

## CounterSnipe Partner Program Application

Due to the varied objectives and qualifications of CounterSnipe partners, we have defined four categories within our Channel Program.

- Distribution Partners – allows qualified Value added Distributors to sell CounterSnipe Products and Services. Distribution Partners assume responsibility for many aspects of the reseller relationships including: marketing, ordering and billing.
- Reseller Partners – allows qualified partners to resell CounterSnipe products and Services. Reseller partners assume responsibility for many aspects of the client relationship including: sales, marketing and engineering services.
- Systems Integrator Partners – Similar to Resellers Partners but generally selling CounterSnipe products as an integral part of a larger solution.
- Consulting Partners – Will mainly work on introduction bases. The consultant partners do not have the responsibility of handing sales, ordering or any logistics. CounterSnipe or its Reseller Partners will handle the sale with commission based reward for the Consulting Partner

Enrollment in these programs is limited to qualifying organizations only. Please complete and return this form to: [partners@countersnipe.com](mailto:partners@countersnipe.com). Upon receipt it will be reviewed and you will then be contacted. Thank you for your interest in the CounterSnipe Partner Programs.

**Company information:** I am interested in the:  Distribution Partner Program  Reseller partner Program  Systems Integrator  Consultant

Company Name: \_\_\_\_\_ Address: City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ URL: \_\_\_\_\_

Primary Partner Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Secondary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Year Company Founded: \_\_\_\_\_ # Employees \_\_\_\_\_ # Sales Reps: \_\_\_\_\_ #

Technicians \_\_\_\_\_ Gross Annual Revenues Last Year: \$ \_\_\_\_\_

Projected Gross Annual Rev this year: \$ \_\_\_\_\_ Revenue Breakdown:  %

Security Hardware  % Security Software  % Training  % Security Service/Support  % other (specify) Customer Base:  % Small – Medium Business  % Corporate  % Government  % other (specify) Existing Number of Customers  1 – 49  50 – 99  100 – 299  300 – 499  500 +

**Business Model:** Which description best characterizes your business?

Systems Engineer  Managed Security Provider (MSSP)  Internet Service Provider (ISP)  System/Software Sales  Application Service Provider (ASP)  Systems/Software/Internet Consultant  Security Consultant  Distributor  Other (specify) \_\_\_\_\_

What geographic territory does your company market and service? \_\_\_\_\_

Target Market(s) (check all that apply)  Small  Mid  Large  Fortune 500  Government  Other \_\_\_\_\_

Vertical Markets or Market Specialization \_\_\_\_\_

**Security Experience:**

Has your company ever sold security products and/or services?  Yes  No

If yes: What types of products and services have most of your customers purchased?

Firewalls (specify) \_\_\_\_\_

Intrusion Detection Systems (specify) \_\_\_\_\_

Consulting Services (specify) \_\_\_\_\_

Managed Security Services (specify) \_\_\_\_\_

Virus Protection (specify) \_\_\_\_\_

Encryption (specify) \_\_\_\_\_

Authentication (specify) \_\_\_\_\_

Content Inspection (specify) \_\_\_\_\_

What is your estimated annual revenue from security products and services? \$ \_\_\_\_\_

Is your company currently participating in any other Partner Programs?  Yes  No

If yes, please specify company, program and provide a contact name for reference: