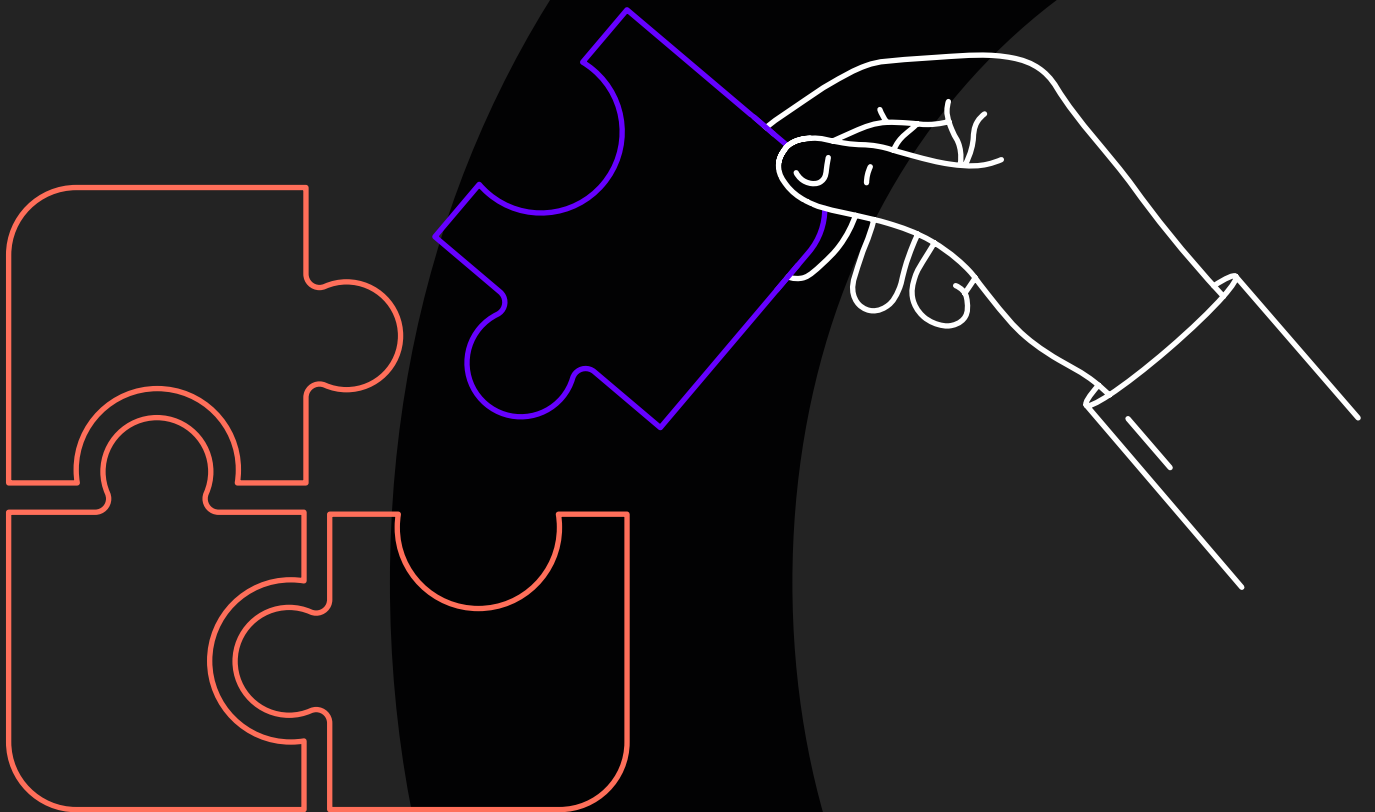




# Partner Program



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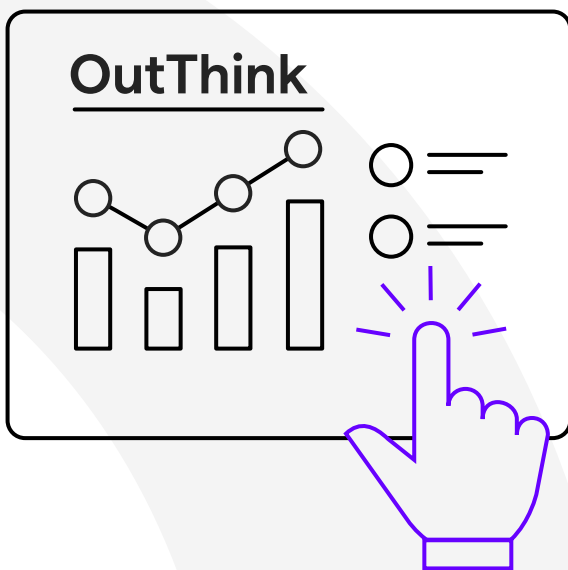
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# Partner Program Introduction



Dear Potential Partner,

I am thrilled to introduce OutThink's partnership program. As an innovative Human Risk management platform, OutThink is revolutionizing the security awareness training market by integrating cutting-edge technology with human-centric approaches. Our platform empowers organizations to proactively manage human risk, making it a crucial solution in today's evolving threat landscape.

By joining our partnership program, you'll gain access to our industry-leading platform, which delivers exceptional customer value by providing actionable insights and metrics. You'll also tap into a high-margin potential, as the demand for innovative next generation security awareness training solutions continues to grow rapidly. Together, we can make a meaningful impact on organizations' cybersecurity posture and help them mitigate human risk effectively.

Join us in shaping the future of security awareness training and let's drive innovation together. We look forward to partnering with you!

Best regards,

**Adrian Stacey**  
Vice President of Partnerships  
OutThink

# Partnership Fundamentals

## Partner Proposition

- **Be an innovation ambassador to your customers** - The security awareness computer-based training market is evolving. Customers are now moving beyond funny videos and phishing tools to understand and manage Cybersecurity Human risk.
- **100% Partnership Focussed** - OutThink Commercial model is 100% partnerships. OutThink invests in regional partnerships models that deliver value add growth to our partners and customers.
- **High margin opportunity** - Through our Deal Registration program, OutThink always aims to provide an industry leading high margin opportunity. OutThink continues to be one of the highest margin vendors within our partners.
- **On-going Services** - OutThink has developed a services framework for our partner community to assist their customers in the journey from Security Awareness Training to Cybersecurity Human Risk Management.
- **Small and focused partner community** - OutThink is committed to close working relationships and providing mutual value. Our small partner community means we can invest our partners, reduce competition and conflict whilst maintaining high customer and partner value.
- **OutThink is recognised by Gartner, Forrester and GIGAOM** as an innovator in the cybersecurity space.
- **Microsoft ISV** - OutThink integrates with the Microsoft Security systems to deliver best in class technology.

## OutThink Value Proposition

- At OutThink, we understand that securing a company's assets is a team effort but even the best cybersecurity policies can fall short if every employee doesn't understand and embrace them.
- OutThink empowers workforces to be the first line of defense against cyber threats; automated personalized training; engaging simulations; powerful insights - ensuring everyone is cybersecurity-aware and accountable.
- We're to help a business build a culture of cybersecurity excellence. Partnering with OutThink you can make a real impact to help deliver a resilient and secure organisation.

## How to Win

- Dedicated partnerships team to support you on your OutThink journey.
- Sales and Technical enablement on the OutThink platform and value proposition.
- Competitive analysis and battle cards.
- Case studies and use cases to assist in building customer value.
- Services Framework.
- Demo Platform access and NFR licenses.

By leveraging OutThink's partner proposition, value proposition, market intelligence, and a collaborative approach to winning, partners can effectively promote and sell OutThink's Human Risk Management platform, create value for their customers, and achieve mutual success.

# Partner Program Tiers

## 01

### Authorized Referral Partner

10%

Discount on transactional / non-Deal Registration opportunities.

#### Definition

As an Authorized Referral Partner, you are authorized to sell OutThink's Human Risk Management and Security Awareness Platform by referring potential customers to OutThink. You act as a trusted advisor to your clients and provide them with information about OutThink's solutions, benefits, and features.

#### Responsibilities



Actively refer potential customers to OutThink's sales team.



Educate clients on the value and benefits of OutThink's Human Risk Management and Security Awareness Platform.



Participate in OutThink's training programs to stay updated on the latest product information and enhancements.



Maintain a positive brand image and represent OutThink with integrity and professionalism.

#### Benefits



Access to OutThink's sales and marketing resources, including sales collateral, demo materials, and product documentation.



Receive referral commissions for qualified leads that result in closed deals.



Opportunity to expand your network and earn additional revenue through referrals.

# Partner Program Tiers

## 02

### Strategic Partner

30%

Discount off MSRP / Margin Potential on Deal Registration opportunities

10%

Discount on pass through / non-Deal Registration opportunities

#### Definition

As a Strategic Partner, you work closely with OutThink to drive joint success and actively participate in the sales cycle. You invest in the partnership by actively promoting and selling OutThink's Human Risk Management and Security Awareness Platform. You are accountable for delivering new revenue through joint efforts and collaboration with OutThink.

#### Responsibilities



Actively promote and sell OutThink's Human Risk Management and Security Awareness Platform.



Collaborate with OutThink's sales team in identifying, pursuing, and closing sales opportunities.



Provide feedback and insights from the market to help improve OutThink's product offerings.



Participate in joint marketing initiatives, such as webinars, events, and campaigns, to generate demand for OutThink's solutions.



Invest in training and development to enhance your sales capabilities and product knowledge.



Participate in a mutual value business plan with associated quarterly and annual goals.

#### Benefits



Access to OutThink's sales and marketing resources, including sales training, sales enablement tools, and co-marketing materials.



Provided with regular leads and pass through opportunities



Access to Deal Registration and incumbency protection programs.



Opportunity to participate in joint marketing activities and gain visibility through OutThink's marketing channels.



Regular updates on product roadmap and enhancements to stay ahead of the market.



Dedicated support from OutThink's sales and technical teams to assist with sales opportunities and customer success.

# 03

## Innovation Partner

50%

Discount off MSRP / Margin  
Potential on Deal Registration  
opportunities

Joining the OutThink MSP Partner Program as a Trusted Innovator empowers you to differentiate yourself in the market and meet the evolving needs of your clients. By providing ongoing services that reduce risk across human factors, you'll not only enhance your clients' cybersecurity posture but also solidify your position as a reliable and invaluable partner.

### Responsibilities



Implement and configure OutThink's Human Risk Management and Security Awareness Platform for clients, including user onboarding, customization and integration with other systems.



Act as a trusted advisor to clients, offering strategic guidance and consulting on human risk management and security awareness best practices, leveraging OutThink's solutions.



Provide ongoing monitoring, management, and support of OutThink's solution to ensure optimal performance and security.



Provide regular reporting and analysis on the performance of OutThink's solutions, identifying areas for improvement and recommending proactive measures to enhance customer satisfaction and success.



Stay updated on the latest features and enhancements of OutThink's solutions, and proactively educate clients on their benefits and usage.

### Benefits



Multi-tenant platform to easily manage your customers at scale.



Automated workflows that provide tailored market leading security awareness and phishing simulations that leverage AI.



Integrated with Microsoft Graph API to enrich customer telemetry & surface real world human risk factor.



Build valuable ongoing advisory services to support SAT +PS to Human Risk Management with OutThink's services framework.



Full customization capabilities for MSP and customer brand. Template editing to provide tailored content to each customer.

## Highest Rated Cybersecurity Human Risk Management Platform (SaaS)



As of March 2023 | Based on 32 reviews

"It's not just better, it's different. Having used a large number of providers in this space over the last few years, OutThink stands head and shoulders above the rest on just about every criteria."

CIO, Finance Industry

### WHAT DO CUSTOMERS HAVE TO SAY ABOUT OUTTHINK?

"Truly incredible customer service and the only solution that gives accurate insights."

CISO, Retail Industry

# Time to make a change

Empower teams, gain visibility and solve phishing today.

[Become a Partner](#)



### FORRESTER

Forrester recognises OutThink for: Security Culture Mapping, Human Risk Quantification and Comprehensive SA&T.

Nov, 2021

### Gartner

Gartner recognises OutThink for: Adaptive Security Awareness, Phishing Simulations and Human Risk Management Platform.

July, 2021

### GIGAOM

GIGAOM recognises OutThink for: Innovative Security Awareness, Phishing Simulations and Human Risk Management Platform.

Oct, 2022

### Gartner

Gartner recognises OutThink as: Representative Provider for Security Behavior and Culture Programs

Nov 2022