



# Ekinops Partner Program & Ekinops GTM

Ekinops SSE in Europe

OCT 2025

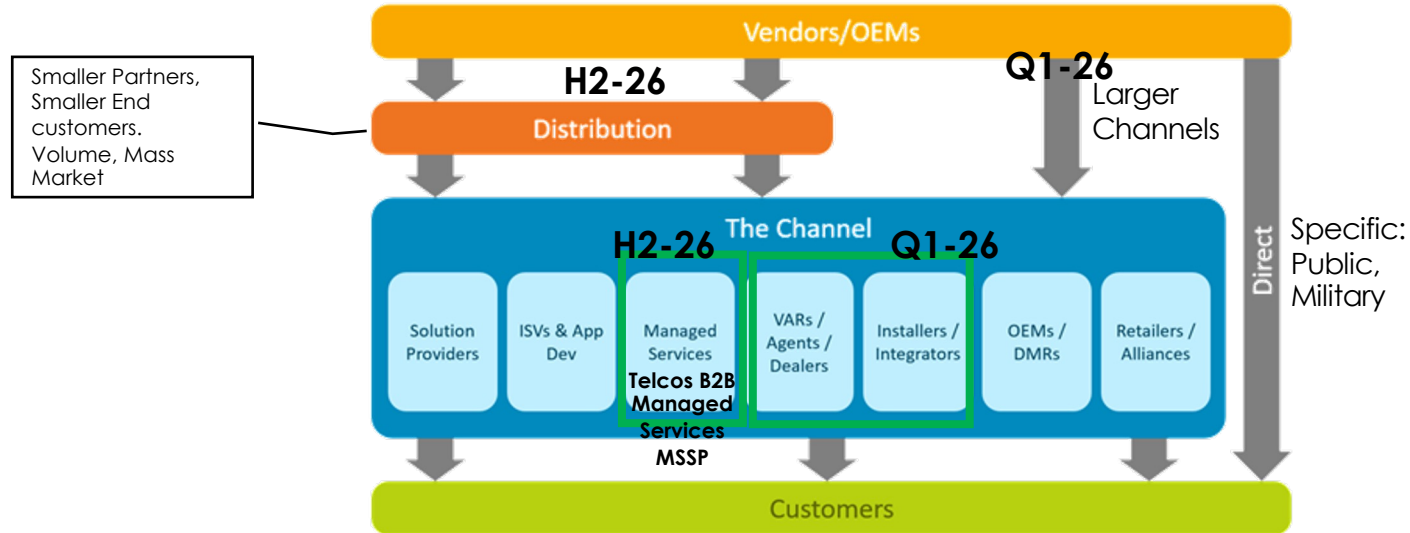
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# Selling Strategy

## INDIRECT SELLING TO END CUSTOMERS, THE ENTERPRISE

- 100% of our customers are indirect
  - Some possible exception with Military, public ...
  - Strong relation with Partners
  - VARs, Sis ... they are the extension of Ekinops Sales Team
  - We sell together (Business plan, lead gen, closing)



# End Customers Profile

Taille(utilisateurs)	Public Sector, Retail	Other Verticals	MSPs (H2-2026)
SOHO : < 200	❗	❗	<p>They operate their market &amp; end customers, they have the autonomy to decide where to go</p>
SMBs : 200 à 500	✅	✅	
Mid-Size : 500 à 2000	✅	✅	
Large : > 5000	❗	❗	

Our Targets where we have valuable differentiators and proven, references

Our differentiators may be questionable, difficult to operate  
- Case by case discussion

Too small to comply to their specifics requirement



**➔ International Specific : Synch with Ekinops Corp First !**



# Partner Program Objectives



## TRAINING

### For Sales

- Value Proposition
- Upselling
- Pricing

### For Engineers

- Support level 1 & 2
- Pro Services



## VISIBILITY

Make visible the most engaged partners

Reflect your competencies, your commitment in regards of Olfeo



## LEAD GEN

Shared tools & activities to generate opportunities

Protect your new projects and installed base



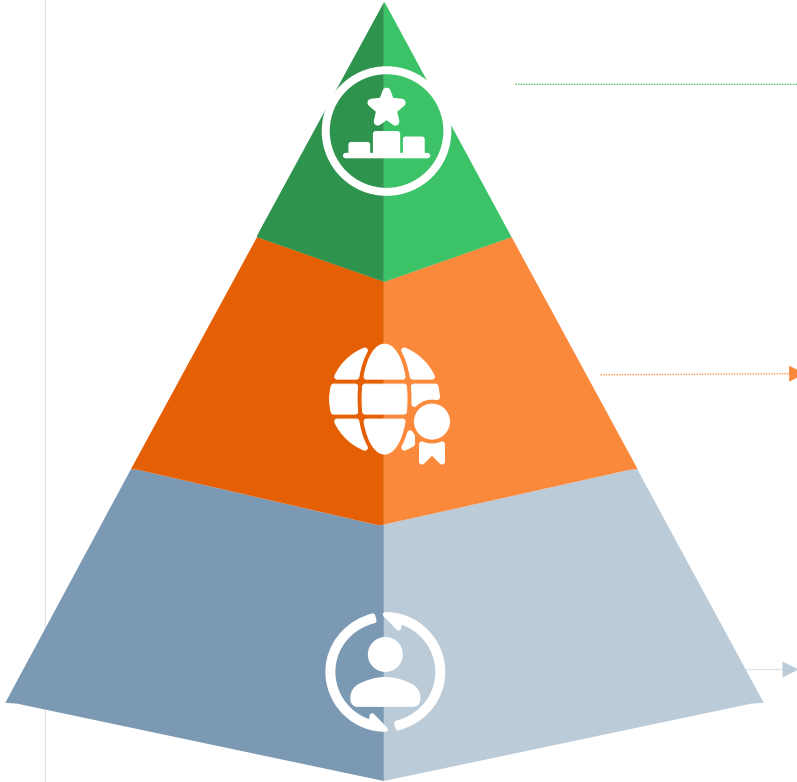
## LONG TERM

On-going engagement aligned with your business model and objectives

Regular coordination on progress and needs



# Evolutionary Program for all Partners



## Elite partner

Highest level of partnership. You position Olfeo as a strategic solution within your security offerings and have become a reference integrator.  
Your team's certification level, commercial and marketing efforts, and your margin levels are all at their maximum

## Corporate partner

Demonstrate the commitment to developing a strong partnership with Olfeo, both commercially and in the implementation of our solutions.  
You take on commitments regarding the certification of your technical teams. In return, you benefit from a high level of margin

## Business partner

You want to be able to offer Olfeo solutions when you identify needs among your clients.  
Your investment in our solutions is minimal.



# Ekinops commitment to partners for each level

Partnership Level	Business	Corporate	Elite
<b>Business</b>			
Access to « Sales Academy »	Yes	Yes	Yes
Access to « Ekinops Partners Portal »	Yes	Yes	Yes
Access to NFR licenses, LAB & and demo area		Yes	Yes
Deal registration		Yes	Yes
Exchange leads & opportunities		Yes	Yes
Discount on new customers	<b>20%</b>	<b>30%</b>	<b>40%</b>
<b>Marketing</b>			
Partners Kit (Materials, Graphics, Sales guide)	Yes	Yes	Yes
Referred on the Ekinops Partner Locator		Yes	Yes
Co-sell plan (blog, webinars, trade-shows, emailing...)		Yes	Yes
<b>Technical support</b>			
Presales dedicated support		Yes	Yes
OAC Tech Training Access on « Ekinops Academy »		Yes	Yes
Can resell Ekinops-related « pro-services »		Yes	Yes



# Ekinops Expectations in regards of Partners

Niveau de partenariat	Business	Corporate	Elite
<b>Commercial</b>			
Bring new opportunities		5 per year (min.)	8 per year (min.)
Sales force training		2 sales (min.)	3 sales (min.)
Deal plan review with your Ekinops representative		1 per year (min.)	2 per year (min.)
<b>Marketing</b>			
Ekinops presence on your web site		Logos + Ekinops info	Logos + Ekinops info
Co-marketing activities & lead gen		1 per year (min.)	2 per year (min.)
<b>Technical Certification</b>			
OAC Certification – Ekinops Admin Certification		2 (min.)	2 (min.)
OIC Certification – Ekinops Engineer Certification			2 (min.)



# Ekinops Certification & training program



## EKINOPS SALES TRAINING

- Sales deck & quiz on Ekinops Academy
- Length : 30 min
- Valid for : 24 Months
- Free



## EKINOPS ADMIN TECHNICAL CERTIFICATION (OAC)

- Self training, on-line, on Ekinops Academy
- Length : Approx 7h through 3 modules
- Valid : 24 months
- Public Price: 1 700 €



## EKINOPS ENGINEER TECHNICAL CERTIFICATION

- On-site
- Prerequisite : To be AOC certified
- Length : 1 day
- Valid : 24 months
- Public Price : 2 000 €



# New Business & Partners discount, per level

Leads coming from the <b>Partner</b>	Discount		
	A / S	B	C
Elite	40%	15%	6,5%
Corporate	30%	15%	5,5%
Business	20%	15%	

(A) On-Premise: license & Direct support & (S) SSE & Awareness

(B) Ekinops Proserv

(C) Partner Support for Olfeo On-Premise

## Support Models

- **For “SSE” offering**, operated by Ekinops, the support fees is included in the pricing. End customers contact directly Ekinops support engineers.
- **For “on prem” offering**, we have two approaches:
  - The customers is contracting directly to Ekinops, as for SSE.
  - Or the Ekinops partners is doing level 1 and 2. Ekinops support is doing level 3 only. The partner must be certified for the “on premise” solution. Ekinops still have a contract signed with the end customer. Ekinops and the partner have a revenue sharing model



# Pricing

## LIST PRICE FOR THE SSE SOLUTION

- This is list price, before discounts
- It is subscription, for 1 year. For longer period, you can have additional discount.
- Pricelist increase every year. Customers can protect from increase by subscribing multi-years contract.
- Price include software and support
- Pricing is per end user. The more the enterprise have employees, the less is the price per user.

License including 1 year of Direct Support (Per User € HT)			
Modules	SaaS Solution Core		Options
	OLFEO SSE - SWG	Log Connector	CASB
User Range			
0-49	306,48 €	61,30 €	91,95 €
50-99	153,24 €	30,65 €	45,98 €
100-249	76,62 €	15,33 €	22,99 €
250-499	58,21 €	11,64 €	17,46 €
500-999	47,28 €	9,46 €	14,19 €
1 000-2 499	38,42 €	7,69 €	11,53 €
2 500-4 999	35,05 €	7,02 €	10,52 €
5 000-9 999	32,71 €	6,55 €	9,82 €
10 000-24 999	30,52 €	6,10 €	9,16 €
25 000-49 999	27,85 €	5,57 €	8,36 €
50 000-99 999	25,98 €	5,20 €	7,80 €



[olfeo.com](https://olfeo.com)



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