficult. Although organizations may not be able to make the cloud safer for their data, they can cloud-enable that data to make their data safer in the cloud.

Our Microshard™ technology desensitizes sensitive data by digitally shredding it into microshards that are too small to contain sensitive data. Those microshards are then mixed with poison data and distributed to multiple customer-owned storage locations of the customer's choosing.

The result? Sensitive data at rest is rendered unintelligible and of no value in the wrong hands, and its privacy and resilience is protected in the event of outages, ransomware attacks, and other forms of compromise.

## Market opportunity

- $6 trillion lost to cybercrime in 2021[1]
  - $11.4M per minute
- 300% increase in cybercrime since the pandemic began[2]
- Cybercrime costs estimated to reach $10.5T by 2025[3]
- Ransomware costs estimated to reach $265B by 2031[4]
- New ransomware victim every 11 seconds The encryption and decryption of these keys can be offloaded to an external HSM system for secure access and storage.[5]

TABLE 1. WORLDWIDE PUBLIC CLOUD SERVICES END-USER SPENDING FORECAST (MILLIONS OF U.S. DOLLARS)

| Type of Service | 2021 | 2022 |
|---|---|---|
| Cloud Business Process Services (BPaaS) | 50,165 | 53,121 |
| Cloud Application Infrastructure Services (PaaS) | 59,451 | 71,525 |
| Cloud Application Services (SaaS) | 122,633 | 145,377 |
| Cloud Management and Security Services | 16,029 | 18,006 |
| Cloud System Infrastructure Services (IaaS) | 82,023 | 106,800 |
| Desktop as a Service (DaaS) | 2,046 | 2,667 |
| **Total Market** | **332,349** | **397,496** |

[1] "Cybercrime To Cost The World $10.5 Trillion Annually By 2025," CyberCrime Magazine.
[2] "FBI Reports 300% Increase in Reported Cybercrimes," IMC Grupo.
[3] "Cybercrime To Cost The World $10.5 Trillion Annually By 2025," CyberCrime Magazine.
[4] "Global Ransomware Damage Costs Predicted To Exceed $265 Billion By 2031," CyberCrime Magazine.
[5] "Top 10 List of Cybersecurity Facts for 2022," Elevity IT

## Our program

We offer extensive materials and resources to all our Channel partners to facilitate the partnership. Our resources include:

- Deal registration in partner portal
- Lead registration in partner portal
- Sales presentations
- Marketing email templates
- Co-branded data sheets and assets
- Sales and technical training online
- Reseller management-approved SPIFFs
- Market development funding
- Logo on ShardSecure website with link
- Account mapping and support with call out days into your customers to set meetings.

## Partner levels

We offer three levels of partnership to best accommodate different needs and preferences. The next two pages will cover the benefits and commitments associated with each level.

### Reseller
This level is ideal for partners who are looking to handle requests for ShardSecure on a transactional basis.

### ShardSecure Authorized Partner
This level is designed for partners who regularly identify opportunities for ShardSecure products and who are looking to actively promote, sell, and maintain ShardSecure solutions. Authorized partners will be eligible for MDFs, deal registration, qualified sales leads, and training.

### ShardSecure Premier Partner
This partnership is available to early adopter signed partners, integrators, resellers, and MSSPs (managed security service providers) who may operate in several countries. This level includes an anticipated sales target of $1M back to ShardSecure and will involve actively implementing marketing campaigns and joint business planning.

## Partner benefits by level

| Program Benefit | Reseller | Authorized | Premier |
|---|---|---|---|
| Authorized to sell product | x | x | x |
| Access to on-demand portal and deal registration | | x | x |
| Training (online) | | x | x |
| MDF and joint marketing activities | | x | x |
| Access to sales engineering | x | x | x |
| Marketing content and campaign assistance | x | x | x |
| Sales leads | | x | x |
| Partner advisory council (invitation-only) | | | x |
| Business planning | | x | x |
| Account mapping and assistance with call-out days | | x | x |
| Press release on partnership | | x | x |
| Guest blogging | | | x |
| Invitations to key events | | x | x |
| Product roadmap insights | | x | x |
| Logo on website | | x | x |

## Partner commitment by level

| Program Benefit | Reseller | Authorized | Premier |
|---|---|---|---|
| Deal registration with 90-day protection | | x | x |
| Annual business plan | | | x |
| Signed reseller agreement | | x | x |
| Quarter marketing plan | | x | x |
| Trained engineers | | x (1) | x (2) |
| Trained sales professionals | | x (2) | x (4) |
| Promotion of ShardSecure on website | | x | x |

### Additional benefits

ShardSecure provides generous margins for signed partners. We also offer significant discount levels on both new business and renewals — talk to us to learn more.

### Channel-exclusive eLearning

ShardSecure has rolled out a new eLearning platform on our partner portal Kiflo, where we publish training content for authorized and premier partners. Signing up is easy: Just request your signup link by emailing partners@ShardSecure.com, and we'll get your account created.

### Top 3 ShardSecure use cases

**Maintain business continuity with data confidentiality, integrity, and availability**

- Microshard technology's regular data integrity checks and self-healing data means that Microshard data containers can be restored to their previous state when they are lost, deleted, compromised, or unavailable.
- If a data storage location becomes unavailable because of an outage, network issue, or misconfigured firewall, the same process reconstructs the unavailable Microshard data in real-time.
- Microsharded files from affected storage locations are automatically moved to customer-defined alternate storage locations to help minimize downtime.
- Organizations can take advantage of cloud storage and freely move microsharded backups to any customer-specified cloud location without application impact.

**Cold storage migration**

- Microshard technology desensitizes sensitive data in multi-cloud and hybrid-cloud environments, making it safer for companies to move their crown jewels from on-premises storage to the cloud. This may promote cost savings and mitigate provider lock-in.
- ShardSecure integrates with storage solutions and ensures that cloud data is unintelligible and of no value to unauthorized users. Even if a cloud storage location is misconfigured or left vulnerable, attackers can only access a fraction of the original dataset. With all identifying metadata also removed, unauthorized reassembly of data in a single storage location becomes virtually impossible.
- ShardSecure also enables secure cloud storage for on-premises apps.

**Mitigate the impact of ransomware**

- Microshard technology's self-healing data and RAID-5-like ability to reconstruct affected files means that Microshard data containers can be rebuilt whenever they're held hostage by ransomware.
- Using an automated control, multiple data checks detect unauthorized modifications — including those caused by cloud storage ransomware — and roll back data to its earlier state as soon as a single byte is changed. That means that real-time ransomware repairs can begin automatically and in a way that is transparent to users, avoiding major outages.
- Additionally, microsharding means that confidential material that is exfiltrated in a ransomware attack will be unusable for extortion. Even if a Microshard storage location is compromised, attackers will have access to only an unintelligible fraction of the complete data set — and no way to rebuild it.
- Lastly, Microshard technology allows organizations to protect backups from unauthorized deletion or modification, including encryption by ransomware attackers.

### Contact us

Email partners@ShardSecure.com to get started.

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