



Axis Security Partner Program (ASPP)

Axis Security's Application Access Cloud™ solution will enable you to quickly benefit from the growing market for zero trust-based enterprise remote access solutions. As well as generating additional income, it complements existing Enterprise security products, enabling you to continue to grow sales and better service your customers.

With analysts predicting that nearly two thirds of all enterprises will move to a zero trust model by 2023, our Axis Security Partner Program (ASPP) will equip you to introduce Application Access Cloud to your customers and prospects as the easiest and fastest path to implementing a zero trust business and to take advantage of this new high growth opportunity.

Why Partner with Axis?

Remote access needs are greater than ever before with employees working from home and IT groups required to step up support enabling 3rd party productivity while enhancing security. Zero Trust Access is maturing as an architectural approach with more and more Enterprises looking to adapt and deploy solutions that help achieve the zero trust goals of better security, continuous management and lower risk.

Whether your customers are asking about Zero Trust Network Access (ZTNA), or Secure Access Service Edge (SASE), promoted by Gartner, or Zero Trust eXtended Ecosystem (ZTX) promoted Forrester, or any of the other related market terms, this is a great opportunity to help your customers safely accelerate their digital transformation on a practical, use-case driven path. That path enables secure and managed access to private applications, securely accelerating, partner readiness, M&A activities, and cloud migration.

With App Access Cloud as part of your portfolio you'll deliver more value to your customers, win new business, and create a range of recurring and expanding revenue opportunities. We'll show you how.

Here's how Axis adds value to Partner offerings

Whether selling App Access Cloud as a standalone solution, or as part of a broader service, Axis enables its partners to add more value to their existing solutions to win new customers, plus generate upsell and "stickiness" in your customer base. App Access Cloud appeals to organizations across geographies and industries and offers partners the following advantages:

- SaaS subscription model - promotes recurring annual revenue.
- Secure access projects span multiple business groups requiring use case-oriented project management including Security, IAM, IT, Application, Network, Infrastructure, Cloud, etc.
- Cloud-based, agentless solution helps make deployment very simple and easy to manage.
- Delivers net new capabilities to customers with a mix of business enablement, cost and risk reduction.
- Complements reseller's existing technology choices - Axis doesn't sell CASB or network security solutions and is cloud agnostic.
- Fast POCs, deployments & ROI - Deploys in minutes and integrates with many IDP solutions available today.
- Built for MSSP's - in addition to the VAR model, App Access Cloud is cloud and multi-tenant native, supporting MSSP's with white label options and volume-based pricing.

How Partners can increase their revenue by adding services

Axis is devoted to the development of Enterprise private application access and does not provide associated consultancy, professional, or add-on training services to its customers. As a channel committed organization, we rely on the expertise of our partner community to provide supporting service. These include integrating Axis into their own security solutions to generate additional partner revenue or building comprehensive services around Axis making it the cornerstone of new service offerings.

Opportunities include:

Consultancy services

- Engage with clients to provide consultancy services around remote access, branch office access, IT risk reduction and reporting, and IT security and risk compliance.
- Run and manage Axis PoCs, results and recommendations.

Professional services

- Provide services around deployment of Axis, including IDP integrations, policy creation, setting up admin and user permissions, and ticketing integrations.
- Offer regular health checks based on Axis reporting, and trend analysis.

Training

- Offer Axis training for admin and users, refresher, and new hire sessions.

What type of Partners should join?

Axis Security's App Access Cloud fits easily into a wide range of partner offerings and supports a variety of different types of partnerships and alliances including:

- **VAR / Solution Provider**- resell Axis as a standalone solution or to complement other offerings. Benefit from attractive margins and deal registration. *Please consult with your Axis account representative for full details.*
- **Systems Integrator**- employ Axis in conjunction with other security components to deliver a comprehensive security solution for customers. Benefit from adding additional consultancy and professional services, attractive margins, and deal registration.
- **MSSP**- sell and remotely manage App Access Cloud for customers based on a single- or multi-year subscription plan. Optionally, can provide Axis as an MSSP-branded portal. Benefit from low minimum program entry requirements which are easily scalable, favorable margins, volume-based discount, and deal registration. *Please refer to your Axis account representative for full details.*
- **OEM**- OEM partners can white label the App Access Cloud and integrate it into their own security solutions, creating additional revenue.
- **Distributor**- Distributors/aggregators can work with Axis to support reseller communities by simplifying commercial engagement with partners, providing sales and technical support, and training in specific geographical regions as defined by Axis. Distributors benefit from Axis's global appeal and streamlined pricing and operating model.

Benefits of Joining the Axis Security Partner Program (ASPP)

ASPP delivers a comprehensive set of benefits and sales enablement tools to help our partners succeed. The Program is supported by Axis Security's channel-friendly sales team that is committed to helping you to maximize your success.

Program Levels

Axis currently offers two levels of partnership with attractive margins:

- **Authorized** is the entry level with basic requirements to get partners up and running as quickly as possible.
- **Premium** is the next level for partners who are able to commit to annual certification and offers additional business development and revenue opportunities.

Deal Registration

Deal registration protects and rewards partners with increased margin.

Partner Communications

All Authorized and Premium partners have access to Axis Security's partner sales tools, sales resources, marketing information and collateral, and sales enablement materials. Regular partner communications include ongoing content updates, regular highlights alerts, and new product features webinars.

Sales & Technical Support

Axis Security will support partner growth into new security service markets. As required, the Axis Sales team can help develop a variety of sales engagements by facilitating access to Axis Security pre-sales, security engineers, and product resources.

Marketing Support

All Axis Security partners have access to support from field sales as well as receive invitations to participate in Axis marketing campaigns, industry events and marketing incentives. Co-op funding is available to Premium partners for agreed demand and lead generation activities.

ASPP Program Overview

Benefits	Description	Authorized	Premium
Product Discount	Additional discount with deal registration	✓	✓
Training	Sales enablement & technical training	✓	✓
Joint Marketing	Opportunities to participate with Axis Security marketing campaigns and at selected industry events	✓	✓
Partner Resources	Deal registration, collateral, sales enablement, marketing campaigns and other essential resources	✓	✓
Roadmap Briefing	Access to quarterly briefings from Axis Security's product team	✓	✓
Marketing Co-Op	Co-op funds are based on proposal approval and available dependent on region and partner program level	✓	✓
Sales Leads	Access to qualified leads	—	✓
Website Presence	Invitation to have your logo hyperlink posted on axissecurity.com	—	✓
Field Account Planning	The Axis Security team can help you reach the right accounts with the right message	—	✓
Premium Partner Logo	Premium partners can display the Axis Premium Partner logo	—	✓

Apply to Become a Partner

Contact your local Sales Director: channel@axissecurity.com