

 GUIDE



 PARTNER PROGRAM

VeriSign SSL Partner Program Guide



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VeriSign SSL Partner Program Guide

+ 1 Introduction

This guide is designed to provide VeriSign SSL Partners with detailed information regarding the VeriSign® SSL Partner Program (VPP) benefits and responsibilities.

1.1 An SSL Certificate for Any Customer

Within the VPP, there are three brands—all critical to our success. These brands include VeriSign, *thawte*, and GeoTrust. With each brand specialty, the program delivers a set of powerful benefits that allow you to offer the right SSL Certificate for any customer need and achieve sales success.

+ 2 Four Membership Levels

The VPP features four membership levels, designed to help Partners succeed. Each membership level provides incremental levels of service and pricing discounts. Partners qualify for a single membership level based on volume of SSL sales. Partners can easily advance within the program as they achieve success.

- 1. Standard.** Organizations that are interested in taking the first step in selling SSL Certificates. Standard Partners have access to basic sales and marketing tools and an easy way to purchase blocks of certificates.
- 2. Premium.** Organizations that have achieved a basic level of success in the market with SSL and desire to do more sales. Premium Partners have access to a broad array of sales and marketing tools to help them drive revenue and expand their businesses.
- 3. Gold.** Organizations that are committed to delivering SSL solutions and have achieved a high level of SSL sales results. Gold Partners enjoy enhanced benefits, plus access to VeriSign Account Managers and help with market planning.
- 4. Platinum.** Organizations that consistently achieve SSL sales targets. Platinum Partners enjoy the richest benefits, including extensive access to sales and marketing resources, with an additional focus on joint planning and the achievement of sustained business results for the Partner.

+ 3 Membership Benefits at a Glance

The following table describes the membership benefits at a high level.

Membership Benefits at a Glance				
Partner Center Benefits	Platinum	Gold	Premium	Standard
Order and manage SSL Certificate lifecycle	✓	✓	✓	✓
Reporting	✓	✓	✓	✓
Manage accounts and contacts	✓	✓	✓	✓
Marketing resources (collateral, templates, sales training)	✓	✓	✓	✓
Expand Skills and Grow Market Benefits	Platinum	Gold	Premium	Standard
Welcome kit	✓	✓	✓	✓
Sales training	✓	✓		
Readiness guide	✓	✓	✓	✓
Generate Opportunities Benefits	Platinum	Gold	Premium	Standard
Marketing material	✓	✓	✓	✓
Designated Account Manager	✓	✓		
Go-to-market business plan help	✓			
Marketing templates	✓	✓	✓	✓
Use of brand logos (subject to license and branding guidelines)	✓	✓	✓	✓

Product Benefits	Platinum	Gold	Premium	Standard
Free Extended Validation (EV) certificate for partner website	√	√		
Wide range of SSL products to meet all your customers needs	√	√	√	√
Customization options	√	√	√	√
Automation tools (API) to lower your costs	√	√	√	√
Highly recognized brands that are priced competitively	√	√	√	√
Solutions that have high encryption	√	√	√	√
Discounts (see price book for details)	√	√	√	√
VeriSign Customer Support Benefits	Platinum	Gold	Premium	Standard
Tools that make it easy to issue, install, and renew SSL Certificates	√	√	√	√
24 x 5 email and phone support	√			
16 x 5 email and phone support		√	√	
24 x 7 online self-help support	√	√	√	√
Access to chat support	√	√	√	√
Custom knowledge base	√			

+ 4 Membership Level Benefits Detail

The details below describe the broad array of benefits and resources that help Partners grow their businesses and support their customers. Benefits and access vary by membership level in the VPP per the table above.

4.1 Partner Center

The Partner Center provides Partners with access to a broad range of online tools that can increase success and sales. Partners can get help managing accounts and contacts, reporting, ordering and managing SSL Certificate lifecycles, and can obtain product information, sales and marketing materials, branding material, training content, renewal messaging, and more.

4.2 Welcome Kit

The Welcome Kit is a quick reference guide for managing SSL products. It provides a high level overview of the key tools and collateral to help quickly build up knowledge and understanding of the VeriSign SSL product portfolio.

4.3 Sales Training

Our training programs help Partners sell and understand the VeriSign SSL products more effectively. Training includes product information, hints and tips, who to target, how to effectively use the tools we offer, and more. Please contact your Account Manager for more information.

4.4 Partner Readiness Guide

We have developed a comprehensive sales and marketing readiness guide, which is available at the Partner Center. This guide is designed to communicate best practice sales and marketing programs, enabling Partners to achieve success faster and grow sales.

4.5 Marketing Material

Marketing collateral is located at the Partner Center and is updated frequently. It includes effective tools such as case studies, datasheets, web copy, sales aids, and more. This material is derived from the same proven tools that VeriSign uses to boost its own sales effectively.

4.6 Designated Account Manager

Account Managers work with Partners in three critical ways:

1. To help develop strong business relationships with Partners;
2. To help Partners achieve key business goals; and
3. To manage and report on Partner results. They assist Partners in developing their SSL businesses to be highly profitable and strategic parts of their overall businesses. This is done by regularly monitoring and reviewing the joint business plan, as well as taking corrective actions, as necessary.

Finally, Account Managers coordinate and manage the interaction between the Partners and other key members of the VeriSign team.

4.7 Go-to-Market Business Plan Assistance

VeriSign has more than ten years of expertise in selling SSL Certificates across multiple brands and to a broad array of customers. In that light, we offer best practices that can help Partners achieve their desired business results. VeriSign Account Managers work directly with Partners to develop a set of key objectives that are in line with each Partner's business needs and action plans to accomplish these objectives.

4.8 Marketing Templates

VeriSign Account Managers work with Partners to develop specific marketing programs that are uniquely tailored to meet each Partner's needs.

4.9 Use of Brand Logos

The use of logos is available to qualifying Partners, subject to VeriSign's current published logo and/or trademark usage and branding guidelines. The logos and guidelines are all available at the Partner Center.

4.10 Free Extended Validation (EV) Certificate for Partner Web Site

VeriSign EV Certificates are available at no charge to Platinum and Gold Partners as a benefit of the Partner Program.

4.11 API and API ROI

VeriSign offers an API for its Partners that provides breakthrough results in terms of sales increases and cost reductions. The API allows for the direct order and management of certificates, canceling and fulfilling orders, querying for order data (status of orders), automation of common support functions, and reports across all three VeriSign brands. Please contact your Account Manager for more information and to obtain the VeriSign API specifications.

4.12 Wide Range of SSL Products to Meet All Customer Needs

The VPP program offers the widest range of SSL products, from domain authenticated and organizational authenticated SSL Certificates, through the highest encryption and Extended Validation SSL Certificates. It allows organizations to buy the types of certificates they want, and customize certificate lifecycle processes to meet their unique needs.

4.13 Discounts

Discounts off MSRP are available to all Partners based on sales volume. The more that Partners sell, the higher their base discounts and benefits levels from VeriSign.

4.14 VeriSign Customer Support

VeriSign Customer Support provides assistance on order status, documentation, and order related queries. Customer Support helps ensure that all the required authentication steps are properly completed before a certificate is issued.

4.15 VeriSign Technical Support

Technical Support assists customers with key generation, certificate installation, re-issues, troubleshooting, and related technical queries.

4.16 API Support

API Support provides customers with assistance on the implementation, testing, and troubleshooting of Partner APIs. We also offer a fully functional test environment to help Partners integrate into the API. Please contact your Account Manager for more information.

4.17 How to Contact Support

The following link provides contact information for worldwide support locations: <https://www.verisign.com/partnersupport/worldwide/partnersupport.html>

4.18 Escalation Process

We strive to provide exemplary support to our Partners. However, if your Customer or Technical Support query is not resolved to your satisfaction, please report the issue to your designated Account Manager. Account Manager contact information is available at the Partner Center.

4.19 Access to Chat Support

VeriSign offers live chat to assist partners with Customer and Technical Support issues.

+ 5 Program Requirements at a Glance

Partners may be promoted through the Program levels by achieving the requirements described below:

	Platinum	Gold	Premium	Standard
Partner front-line support capability	√	√	√	√
Annual sales commitment	√	√	√	
Provide annual go-to-market plan	√	√		
Quarterly business plan review	√	√		

+ 6 Requirements Details

6.1 Annual Sales Commitment

The VPP provides Partners with base level discounts based on sales volumes. Partners must commit to meet annual minimum sales volumes to maintain these discounts.

6.2 Partner Program Level Adjustment Process

Partner levels are adjusted by meeting the requirements outlined in the Program Requirements matrix above. VeriSign tracks Partner activity within the program, and may periodically adjust membership level to recognize achievement/performance against program requirements.

6.3 Go-to-Market Plan

The Partner and the VeriSign Account Manager will agree to a joint go-to-market plan. This plan will include sales and marketing activities that will help the Partner reach its commitments. This plan is uniquely customized for the Partner's specific business needs.

6.4 Quarterly Business Plan Review

A quarterly rolling business plan review is required and will be scheduled by the VeriSign Account Manager.

6.5 Technical Support Capability

Partners must have the technical support capability (i.e., front-line phone and email support) to provide the first level of technical support to their customers for SSL products.

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