

ActivIdentity Partner Connect

ActivIdentity worldwide channel partner program

partnership
trust
success
ADVANTAGE
benefits



Partner Commitments

Commitments	Elite	Premier	Select
Annual Revenue Commitment	✓	✓	✓
Business Plan	Quarterly	Bi-Annually	Annually
Forecasting	Monthly	Monthly	Quarterly
Sales Training	✓	✓	✓
Provide Technical Support	Level 1 and 2	Level 1 and 2	Level 1 and 2
Technical Trained and Certified Staff	✓	✓	✓

Leverage an Innovative Channel Partner Program

ActivIdentity™ Partner Connect – ActivIdentity's Worldwide Channel Partner Program is an example of our customer dedication and commitment to the success of our growing number of ActivIdentity Authorized Channel Partners in an increasingly competitive industry. The goal of ActivIdentity Partner Connect is to promote greater market penetration of ActivIdentity products, deliver better customer service, transfer knowledge and skills to ActivIdentity Authorized Channel Partners, and match ActivIdentity customers and prospects with the proper channel partner, leveraging the channel's expertise in specific markets.


ActivIdentity's broad portfolio of strong authentication, distributed validation, credential management, security clients (smart card middleware and enterprise single sign-on), as well as physical access control systems solutions, provides ActivIdentity Authorized Channel Partners with various opportunities to provide customers with value added sales and services.

ActivIdentity Authorized Channel Partners capitalize on major market opportunities and do so with competitive incentives. The elements of ActivIdentity Partner Connect are developed based on direct feedback from our partners. It offers competitive financial incentives and some of the best terms in the industry along with sales and marketing tools that give our partners a true business advantage.

ActivIdentity Partner Connect is focused on building and supporting a highly skilled network of selected Value Added Distributors and Value Added Resellers, capable of effectively selling and supporting ActivIdentity solutions to enterprises, the banking and financial services industry, as well as government agencies worldwide.

For Solution Providers Who Want to:

- Capitalize on the strength, experience, and expertise of ActivIdentity.
- Increase their capability of making additional sales and incremental revenue.
- Capture additional leads through joint marketing development activities.
- Captivate the minds of new prospects and existing customers with ActivIdentity's strong authentication, distributed validation, credential management, security clients (smart card middleware and enterprise single sign-on), as well as physical access control systems solutions.



"Our Worldwide Channel Partner Program reflects our dedication to customers and reaffirms our commitment to the success of our growing number of authorized channel partners, in an increasingly competitive industry."

— **Michael Sotnick**, Executive Vice President, Worldwide Sales and Field Operations, *ActivIdentity*

Partner Benefits

Benefits	Elite	Premier	Select
Product Discounts	✓	✓	✓
Internal Use Discounts	✓	✓	✓
Participation in Beta Product Program	✓	✓	
Deal Registration	✓	✓	✓
Lead Referrals	✓	✓	✓
Customer Executive Briefings	✓	✓	
Certification Discounts / Refunds	✓	✓	✓
Market Development Funds	2%	1%	
Partner Connect eNews	✓	✓	✓
Partner Listing on ActivIdentity Website	✓	✓	✓

Join an Industry Leader

ActivIdentity™ Corporation (NASDAQ: ACTI) is a global leader in strong authentication and credential management, providing solutions to confidently establish a person's identity when interacting digitally. For more than two decades, the company's experience has been leveraged by security-minded organizations in large-scale deployments such as the U.S. Department of Defense, Nissan, and Saudi Aramco. The company's customers have issued more than 100 million credentials, securing the holder's digital identity.

Solution providers can take advantage of the ActivIdentity and CoreStreet brands, the market knowledge, and coveted reputation that the company has established over its 23-year history in the strong authentication and credential management market. Our extensive product portfolio - ranging from strong authentication, to distributed validation, credential management, security clients (smart card middleware and enterprise single sign-on), to physical access control systems, provides channel partners with outstanding opportunities for sizeable margins and repeat service business.

Looking for a few Good New Channel Partners

ActivIdentity Authorized Channel Partners are companies whose core value proposition focuses on logical access control, strong authentication, credential management, password management, identity management, physical access control systems (PACS), or public key infrastructure (PKI), and providing great customer service. ActivIdentity is looking to recruit more of these solution providers worldwide. Special incentives and guidelines are in place so that our Authorized Channel Partners and our Channel Sales force work synergistically to optimize market coverage and minimize channel conflict.

The Tools You Need to Be Successful

ActivIdentity is committed to ensuring its Authorized Channel Partners are successful, and we will show it from the beginning. For example, Authorized Channel Partners will receive complimentary sales training, enjoy special incentive programs, and be able to take advantage of sales and marketing support.

Product Lines

- Strong Authentication
 - ActivIdentity 4TRESS™ AAA Server for Remote Access
 - ActivIdentity 4TRESS™ Authentication Server
 - CoreStreet™ Validation Products
 - CoreStreet™ Path Builder Products
- Credential Management
 - ActivIdentity ActivID™ Card Management System
 - ActivIdentity ActivID™ Batch Management System
 - ActivIdentity ActivID Identity Registration System
 - CoreStreet™ IPL Publisher
 - CoreStreet™ PIVMAN Management Station
- Security Clients
 - ActivIdentity ActivClient™
 - ActivIdentity ActivClient™ for Common Access Card
 - ActivIdentity Authentication Client
 - ActivIdentity SecureLogin™ Single Sign-On
 - CoreStreet™ Desktop Validation Client
 - CoreStreet PIVMAN Client
- Authentication Devices
 - ActivIdentity Smart Card
 - ActivIdentity Smart Card Reader
 - ActivIdentity USB Token
 - ActivIdentity OTP Token
 - ActivIdentity DisplayCard Token
 - ActivIdentity Software Token
 - ActivIdentity Hardware Security Module
 - PIVMAN Handhelds

Training and Sales Assistance

ActivIdentity's experienced channel professionals want to assist your efforts in the best way possible. Expert knowledge is essential to ensure that you can optimize your opportunities. You will be well prepared to sell ActivIdentity's strong authentication and credential management solutions after our all-inclusive sales training, covering topics such as product portfolio overview, benefits and unique capabilities of ActivIdentity, strategic selling against the competition, and technical sales points and information.

After our initial training, we will continue providing you the best and most accurate information through training programs and a consistent flow of company, product, and program information via our own newsletter – ActivIdentity Partner Connect eNews as well as ActivIdentity Partner Connect Online Portal.

If you need assistance from our qualified sales or technical personnel in order to lock up a sale, we are prepared to send the right ActivIdentity representative to any location, if required, in order to assist your sales efforts.

Incentive and Market Development Fund Programs

ActivIdentity continually reviews its Channel Partner Program in an effort to improve efficiency, margin, and sell-through of ActivIdentity's products. With these objectives in mind, solution providers can participate in one of the three partner tiers in the channel program, based on their specific sales and reporting goals. To assist our Authorized Channel Partners in competitive situations ActivIdentity provides a Deal Registration as part of ActivIdentity Partner Connect. In addition, Authorized Channel Partners may accrue market development funds to help further promote ActivIdentity solutions to end users.

About ActivIdentity

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