

# Garland TAP-IT

## Channel Program



See every bit, byte, and packet®

# Introduction

The foundation for Network Visibility starts with Garland Technology and our partners. Beneath every organization's intrusion prevention systems, monitoring tools, compliance tools, firewalls, big data analytics tools, machine learning tools, etc. lies the foundation of the visibility infrastructure feeding data to all of these components.

Network Administrators and SecOps teams must ensure that the data being fed into their analytic and security tools is complete and accurate.

Garland Technology specializes in providing the products needed to deliver every "bit, byte & packet" to the monitoring and security tools, on-prem or in the cloud. We believe that providing solutions so that your customers can secure and monitor their network is the ultimate goal.

The Garland Technology TAP-IT Partner Program is designed to help you increase the value of your customers' network by offering the industry's most reliable, economical, easy to deploy, and scalable network TAP, packet broker, and cloud visibility solutions.

Being a part of Garland Technology's TAP-IT Partner Program means having access to an unrivaled visibility product portfolio, combined with the resources and tools you need to be successful. The TAP-IT Partner Program provides everything you need to increase sales revenue in the security and monitoring space while sustaining a competitive edge.

# Guiding Principles

- Channel Partners are integral to Garland's overall success.
- We are committed to delivering a competitive, simple and profitable program.
- Sales engagement between Garland Technology's sales teams and our channel partners will include deal registration and joint territory/account planning, designed to build trust and long-term relationships resulting in satisfaction for our joint customers.
- Comprehensive product and sales enablement training.
- We are focused on building strong alliances with Technology Partners to enable you to offer complete solutions.

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# Our Value Proposition

- 100% committed to selling through the channel
  - Discounts on warranty
  - Channel friendly business model
  - Margin protection with deal registration
  - Sales organization dedicated to helping throughout the sales cycle
  - Our products eliminate risk and speeds up end user deployments
  - Tiered program to fit your needs
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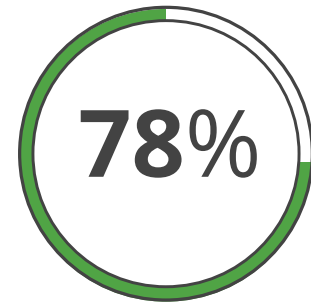




Network Monitoring equipment projects revenue of \$789M by CY23 for a five-year compound annual growth rate (CAGR) of 6%.  
-IHS Markit Technology



The Network Performance Monitoring and Diagnostics [NPMD] tool market at \$2.1 billion and growing at a compound annual growth rate (CAGR) of 15.9%.  
-Gartner



78% of enterprises are increasing their budgets for security-related investments in visibility and packet capture solutions.  
-IHS Markit Technology

## Why Partner with Garland Technology?

- Complementary sale to your monitoring and security tools
- Winning formula for our partner ecosystem that maximizes value for customers
- Add margin to monitoring/security tool sales
- Increase Average Sales Price (ASP) overall deal
- Excellent opportunity for increased revenue with Warranty Renewal Program

### Program Benefits

	<b>TAP-IT</b> <small>Garland Technology Channel Program</small>	<b>SELECT PARTNER</b>	<b>TAP-IT</b> <small>Garland Technology Channel Program</small>	<b>ACCELERATE PARTNER</b>	<b>TAP-IT</b> <small>Garland Technology Channel Program</small>	<b>POWER PARTNER</b>
Approved Application/NDA/contract	✓		✓		✓	
Revenue Commitment			✓		✓	
High Margin Opportunity			✓		✓	
Deal Registration/Partner Portal	✓		✓		✓	
Sales Certification	Optional		X - required		X - required	
Technical Certification			Optional		Required	
Business Plan			✓		✓	
QBR			✓		✓	
Customer Leads			✓		✓	
Demo Equipment Program			✓		✓	
Partner Program Logo	✓		✓		✓	
Joint Marketing Programs			✓		✓	
Joint Customer Meetings			✓		✓	
Volume Incentives					✓	
New Account Incentives					✓	
Executive Sponsorship					✓	

## Deal Registration Program

The TAP-IT Deal Registration Program is a comprehensive channel engagement strategy that provides partners maximum opportunities to increase revenue with Garland. As you uncover opportunities, register the details and protect the opportunities you have worked hard to create.

## Additional Sales Incentives

Volume Incentives\* As a further incentive for reaching sales targets, the volume incentive program provides additional compensation opportunities for partners.

### Net-new Account Program Incentive\*

This program is designed to encourage partners to expand their business with Garland into net-new accounts or markets.

## Demo Equipment Program

Certified partners can showcase the latest Garland products using the TAP-IT demo program to purchase demo units.

## Sales Training Programs

We deliver comprehensive sales training programs to gain practical knowledge about Garland's products and how to successfully market and sell them. You will have access to instructor led and online classes with the option of enrolling in a certification track, or just browsing our library for specific courses.

## Technical Training Program

The TAP-IT technical training certification is primarily designed for Pre and Post Sales professionals. The early tracks provide the value proposition, sales strategies and technical overview for Garland products. The later modules are designed to provide more advanced feature configuration. More information on certifications are available on the Garland TAP-IT Partner Portal.



## Warranty/Warranty Renewal

Garland offers its' Partners an opportunity to continue building revenue on deals they previously closed by selling those same customers warranty renewals at the same discounts provided based on Program Participation Level.

## Go-To-Market Programs

Garland's proposal-based marketing strategy provides partners with funding support for Garland focused marketing and event initiatives.

## Make the Most of Your Partnership Benefits

With the Garland TAP-IT Partner Program, you'll get connected to the resources you need—including direct access to technical experts, a dedicated support team, and training outlined in this guide. In addition, our dedicated partner management team is here to assist and support you through the entire sales cycle. Key Garland partner program contacts are outlined for your reference below.

## Together, We Can Achieve More

- Field Alignment, Account Mapping and Lead Sharing
- Collaborate on Garland Technology sourced leads and opportunities.
- Get to know your assigned channel account team. We help you build plans, find opportunities, and close deals.
- Joint Sales Activities
- Customer Assessment

## Contact

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