

CRITERIA	AUTHORIZED	SILVER	GOLD	DISTRIBUTOR
Contractual Obligation	✘	Min 1 Year	Min 1 Year	Min 1 Year
Minimum Spend Target (USD) per Annum	✘	\$POA	\$POA	\$POA
BENEFITS				
REVENUE POTENTIAL				
Revenue Share	Potential	✓	✓	✓
Account Mapping & Planning for Lead Generation	✘	✓	✓	✓
Deal Registration Benefits	✘	✓	✓	✓
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	✘	✓	✓	✓
Market Development Fund Program	✘	Basic	Tier One	Tier Two
Marketing Update Meetings	✘	Quarterly	Bi-Monthly	Monthly

Continued...

BENEFITS				
SUPPORT				
Technical Online Resources	Through our Support Portal	Through our Support Portal	Through our Support Portal	Through our Support Portal
Technical Assistance	Provided to End Client	✓	✓	✓
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	
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