

EMEA CHANNEL HANDBOOK

Edition 1, December 2011

YOUR GUIDE TO ESSENTIAL RSA

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Welcome

Dear RSA Partner,

Welcome to the RSA Channel Handbook. Based on the feedback that you, our partners have given us, we have put together this handbook to make doing business with RSA even more straightforward. It covers a simple overview of the key processes that you need to be successful as an RSA partner. We will keep this document regularly updated so that you can ensure you are always up to date.

Everyone at RSA understands the value of partners to RSA's business. Our goal in working with our partners is straightforward, to ensure that your relationship with RSA drives value and profitability. We will continue to develop our SecurWorld Partner Program, and associated enablement, go to market and sales programs to help our partners to stay ahead of the competition.

Thank you for your continued support, and I look forward to working with you all to become even more successful in the future.

Stuart Brinicombe
Director, EMEA Alliances & Channels



SecurWorld™ Program 2011

Driving partner profitability and enhancing ease of doing business

The SecurWorld program information detailed in the following slides is the existing program which will in place until January 1st 2012.

Details of the new SecurWorld Program for 2012 will be announced in the coming weeks

Program Goals

Consistent and predictable environment for Partners to invest in globally

Roadmap for a loyal, self-sufficient & motivated Partner community

Enable Partners to earn progressive rewards for their revenue attainment, investment, and loyalty to RSA

Make it easy to do business with RSA by providing a robust infrastructure and defined Rules of Engagement

Improve the value of being a SecurWorld Partner

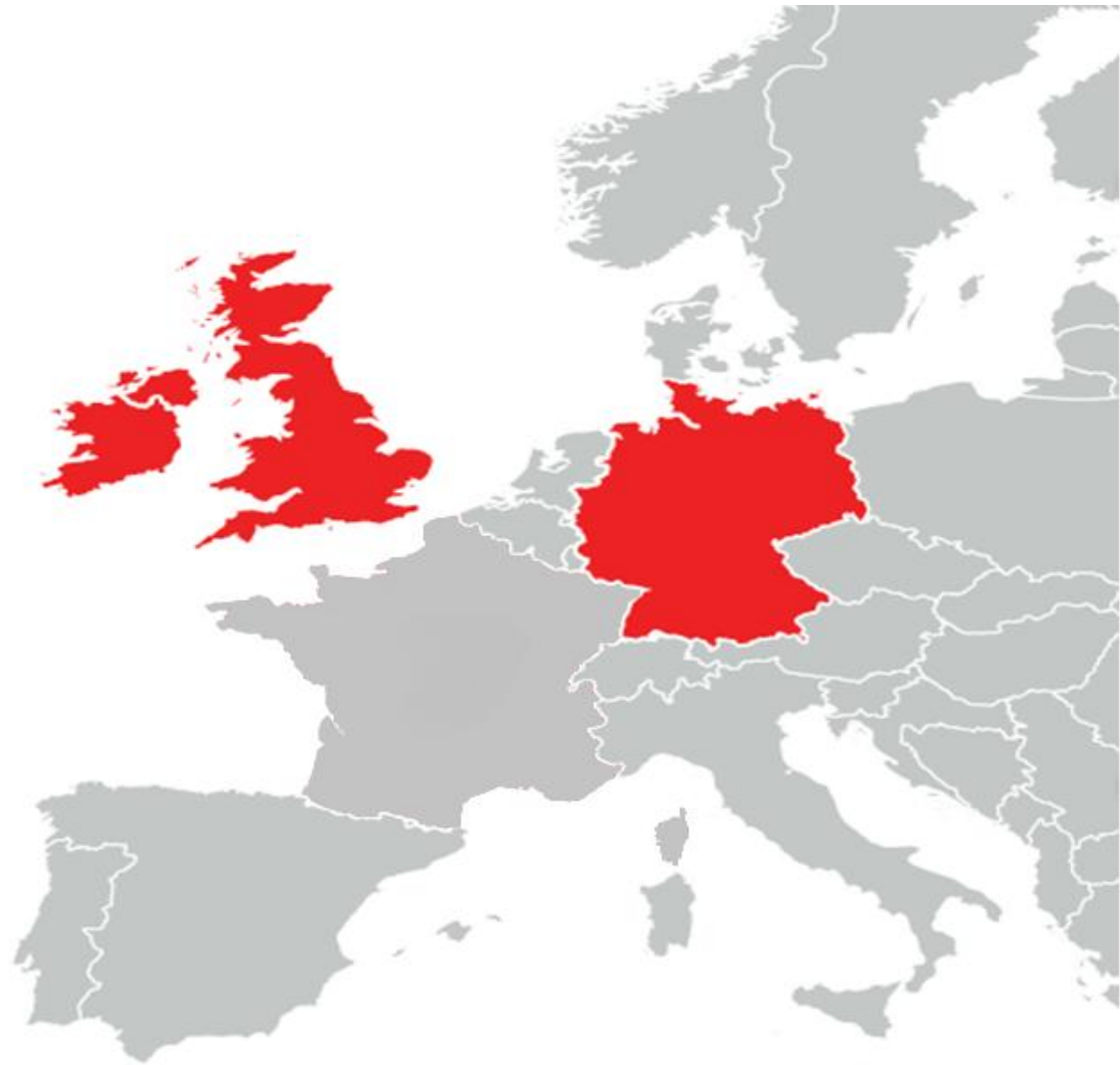
SEGMENTED REGIONS

Emerging

- EMEA North
- EMEA South







Growth

- Germany
- UK and Ireland



RSA SecurWorld™










Program Requirements 2011 Growth Region

	 Affiliate Partner	 Affiliate Elite Partner	 Premier Partner
 SE Accreditation		2 SE Accreditations in 2 RSA Product Lines	2 SE Accreditations in 3 RSA Product Lines
 Sales Accreditation	2 Sales Accreditations in 1 RSA Product Line	2 Sales Accreditations in 2 RSA Product Lines	2 Sales Accreditations in 3 RSA Product Lines
 Revenue	\$20,000 - \$199,999	\$200,000 - \$1,999,999	\$2,000,000+

Program Requirements 2011 Emerging Region

	 Affiliate Partner	 Affiliate Elite Partner	 Premier Partner
SE Accreditation 		1 SE Accreditations in 2 RSA Product Lines	1 SE Accreditations in 3 RSA Product Lines
Sales Accreditation 	2 Sales Accreditations in 1 RSA Product Line	2 Sales Accreditations in 2 RSA Product Lines	2 Sales Accreditations in 3 RSA Product Lines
Revenue 	\$20,000 - \$149,999	\$150,000 - \$1,499,999	\$1,500,000+

Program Benefits 2011 All Regions

	 RSA SecurWorld Affiliate Partner	 RSA SecurWorld Affiliate Elite Partner	 RSA SecurWorld Premier Partner
 KPO			0.5%
 GAF		1.5% @ 100 - 129% 2% @ 130 - 149% 2.5% @ 150%+	3.0% @ 100 - 129% 3.5% @ 130 - 149% 4.0% @ 150%+
 Co-op		2%	3%
 Public Sector Rewards	2%	2%	2%
 RSA Rewards	1%	2%	4%
 Deal Registration	10% discount from RSA List Price for eligible Products		

Partner Requirements for Resale

In order to purchase the following products, RSA requires Partners to hold the following accreditations:

	SW Growth					SW Emerging				
	Authentication	DLP	enVision	Archer	NetWitness	Authentication	DLP	enVision	Archer	NetWitness
Sales Accreditation	Not required	2	2	2	2	Not required	2	2	2	2
System Eng. Accreditation	Not required					Not required				



For detailed Program Schedules, please refer to the SecurWorld pages on PowerLink
[Home > Solutions > Global RSA Partner Central > EMEA > RSA SecurWorld Partner Program > Benefits / Requirements](#)




Partner Requirements for Deal Registration

Open to Affiliate, Affiliate Elite and Premier Partners

To register deals, the following minimum accreditations are required

	SW Growth					SW Emerging				
	Authentication	DLP	enVision	Archer	NetWitness	Authentication	DLP	enVision	Archer	NetWitness
Sales Accreditation	2	2	2	2	2	Not required	2	2	2	2
System Eng. Accreditation	Not required	2	2	2	2	Not required	1	1	1	1

 For more information, please refer to the Deal Registration Pages on PowerLink

[Home > Solutions > Global RSA Partner Central > EMEA > RSA SecurWorld Partner Program > Deal Registration Program](#)



Goal Attainment Forms (GAF)

A GAF is issued at the start of the compliancy period to Distributors, Premier and Affiliate Elite Partners. Based on joint agreement, the GAF comprises of a Performance Target ,and where applicable , Key Performance Objectives (KPOs). Rebates are paid based on this agreed GAF.

Performance Rebates

A performance rebate is paid when performance targets that have been set and agreed to at the start of the compliancy period have been achieved. Performance rebate is calculated off rebate eligible products. Performance targets are detailed in the Distributor, Premier and Affiliate Elite Goal Attainment Forms (GAF). Performance rebate goals are made up of the Authentication goal or target and Security Management goal or target. If the Authentication goal is not achieved but the Security Management goal is achieved for example, rebate payments will be paid on the Security Management target but not Authentication.

Key Performance Objectives (KPO)

KPOs are Key Performance Objectives. Distributors and Premier level Partners are set key performance objectives in addition to a performance target at the start of the compliancy process. The KPOs are agreed to, and will be detailed in the Distributor and Partner Goal Attainment Form (GAF)

Base Goal, Stretch Goal 1 and 2

The base goal is targeted on 100% achievement of agreed performance target. The other goals listed are paid on degrees of over-achieving of those goals. When a Partner or Distributor over-achieves, accelerators are paid on the revenue piece that represents the over-achievement. This revenue needs to be eligible for rebates and is calculated at net adjusted.

Rebate Statements

Rebate statements are available via PRM Connect. Once the statements have been uploaded, the primary contact on the account receives an email notifying them that the statement is ready to review. Rebate statements are uploaded to PRM on a monthly basis and are based on achievement from the previous month. They are available in PDF and Excel format

Statements are provided to give a month by month revenue readout of achievement against tier requirement which enables you to track progress against target. The statements separates achievement down into each type of rebate benefit. It also provides transactional drill-down data on each closed opportunity.

For queries relating to the statements, in the first instance, speak to your Channel Manager or Distribution Manager who will help, either by directly answering questions or engaging other RSA resources to help you.



More information available on PowerLink:

[Home](#) > [Solutions](#) > [Global RSA Partner Central](#) > [EMEA](#) > [RSA SecurWorld Partner Program](#) > [Rebate Information](#)

Training and Accreditations



The training and accreditation of partners is a primary initiative of the RSA SecurWorld Program. For RSA to be successful in this objective, we offer a complete set of tools and programs that are effective and easy to understand.

Certain levels and benefits of the SecurWorld Program for example, tier compliancy and Deal Registration benefits, require Sales accreditations and System Engineer accreditations.

You can find a complete set of training and accreditation tools, resources, schedules, study guides and Exam codes for sales, pre-sales, technical and post-sales professionals on the RSA Training and Education Home Page - <https://education.emc.com/rsa/>



Further information and link to the Training and Education site:

[Home > Solutions > Global RSA Partner Central > EMEA > Partner Enablement > Training and Accreditation](#)

EMEA Distribution 2011

Requirements

Revenue	No requirement
Sales Accreditations	Min 2 SA in 3 RSA product lines
SE Accreditations	Min 1 SE in 3 RSA product lines
Dedicated RSA staff	Min 1 product manager

Benefits

KPOs	0.75%
Performance Rebate	90 - 99%: 1.0%
	100 – 129%: 1.5%
	130+% : 2.0%
Co-op	1.5%

RSA Partner Central

Partnering for Profitability

RSA Partner Central

The RSA Partner Central is your resource for everything related to the RSA channel. RSA Partner Central is the next generation of RSA's Partner Portal. It will guide you to the tools and resources you need to sell, service, and support the full range of RSA products and solutions. RSA Partner Central is powered by EMC's PowerLink® Portal.

Partner Central

PowerLink

**Marketing
Collateral**

**Competitive
Information**

**Program
Information**

**Training &
Enablement**

Sales
Accreditation
Course Materials
Technical
Accreditation
Information

PRM Connect

Deal Registration
Lead Distribution
& Management
GAFs
Rebate
Statements

PowerLink

Get online access to the tools and resources you need to sell, service, support, and develop the full range of RSA solutions.

RSA product, solution, and
service offerings

Sales and marketing collateral

Competitive positioning

Technical documentation and
white papers

SecurWorld News

Training and accreditation

Self-help support tools

Proposal development guides and
templates

Translated screens in 13
languages

Current promotions



To Self-Register for your PowerLink Account go to <http://Powerlink.emc.com> and select 'New Member Registration'

What Access Do I Need?

In order to access the information within Partner Central, you will need to ensure you have the correct Access. The table below explains the access required for each area. You will need to have an account on Powerlink to gain access to RSA Partner Central.

Information / System	Access Required
Training – Sales Authorisations	Powerlink
Training – Technical Certifications	Powerlink
Training – ASN	Powerlink
Securworld Information	Powerlink
Marketing Information	Powerlink
Product Information	Powerlink
Partner Deal Registration	Powerlink AND PRM Connect
Partner Locator Publisher	Powerlink AND PRM Connect
Account Administration	Powerlink AND PRM Connect
User Administration	Powerlink AND PRM Connect
Goal Attainment Forms	Powerlink AND PRM Connect
Lead & Opportunity Distribution / Management	Powerlink AND PRM Connect
Rebate Statements	Powerlink AND PRM Connect

Requesting Access To Partner Central



If you have any issues with requesting access, please raise a support case using the link below
<http://rsa.force.com/webtocase>

RSA Demo Program

Getting products in your hands to help you drive customer activity and close opportunities

SW Demo Program At a Glance

Deep discounts
70% - 90%
off list price

Purchase or Lease 36-month
payment plan

Free customer
support
3-year warranty
on hardware



RSA System Engineers
available to assist you
(installation and
configuration)



For more information on the RSA Demo Program is available PowerLink
[Home > Solutions > Global RSA Partner Central > EMEA > Partner Enablement > RSA Demo Program](#)



Demo Program Options

Not For Resale (NFR) / Proof of Concept (PoC)

Your choice to use in your lab to train internal staff and provide demonstrations and training to your customers or prove solutions' capabilities and pique your customer's interest at customer's site.



Buy or lease !

RSA Validation Center (RVC)

Free cloud-based environment that allows your system engineers to have hands-on experience with all RSA products



Demo Program Details

Open to all active Affiliate, Affiliate Elite and Premier RSA SecurWorld Partners

RSA SecurWorld Partners can purchase or lease up to two demo units per product. ASN authorized partners are eligible for up to four demo units per product.

RSA Demo Products can be bought through your preferred authorized distributor, similarly to the rest of the RSA portfolio. RSA protects the investment made by partners by providing free customer support and a three-year warranty on hardware.



For more information on the RSA Demo Program is available PowerLink
[Home > Solutions > Global RSA Partner Central > EMEA > Partner Enablement > RSA Demo Program](#)

RSA Demo - Bundles

Drive demand and revenue with the capability to showcase a full portfolio of all RSA solutions at a reduced cost

DEMO - Bundle Non-Virtual ALL RSA SOLUTIONS	Authentication Manager Appliance ; DEMO - Authentication Manager Express; DEMO-enVision ES-1060; DEMO - DLP Network Sensor Appliance; DEMO - DLP Network ICAP Server Appliance; DEMO - DLP Network Controller Appliance; DEMO - DLP Suite Software Bundle; DEMO - Archer Professional - 9 Solutions; DEMO - NetWitness - Hybrid 256Mbs	\$ 27,757.10
DEMO - Bundle Virtual* ALL RSA SOLUTIONS	Authentication Manager Appliance ; DEMO - Authentication Manager Express (Virtual); DEMO-enVision ES-1060V (Virtual); DEMO - DLP Network Sensor Appliance; DEMO - DLP Suite Software Bundle; DEMO - Archer Professional - 9 Solutions; DEMO - NetWitness - Hybrid 256Mbs	\$ 17,080.00

*DLP Network Interceptor, Network ICAP, and Network Controller virtualized in the DLP Suite SW Bundle

*NetWitness, Authentication Manager Appliance, and DLP Sensor are physical appliances



Authentication Manager

DEMO - Authentication Manager 7.1	50 user license / 25 SID700 3yr tokens / 5 SID800 3yr tokens / 25 SD820 SW tokens/ 50 ODA / 50 BCO	\$ 995
DEMO - Authentication Manager 6.1	25 User License / 5 SID800 3yr tokens / 15 SID700 3yr tokens	\$ 995
DEMO - Authentication Manager Appliance	SecurID Appliance 130 / 25 user Appliance Base Software License / 5 SID700 3 yr / 5 SID800 3 yr / 5 SD820 SW tokens / 5 ODAs	\$ 2,000
DEMO - Authentication Manager Express (Virtual)	AMX Virtual Demo Kit for 25users	\$ 500
DEMO - Authentication Manager Express	Authentication Manager Express Appliance 130 hardware / 25 user Software License	\$ 2,000

Perpetual License, via purchase order from distribution
 All offerings include maintenance support

RSA enVision and DLP



DEMO – enVision 1060	enVision – 1000 EPS for Demo purposes	\$ 5,000
DEMO – enVision 1060V (Virtual)	enVision virtual appliance – 1000 EPS for Demo purposes	\$ 2,500
DEMO - DLP Network Sensor Appliance	DLP Network Sensor Appliance NFR Kit	\$ 7,111
DEMO - DLP Network Interceptor Appliance	DLP Network Interceptor Appliance NFR Kit	\$ 3,751
DEMO - DLP Network ICAP Server Appliance	DLP Network ICAP Server Appliance NFR Kit	\$ 3,751
DEMO - DLP Network Controller Appliance	DLP Network Controller Appliance NFR Kit	\$ 3,751
DEMO - DLP Suite Software Bundle	DLP Suite Software Bundle NFR – 100 Users (FREE with the Appliance - \$2,618.80 if alone)	FREE

Perpetual License, via purchase order from distribution. All offerings include maintenance support



RSA Archer



DEMO - Archer Professional Compliance Focused	5 User Compliance Management, Policy Management, Enterprise Management and 5 On-Demand Applications	\$ 3,038
DEMO - Archer Professional Enterprise Risk Management	5 User Risk Management, Policy Management, Enterprise Management and 5 On-Demand Applications	\$ 3,038
DEMO - Archer Professional Cloud Security and Compliance	5 User Compliance Management, Policy Management, Enterprise Management and 5 On-Demand Applications	\$ 3,038
DEMO - Archer Professional Business Continuity	5 User Business Continuity Management, Policy Management, Enterprise Management and 5 On-Demand Applications	\$ 3,038
DEMO - Archer Professional Incident Management	5 User Incident Management, Policy Management, Enterprise Management and 5 On-Demand Applications	\$ 3,038
DEMO - Archer Professional - 9 Solutions	5 User Policy Management, Risk Management, Compliance Management, Enterprise Management, Incident Management, Vendor Management, Threat Management, Business Continuity, Audit Management and 5 On-Demand Applications	\$ 5,164

Perpetual License, via purchase order from distribution
All offerings include maintenance support

RSA NetWitness



DEMO - NetWitness Hybrid 256Mb	Series 3 Hybrid Appliance 1U, Investigator Software	\$ 7,135.70
DEMO - NetWitness Appliance 2U 1Gbps	Series 3 Decoder Appliance 2U, Concentrator Appliance 2U w/SSD, Investigator Software	\$32,948.30
DEMO – NetWitness Add On - Spectrum	Series 3 1U Spectrum Appliance – Enterprise, includes Broker for integration into existing NetGen infrastructure	\$7,632.90
Demo – NetWitness Add On - Informer	Series 3 Informer Appliance 1U	\$6,009.30

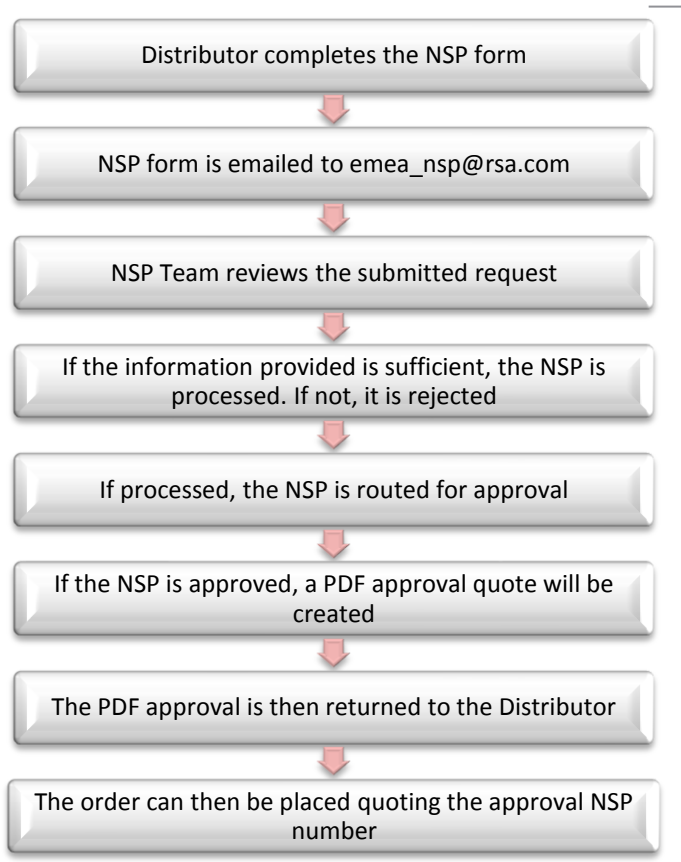
Perpetual License, via purchase order from distribution
 All offerings include maintenance support. Spectrum NetWitness Live 30 day Eval available upon request

RSA Operations

Driving operational efficiency within the Channel organisation

Non-Standard Pricing Requests

The RSA Non-Standard Pricing (NSP) Process allows distributors to request discounted pricing for competitive reasons. The requests are fully reviewed by RSA and are subject to approval.



- ✓ Valid for 30 days
- ✓ Up to 3 working day SLA
- ✓ Subject to approval and full validation
- ✓ Eligible products only
- ✓ Requests to be sent to emea_nsp@rsa.com

RSA SecurID®
EMEA Non-Standard Pricing Request Form

1	Type of NSP	<please select>
2	Type of License	<please select>
3	Non-Standard Price Request Details:	
	Reason	Required
	Supporting Comments	Required
	Special Requirements/Notes	Optional
4	Distributor Details	
	Distributor Name	Required
	Distributor Country	Required
	Contact Name	Required
	Contact Email	Required



For further information, please contact emea_nsp@rsa.com or Kelly Hiscoe

Deal Registration Overview

Proving control and financial reward to Partners bringing incremental opportunities to RSA

The RSA Partner Deal Registration Program gives partners control over the deals they find without conflicting with RSA direct sales and other RSA partners. Besides reducing conflict with the direct sales force, deal registration financially rewards partners with additional value-added investments.

Partners register their deals on the RSA Partner Portal, and if approved, are granted 10%* discount off of list price

The approval also provides the Partner with 'Deal Protection' over any other Partner and will be the sole beneficiary of any additional discounted pricing.



*Deal Registration discounts may vary dependant on promotions and product.



For more information, please refer to the Deal Registration Pages on PowerLink
[Home > Solutions > Global RSA Partner Central > EMEA > RSA SecurWorld Partner Program > Deal Registration Program](#)

Pricing and Promotions

EMEA Price List

The RSA Distribution Price List is updated periodically to track product and market developments. A distributor notification via SecurWorld Alert (SWA) is sent prior to a revised Price List becoming active to enable you to upload onto your internal systems.



Download on PowerLink from the following location:

Home > Solutions > Global RSA Partner Central > EMEA > Channel Operations > Authorized RSA Distributors

Quarterly Promotions

Every quarter, RSA produce a number of pricing promotions for the Channel. Distributors and Partners receive notification of these promotions every quarter via SecurWorld alert. PDF flyers are available for download which includes information on SKUs, Pricing, Terms and Conditions.



Download on PowerLink from the following location:

Home > Solutions > Global RSA Partner Central > EMEA > RSA SecurWorld Partner Program > Incentives / Promotions

RSA Order Process

Orders and order enquiries should be sent to Customer Order Management via email as follows

Region	Email
Benelux & Nordics	benordicsorders@rsa.com
UK, Ireland, Germany, Italy, Austria and Switzerland	ukdachorders@rsa.com
All other countries	orders@rsa.com

Orders must be addressed to your local EMC Entity as per your RSA Contract, however should be sent to the relevant email address as per the above table for processing.

All orders should include the following information:

- | | |
|----------------------------------------------------------------------------|-------------------------------------------------|
| ➤ PO number, Billing address and VAT number | ➤ Payment terms |
| ➤ Approved NSP# where applicable | ➤ Material SKU according to RSA price list |
| ➤ Ship to address, contact name and telephone number | ➤ Quantity |
| ➤ End user information (full address, contact name and tel. number, email) | ➤ Material long description |
| ➤ Reseller information (full address) | ➤ License number if it is a serialised material |
| ➤ Price paid to RSA | ➤ Platform the material is used on |
| ➤ Currency | ➤ Special requirements |

Where a distributor wishes to use their Freight Forwarder, the relevant account number can be provided when an order is placed. Orders are shipped FOB origin

Order Lead Times

Lead-times based on clean orders received from the time of Credit & Revenue validation approval for Shipment. The lead times are intended as a guide only, and may differ during busy periods#
SID700 (Std Configurations) and SECURID Appliances are available for immediate delivery through Distribution.

Product	Detail	Approximate Lead Time
Appliances	SECURID 3.0 Appliance , DLP and RKM	5-7 Business Days
Software	Access Mgr, Certificate Mgr, Authentication Mgr, AMX	2 Business Days
Hardware Tokens	SD200, SD520 , SID700, SID800	3 Business Days
Software Tokens	SID820	3 Business Days
Customised Tokens	Key Sheets (after End User Approval)	8-10 Weeks
Customised Tokens	Customised End Dates or Staggered Life	7 Business Days
enVision	ES & LS Series Appliance, ENVSWITCH,	7 Business Days
NAS/DAS	NAS & DAS product	10 Business Days

Please note that these lead times are intended as a guide only and are subject to change on a quarterly basis. Please contact the Customer Order Management team for any products not listed above, further information, and up to date lead-times at the time of order.

Export: enVision products shipped to governmental end-users may require an export license review which may extend lead-times by 6-8 weeks provided that the customer cooperates with the licensing process inquiries

 For queries on lead times at time of order, email the relevant email order mailbox as highlighted on the previous page

Return Material Authorization (RMA) Process

RMA requests are to be sent to the relevant order mailbox for your region.

The Customer Order Management Team will review the reason for the RMA and will either approve or reject the request depending on the reasons and how old the order is that they want to return.

The request is then processed internally and the customer is requested to return the goods to us.

Once the goods are returned back to RSA, this is noted on the internal system and we then create a credit to Distributor.

EMEA Inside Sales

RSA's Inside sales organization, based in Bracknell, UK, comprises of two teams: Renewals and New Business.

Renewals Team

Work with your regional Inside sales specialist for assistance with renewal opportunities.



Contact them on wws_emea_internal_sales_renewal@emc.com for further information

New Business Team

RSA's new business team are dedicated to creating, developing and closing new business opportunities, whether this is through current RSA customers or brand new prospects, your regional inside sales new business representatives can help you create sales demand in your customer and prospects.



Contact them on wws_emea_internal_sales_new@emc.com for further information

Further nformation

Further Information

Your guide to online resources



- PowerLink
- RSA Partner Central
- RSA Secured
- Web Seminars
- News Centre
- Security Glossary
- Product Version Life Cycle
- EMEA Helpdesk
- NSP Requests and Queries
- RSA Online

<http://powerlink.emc.com>
www.rsasecurworld.com
www.rsasecured.com
www.rsa.com/events/webseminars
www.rsa.com/news.asp
www.rsa.com/glossary
www.rsa.com/node.aspx?id=2575
emeahelpdesk@rsa.com
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