

# Varonis Partner Program

## Why become a Varonis partner?

The Varonis Partner Program (VPP) is an easy and powerful way to accelerate your sales growth. With phenomenal market acceptance, our solutions are at work in over 7,000 customers, including: leading financial firms, healthcare, public sector, industrial, energy & utilities, technology, consumer, retail, education, and media & entertainment sectors.

Every organization that uses files, email, or Active Directory is a candidate for at least one of our solutions. Most of our partners sell at least one of our products within 90 days.

What's more, if you are an experienced and highly skilled reseller of IT infrastructure, data management, storage or security technologies, Varonis solutions will complement your existing offerings and position you as a trusted advisor.

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**“Varonis sells exclusively – 100% – through channel partners.** Varonis channel partners therefore play a critical role in our go-to-market strategy and in the success of the company.”

**Yaki Faitelson**

Varonis President and Chief Executive Officer

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“The objective of the Varonis Partner Program is to help partners develop revenue opportunities and secure new business. **Partners are an extension of our team. When they win, we win.**”

**Jim O'Boyle**

Senior Vice President of Worldwide Sales

## About Varonis

### Founded

2005

### Headquarters

1250 Broadway, 29<sup>th</sup> Floor  
New York, NY, USA 10001

For a full list of offices, go to:

[www.varonis.com/company/contact](http://www.varonis.com/company/contact)

### Ownership

Publicly-held, VRNS

### Customers

7,000+



## Program Summary

- We're 100% channel driven with proven sales, training, and business strategy to help our channel partners succeed.
- Partner benefits increase with each program tier as requirements are met.
- Our partner program is a reseller community based on co-sell efforts that rewards for success.
- Our subscription-based model allows for continuous revenue streams and add-on business opportunities.

## Program Tiers

### PLATINUM PARTNER

Platinum Partners are certified delivery partners and have achieved the highest revenue commitments and sales and technical trainings.

### GOLD PARTNER

Gold Partners have made a significant investment in selling and delivering solutions and sales and technical trainings.

### SILVER PARTNER

Silver Partners are offered a portion of the advanced tier benefits and are strongly encouraged to complete additional trainings.

### BRONZE PARTNER

Bronze Partners are entry level in the Partner Program and are eligible to resell Varonis products and access partner portal resources.

## Benefits

- Partner portal access
- Deal registration
- NFR program participation
- Varonis-generated leads
- Discount for purchasing Varonis products
- Marketing development funds
- Varonis marketing assets

## Requirements

Requirements vary based on Partner Program level.

- Professional service certification (VCDP)
- Business plan submission and review by Varonis (quarterly)
- Completion of sales training
- Completion of sales demo
- In-house production installation of Varonis solutions
- Data risk assessment installations
- New business and upsell revenue requirements

## Discounts

- Products discount
- Deal registration discount (software)
- Varonis sourced discount

## How do I become a Varonis partner?

Reach out to [partners@varonis.com](mailto:partners@varonis.com) for regional details.