



Identity Automation Partner Program – VIP

Identity Automation’s VIP Program was created to reflect the importance of the relationship between our partners and their customers by providing the tools, training, and resources necessary to become an expert in our solutions. After all, our success depends on our partner’s deep understanding of their customers’ needs. To ensure our partners are confident in positioning our solutions, the VIP Program provides a clear, simple structure that outlines all the expectations, benefits, and requirements from both sides of the partnership.

Our solutions range from a K-12 school district’s first step into Identity and Access Management (IAM), to a complex security solution for a Fortune 500 company, and everything in-between. Partners have the ability to sell and/or implement any or all of Identity Automation’s three industry-leading solution stacks (RapidIdentity IAM, RapidIdentity MFA, and RapidIdentity for Healthcare), as long as the training requirements for each solution have been met.

Tier-Levels and Requirements

The VIP program features a cumulative 5-tier system: Bronze, Silver, Gold, Platinum, and Diamond. Greater benefits, larger discounts, and more collaboration correspond with a partner’s level of commitment to positively promoting the Identity Automation brand.

REQUIREMENTS	Bronze	Silver	Gold	Platinum	Diamond
Partner Application Approval & Signed Mutual Partner Agreement	✓	✓	✓	✓	✓
Annual Revenue Threshold	✓	✓	✓	✓	✓
Training Requirements	✓	✓	✓	✓	✓
BENEFITS	Bronze	Silver	Gold	Platinum	Diamond
Partner Community Access to Sales Enablement Tools & Training	✓	✓	✓	✓	✓
Deal Registration Access	✓	✓	✓	✓	✓
Partner Program Tier Logo Usage	✓	✓	✓	✓	✓
Discounts	✓	✓	✓	✓	✓
Earned Marketing Development Funds		✓	✓	✓	✓
Brand Logo & Link on Partner Section of Website		✓	✓	✓	✓
Joint Lead Generation Activities			✓	✓	✓
Partner Advisory & Technical Advisory Board (by invitation)				✓	✓
Highest Rebate Potential & Executive Support					✓

Each tier has a minimum annual revenue threshold and a minimum training requirement. As a partner moves up through the tiers, we will honor the new discount level and benefits that fall within each tier level. For Silver Tier partners and above, Identity Automation will match a certain percentage of margin from the partner's sales, which will be used as Marketing Development Funds within the year.

Partner Portal and Dedicated Partner Manager

The VIP Partner Portal is a homebase for Identity Automation partners that puts the same sales enablement tools and training materials used by our internal sales team at our partners' fingertips. Furthermore, partners can view their partner agreement and other pertinent information, such as tier-level, discount, and certifications earned, in a single, convenient location by accessing their portal account profile.

The VIP Partner Portal delivers quick access to:

- Deal Registration
- Sales Tools
- Training
- Partner Support
- News/Trending Articles

In addition, all Identity Automation partners are assigned a dedicated Partner Manager. For Gold Tier partners and above, joint business planning sessions are offered to create a synchronized plan for targeting a specific territory, vertical, or strategic account.

Our VIP Guarantee

We see our partners as extended members of our sales and technical teams. In our eyes, sales and quality solution delivery are a team effort, and together, we can achieve more—which is why we encourage collaboration. Identity Automation guarantees to match the level of commitment that our partners give to us.

How to Join the VIP Program

1. Potential partners must submit a Partner Registration Form, www.identityautomation.com/about-us/partners
2. An introductory call is scheduled by the Partner Manager to discuss partner requirements.
3. Both parties sign The Partner Agreement.
4. Credentials for the VIP Partner Portal are sent.

Note: Partner performance is evaluated annually to ensure commitments are met.

To learn more about our Partner Program
contact us today!

