

CRITERIA	AUTHORIZED	SILVER	GOLD	PLATINUM
Contractual Obligation	✘	Min 1 Year	Min 2 Year	Min 2 Year
Minimum Spend Target (USD) per Annum (Licenses)	✘	\$POA	\$POA	\$POA
Certification to provide Erasure as a Service	Per Quote	Per Quote with Silver discount	Per Quote with Gold discount	Included
BENEFITS				
Full Solution Access	Per Quote	✓	✓	✓
ENABLEMENT				
Sales Training	✘	✓	✓	✓
Sales & Technical Enablement Assets	✘	✓	✓	✓
Technical Pre-Sales Training	✘	✓	✓	✓
Field SE Assistance	✘	✓	✓	✓
MARKETING				
Partner Platform Access	✘	✓	✓	✓
Marketing Launch Package	✘	Basic	Enhanced	Premium
Campaign Assets	✘	Basic	Enhanced	Premium
Promotion on Blancco Website	✘	✓	Featured Partner	Featured Partner
Joint Marketing Opportunities	✘	✓	✓	✓
Partner Case Study	✘	✓	✓	✓
Regular Partner Communications, Inc. newsletter & email updates	✘	✓	✓	✓
Marketing Update Meetings	✘	Quarterly	Bi-Monthly	Monthly

Continued...

BENEFITS				
SUPPORT				
Technical Online Resources	Can purchase up to SP2	Can purchase up to SP1	Can purchase up to SP1	Included up to SP1
Support Plan	Can purchase up to SP2	Can purchase up to SP1	Can purchase up to SP1	Included up to SP1
Technical Assistance	Can purchase up to SP2	Can purchase up to SP1	Can purchase up to SP1	Included up to SP1
MARKETING PACKAGES				
	Basic	Enhanced	Premium	
MARKETING LAUNCH PACKAGE				
Co-Branded Product Sheets	✓	✓	✓	
Joint Press Release Support	✗	✗	✓	
Marketing Planning Session	✗	✓	✓	
Lead Generation Campaigns (pre-uploaded)	2	4	6	
Joint Marketing Campaign Investment	\$POA	\$POA	\$POA	
Marketing Support During Launch Period*	✓	✓	✓	
CAMPAIGN ASSETS				
Access to Campaign Library	✓	✓	✓	
Co-Branded Asset Library	✓	✓	✓	
Co-Branded Campaign Materials	✓	✓	✓	
New Campaign Materials	Quarterly	Bi-Monthly	Monthly	
Notification of Upcoming/New Campaigns	✓	✓	✓	
Localised Campaign Content	✗	✓	✓	
Localised Product Sheets as Standard	✗	✗	✓	

\*Response times vary depending on support level