



e2e-assure

Partner Programme Overview

2021

Contents

Welcome	2
Introduction from our CEO and founder	2
Who we are	3
Find out more about e2e-assure and the principles underpinning our partner programme	3
Key team members	4
Why partner with e2e-assure?	5
Dig into the benefits to partners and e2e-assure of partnership	5
Partner programme overview	6
How do we start this journey?	6
Support from e2e-assure	8
Information on the support you can expect from e2e-assure	8
Summary	9
We look forward to talking to and working with you!	9

Welcome

Introduction from our CEO and founder

At e2e, we recognise that building out a security proposition is a significant challenge for any organisation. Add in a cyber skills shortage and many organisations look to outsource elements of their security operations. Partnering with e2e-assure will allow you to better serve your customers and make them more secure through leveraging our services.

Simply put, our goal is to integrate with partner's capabilities and expertise to improve end-customer's cyber security posture from day one.

This document helps to articulate why we believe that partners are critical to mutual growth and improved customer service, the principles that underpin our partner programme, how we work together and the reciprocal benefits of a partnership.

Our partner programme is built to support organisations of all sizes in providing true cyber security for customers, using your expertise, and underpinned by our world-class 24/7 SOC capability.

All that's left is for me to thank you for considering partnering with e2e-assure, we hope this is the start of a fruitful relationship for both of us.



Rob Demain,
CEO & Founder

Who we are

Find out more about e2e-assure and the principles underpinning our partner programme

At e2e we believe that passionate and diverse people, supported by processes and technology are key to creating and evolving a world-class security operation.

Since e2e-assure was founded, we've been continuously improving our SOC capabilities and are now trusted by many organisations from government to regulators, in many industries, from aviation to education. Key to our growth has been the strength of our carefully selected partners, partnerships that only work on mutual benefit and added value to the end customer to the tune of improved cyber outcomes.

We specialise in all things detect and respond, delivered through our world-class, global Security Operations Centre, covering SOC-as-a-Service, XDR, MDR and SIEM. We're looking for partners that want to take their cyber security offering to the next level, utilising our SOC to improve and complement current services, improving the security posture of the end-customer.

We're firm in our commitment that partnerships should be mutually beneficial and the principles of our partner programme outline our commitments to this interdependent relationship:

- **Simple** – we don't want bureaucracy to get in the way of deals and seek to remove unnecessary complexity wherever possible;
- **Transparent** – we're transparent with everyone we deal with, be they partners or the end customer, likewise we're visible to the end customer as well and not white-labelled;
- **Outcome based** – we're not just looking for high volume, low engagement partners, we want to genuinely make a difference and deliver better outcomes for customers, not just sell for the sake of it.

Key team members

Meet some of the e2e team members you'll be engaging with on a regular basis:

Rob Demain, CEO & Founder



Rob founded e2e-assure on the back of 20+ years' experience in building SOCs for organisations of all sizes. He realised that the focus of the industry on technology at the cost of people and process was all wrong and built e2e around these principles. Rob will be involved with partners at various stages of a partnership, from initial conversations to QBRs and large deals as well as acting as an escalation point for any challenges.

Mark Peart, Business Development Director



Mark has worked in cyber security for a number of years and brings a wealth of experience to the team as a result. Mark has overall responsibility for all new and current customers and partners and so will be on hand to support in any way he can. Formally he'll be involved in QBRs, supporting the e2e team and engaging with his counterpart on the partner's side.

Tom Evans, Partner Manager



Tom has always worked in the broader discipline of 'IT' and has taken on a wide range of roles from technical to sales, commercial, operational and channel management. This puts him in good stead to take a holistic view of a partnership from conception to delivery. Tom is responsible for the whole partner programme; his main focus will be working on joint propositions with new partners and supporting Carl as necessary on bids with current partners.

Stuart Avery, Business Development Manager



Stuart has a number of years' experience within cyber security and supports partners in a number of ways, including sales enablement and training, bid support, proposition development and deal architecture.

Dan Young, Marketing Manager



Dan's background is in IT marketing, with periods of commercial P&L ownership. Dan's career as a Product Marketing Manager has seen him cover a number of categories in IT, including hardware reselling, broadband, network infrastructure (and security tools as part of this) and managed services. Dan will work with a partner's marketing team to design and deliver joint marketing campaigns in support of the partnership objectives.

Carl Joyce, Account Manager



Carl's career to date has seen him cover everything from CCTV and access systems to storage, networking and cloud services from both vendor, MSP and distribution sides. Carl will be responsible for managing partners throughout the relationship and on hand to provide bid support and work with Dan on joint-marketing initiatives to drive awareness and ultimately sales.

Why partner with e2e-assure?

Dig into the benefits to partners and e2e-assure of partnership

We know that building and growing a SOC takes a time, money and experience – and we've spent plenty of this over the last few years to get to where we are today. We're looking for partners who want to add our SOC capability to their services to improve end-customer's security posture.

Key benefits for potential partners include:

- **Additional capability** – building a SOC is tough, time-consuming and expensive – partnering with e2e allows you to bypass those costs and instantly benefit from our global, 24/7 SOC without building it yourself. In addition, all our employees are security cleared and we can also offer UK and Australian sovereign services, should a contract require it
- **Increased customer confidence and retention** – by adding our services to current customers, partners can make them stickier and add additional value on top of your already great services
- **Upsell potential** – both in terms of an additional service to sell, but also allowing you to identify areas of security risk for your customers, through our SOC, allowing you to sell additional services, hardware and software tools to customers
- **Additional revenue and margin streams** – outside of your current customer base, working with e2e will allow you to unlock new revenue streams and customers that you wouldn't have had access to before. We believe that partners that take on more of the delivery costs should be rewarded with room for more margin and flex the cost of our service based on the agreed delivery model
- **Service visibility and reduced MTTD and MTTR** – you'll see everything e2e and the customer see in our monitoring services and will be able to evidence the reduction in mean time to detect and respond to incidents – handy for customer retention

Naturally working with the right partners will provide e2e with a number of benefits, including:

- **Reach new customers / markets** – whilst we have strength in our core markets, we're keen to grow in new verticals that we don't have a large footprint in, working with partners will allow us to enter new markets
- **Increased momentum** – we've been growing rapidly ever since we started and naturally, we're keen to continue and accelerate this growth – growth is where the fun's at after all!
- **Reduced sales cost** – by having access to additional sales teams of the partner, we can support a much higher quantity of sales than we can on our own
- **Enhanced brand recognition and trust** – whilst we're well known in certain markets, we know that our brand is not known or trusted in many others where we don't have a presence and by partnering with the right organisations, we can leverage your reputation to grow together.

Partner programme overview

How do we start this journey?

Whilst all partner conversations will be slightly different, there are common steps that ensure we can work at pace, either agreeing early on that it's not the right partnership or getting to the details in good time to make the most of our future relationship and go to market as soon as is appropriate.

At a top level, these steps take the shape of:

1. Initial conversations

The first step with any of our potential partnership agreements is to have open conversations with each other about our capabilities, culture and objectives. We know that we won't be the right fit for every partner, just like not every partner will be the right fit for us and we should aim to establish this early on.

2. Development of a viable joint proposition

Once we've agreed that there's reciprocal value in our partnership, it's critical that we flesh out potential propositions leveraging each other's expertise, under NDA. In almost all circumstances we aim for simplicity with a single proposition initially, focusing on our core strengths. This stage is generally high level to ensure our initial expectations of mutual benefit are well founded.

3. Create the Partner Agreement

Now that we have a top-level view of the proposition we'll go to market with, it's time to get a bit more detailed in fleshing out the Partner Agreement. Typically, this includes agreeing:

- Purpose – why are we partnering together and what is the end-user benefit of such a partnership?
- Objectives – what does good look and feel like over different time periods?
- Commercials – what is the top-level commercial agreement and how does this flex based on different scenarios?

4. Create the Master Services Agreement (MSA)

At this stage, we're working through the logistics of the joint proposition covering:

- Sales process and enablement – agreement of the target customers, types of sales and marketing engagement between our organisations, deal management and information sharing pre- and post-sale
- Onboarding model – clear demarcation of responsibilities for delivery of a service
- Ongoing delivery model – in-life support agreement for the customer engagement covering everything from day-to-day responsibilities and SLAs to renewal and cease duties.

5. Agree launch plan

It's important to point out that at this point we may not have every detail figured out but should be a fair way along those conversations. Typically, this involves sales, marketing and commercial teams from both parties coming together to agree at what point and to what degree we go to market.

Focus areas include:

- **Sales enablement** – whilst we'll have agreed the general run rate of sales engagement and enablement as part of the MSA, here we deliver on it and ensure that both sales teams are aware of the purpose, objectives and logistics of the proposition.
- **Partner service onboarding** - we believe that partners using our SOC services themselves provides customers with confidence in the service, helps to build a story around commitment and can support in the partner better able to understand and provide insight into the service. To support with this, we provide a not for resale discount (NFR) for all partners.
- **Test customers** – are there friendly customers that we can test our joint proposition on to ensure we've covered everything of? If there aren't any customers in the right position to work with, we can build out the model further based on hypothetical customers.
- **Joint collateral** – how much of what type of collateral do we want? This will depend on the partner model and preferred way of working and is completely flexible. We will also discuss dual branding as well as sales collateral to support the ongoing sales enablement (separate to the onboarding sales enablement).
- **Volume and channels** – how much noise do we want to make of our new partnership? Is it a subtle launch only aiming at reaching current customers to upsell, or do we want to launch it to the press, at an event and/or through other marketing channels?

Support from e2e-assure

Information on the support you can expect from e2e-assure

It's in everyone's interest to ensure our partnership works. As a partner of e2e-assure, you can expect access to a range of support areas, including:

- Service desk integration – we can integrate with your service desk to act as an extension of it or become your SOC service desk
- Sales support – our sales team are on hand to support yours however you need, covering:
 - Technical pre-sales
 - Joint qualification of deals
 - Bid support
 - Sales training and enablement
 - Sales incentives
 - Pipeline sharing and win/loss reviews
- Marketing support – whilst we don't offer MDF (marketing development funds), we do run joint campaigns with our partners to grow our business and develop our joint proposition and brand positioning together. Support includes:
 - Joint marketing planning
 - Case studies
 - Joint press releases and thought leadership
 - Website presence
 - Joint events and speaking slots
 - Social media engagement
 - Ad-hoc campaigns as agreed under the co-marketing plan
- Proposition development – both initially and ongoing, with access to our service delivery, technical, sales, product and marketing teams as necessary
- Account management – our team of account managers are on hand to support our partners throughout the relationship
- QBRs and senior engagement – alongside the regular engagement and support above, we also run Quarterly Business Reviews with all partners, bringing in our senior management to ensure buy-in to the partnership from the top and get additional support for joint-initiatives

Summary

We look forward to talking to and working with you!

Once again, thank you for your time and consideration of a partnership with e2e-assure. Partners are critical to our business and growth and we look forward to future conversations and winning relationships.

If you'd like to set up a call with our team, please contact our Partner Manager, Tom Evans on tom.evans@e2e-assure.com, or visit e2e-assure.com/become-a-partner.

To keep up to date with everything we're doing, follow us on LinkedIn ([e2e-assure-ltd](https://www.linkedin.com/company/e2e-assure-ltd)) and Twitter ([@e2eassure](https://twitter.com/e2eassure)).