



Partner Program Guide

Providing Unrivaled Value and Profitability via Industry-Leading Expertise and a Growth-Focused Support System



Introduction

Having the right partner is critical when it comes to reaching your goals and growing your business. The SSL Store™ believes the most fruitful partnerships are driven by mutual, two-way success.

Our Partner Program is proven, profitable, and a genuine relationship that empowers customers with a litany of benefits only the #1 SSL/TLS specialist in the world can provide. Reach the next level and beyond with all the support, expertise, tools, and resources you need, including:

- ✓ Curated marketing strategies, collateral, and training
- ✓ Focused attention from our Partner Growth Managers
- ✓ Customized products and features for your specific targets
- ✓ Development and operations resources
- ✓ Powerful business management tools
- ✓ 24/7 dedicated support from our award-winning Customer Experience team

When your customers succeed, you succeed. Deliver the identity, encryption, & website security solutions they need, along with a level of added value they won't find anywhere else. Consumer demand is high and increasing, and our products will help keep you ahead of the competition.

We'll work hand-in-hand with you to capture opportunities and capitalize on industry trends. Whether it's navigating technical requirements, compliance needs, threat landscapes, or usage advantages specific to your industry, the bottom line is that our commitment is to shared success across the board.

The SSL Store's Partner Program is designed to provide confidence, quality, and value to our customers as we work **together** and **move forward as a common team**.



About This Guide

The SSL Store™ Partner Program Guide is meant for our registered partners and those interested in applying to become a partner within the program.

The Partner Program Guide aims to explain:

- ✓ The various program tiers and associated benefits
- ✓ The program structure and the different categories of partners
- ✓ Focused solutions for specific markets and business types
- ✓ Our brands and product offerings

We strongly encourage partners to familiarize themselves with all the benefits of their particular tier and to utilize as many as possible.

The SSL Store™ reserves the right, at any time and at its discretion, to modify the program guide, partner tiers and pricing. The newest version of the guide and associated information can be found on the Partner Portal on The SSL Store's website.

Why Identity, Encryption & Website Security?

Cybersecurity products have several key attributes that make them highly profitable and ideal for resale. Plus, the market is experiencing sustained and continued growth as well as opportunities that keep getting better and better.

Our Partner Program is set up to give you the highest possible return out of the time, effort, and energy you put into reselling. You'll have the full backing of our team and resources, along with a portfolio of high-quality products that are uniquely poised to help you achieve your goals.

HIGH DEMAND

Hot Products

It's not a matter of "if" your customers will buy web security products, but "from who?" By selling them yourself, you can profit off the high demand by offering solutions from the most well-known and trusted names in the industry.

These aren't luxury products that need to be aggressively marketed to sell. Rather, they're critical tools that keep websites safe and protect both the infrastructure and brand of a business. Offer more value to your customers while increasing revenue at the same time.

REQUIREMENT

Security Is Mandatory

Security isn't just the smart choice anymore, oftentimes it's now required by various laws and regulations around the world. If you aren't complying with them, you're leaving yourself open to costly fines, legal action and even boycotting.

The major players in the industry, like Google, Apple, and Microsoft, are always pushing for increased security, as well. Sites without the required security features will be punished with things like damaged SEO rankings or browser warnings.

PROFIT

Return on Investment

Cybersecurity is a lucrative market, but it can be challenging starting from scratch by yourself. With the right guidance and support, you could 10X your investment compared to being on your own. Our two-way partnership model lets you leverage our expertise and advantages that our resources provide.

There are great opportunities everywhere, however, being equipped to quickly capitalize on them is key. We make sure we provide products that convert so you get the most out of the resources that you're putting in.



The SSL Store™ Advantage

Our Unmatched Experience Sets Us Apart

Collective buying power	Deeper discounts
Upper management and executive-level access	Real action and resolutions
Dedicated Partner Growth Managers	More wins and unique opportunities
24/7 Priority Support	Fast and effective solutions to your problems
Direct contact with industry experts	Make informed decisions that are best for you
Comprehensive, multi-brand product offering	Profit with the products your customers need

OUR DATA

The Numbers Behind Our Success

Our Company

- ✓ Largest SSL/TLS specialist in the world
- ✓ 15 year track record of success
- ✓ 90+ dedicated staff members
- ✓ Global presence on 3 continents
- ✓ Five-time honoree in Inc.'s 5000 Fastest Growing Companies
- ✓ An array of vendor awards for outstanding performance

Our Achievements

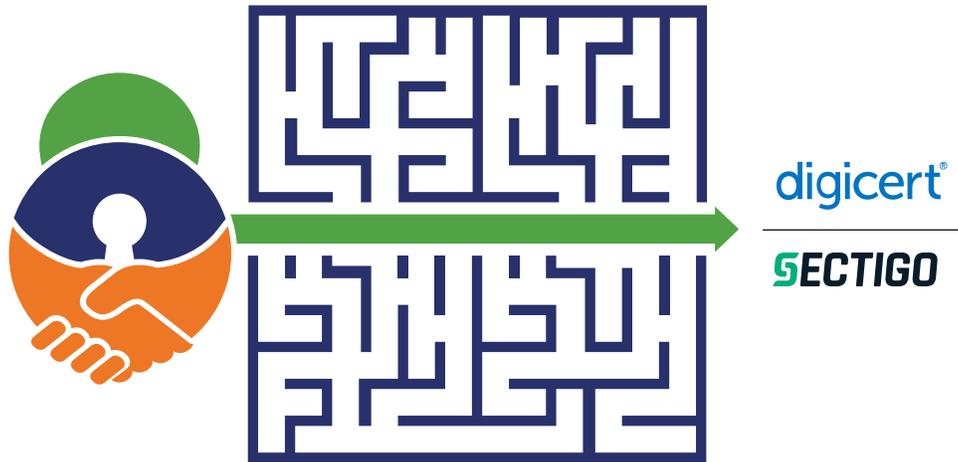
- ✓ Issued over 2,500,000 paid digital certificates
- ✓ Over 15,000 partners
- ✓ Over \$100M in partner revenue generated
- ✓ Built and maintain a respected industry blog of over 3.5M readers/year
- ✓ Invented AutoInstall SSL® technology and developed numerous platform integrations



We Have Tremendous Experience with Large Vendors

Due to our extensive, first-hand downstream channel experience, we know exactly what partners expect from vendors. We've been a successful partner ourselves, so there is nobody better than us to help you navigate the complexities of large vendors. As your advocate into these vendors, we push for the things that drive partner success.

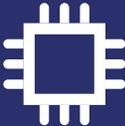
Reselling With Us



- ✓ Relationship driven by two-way success
- ✓ Leverage our collective buying power for deeper discounts
- ✓ Leverage our upper-management and executive-level access for real resolutions
- ✓ Leverage our dedicated account manager relationship to win unique opportunities
- ✓ Leverage our priority support for faster responses and resolutions
- ✓ Leverage our support knowledge and direct contacts
- ✓ Leverage our industry insight for quick answers
- ✓ Leverage our 24/7 live support to augment vendor support

Types of Partners

Every business is unique, and the same applies to each and every partnership. The SSL Store™ segments partnerships based on the partner's goals, needs and business type—this ensures the right contacts and resources are available immediately. The tailored approach results in a faster and more effective path towards reaching mutual targets.

Reseller Partner 	Monetize Today's Cybersecurity Demands with a Proven Specialist Partner <ul style="list-style-type: none">✔ Sell products your customers already need and currently buy elsewhere✔ Maximize profits with exclusive benefits and market-leading wholesale discount rates✔ Let our control panel, API, and integration options do the heavy lifting for you
Technology Partner 	Leverage Our Technology to Enhance Your Platform's Security <ul style="list-style-type: none">✔ Increase the value of your platform by offering the most trusted security products✔ Our solutions are easy to bake into your stack, built on a decade of experience✔ The SSL Store™ takes a tailored OEM approach so you can quickly provision products
Integration Partner 	Innovative Plugins to Quickly Integrate Our Product Lines <ul style="list-style-type: none">✔ Custom plugins designed for fast deployment in nearly any third-party platform✔ Streamline and automate the provisioning of the most popular website security products✔ Our robust plugins & API reduce resource usage and simplify integration and support
Strategic Partner 	Powerful Alliances for Achieving Unique, Common Goals <ul style="list-style-type: none">✔ Joint ventures with your needs at the forefront, completely tailored to a shared goal✔ Profit from the value we add to the end customer experience✔ Enjoy upper management attention, technical resources, & customized workflows
Affiliate Partner 	Earn More From Your Traffic <ul style="list-style-type: none">✔ Let us do all the hands-on work – all you do is refer your users✔ Industry-leading commission structure gives more buck for your bang✔ In-demand brands and products, competitive pricing, and award-winning service

Partner Tiers

Our Partner Program for Reseller Partners is structured to stimulate growth on both sides. The more you succeed, the more benefits you unlock, and the more we all gain.

The benefit offerings are configured to satisfy all types of reselling models, and are intended to address needs specific to your resources, maturity of your offering and success. Although pricing is technically a benefit, it's handled a bit differently. Here's how it all works:

- ✓ To maintain your partner tier and associated benefits, you must meet the tier's minimum annual sales requirement
- ✓ Each year, your partner tier status is evaluated on your Anniversary Date
- ✓ Your Anniversary Date is determined by the day you registered to become a partner
- ✓ If you meet the minimum sales requirements on your Anniversary Date for your current partner tier, there is no change
- ✓ If you are short of the annual sales requirement, your partner tier will drop accordingly, the associated benefits you receive will also change
- ✓ Your pricing tier will NEVER drop down and will always remain at the best tier you've previously reached
- ✓ Success is driven by much more than just low prices, our value-added benefits can propel you into the next stratosphere
- ✓ This Partner Program is a two-way street and successful partnerships are created by working in tandem
- ✓ The benefits beyond pricing are the differentiating factor compared to the competition

PARTNER TIERS

Built to Scale as You Grow

Platinum Select	Completely customized with exclusive benefits tailored to top-performing partners.	Platinum Select Partners demonstrate the highest-level of commitment and reap the greatest benefits while satisfying the highest set of annual requirements. By invitation only.
Platinum	Unlock maximum discounts and enhanced benefits to accelerate growth at \$10,000 in annual sales.	Platinum Partners are committed to leading with our products. They receive the highest margins and enablement to execute joint business plans.
Gold	Unlock more impactful discounts and benefits at \$5,000 in annual sales.	Gold Partners earn access to new opportunities and margins to propel their security business further.
Silver	Unlock better discounts and benefits at \$1,500 in annual sales.	Silver Partners earn access to new opportunities and margins to grow their business.
Bronze	Instant access to discounts and benefits upon online registration.	Bronze Partners gain instant access to discounts, education and training to kick-start the partnership.

		BUSINESS BENEFITS	FINANCIAL BENEFITS	MARKETING BENEFITS	SUPPORT BENEFITS	PRODUCT BENEFITS
Platinum Select	The Platinum Select tier is reserved for the upper-echelon partners of the The SSL Store™ who are the most invested into the success of this partnership by continually exceeding commitments and performance goals on a yearly basis. This is exclusive for qualified partners and available by invitation only.	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Platinum	At the Platinum tier, a partner is fully invested in the success of this partnership and has demonstrated a high level of performance with sales exceeding \$10,000 USD per year.	✓✓✓	✓✓✓	✓✓✓	✓✓✓	✓✓✓
Gold	At the Gold tier, a partner demonstrated a commitment to the craft and has sales of \$5,000 USD per year.	✓✓	✓✓	✓✓	✓✓	✓✓
Silver	At the Silver tier, a partner incorporated our products and has started their path to success by selling at least \$1,500 USD per year.	✓✓	✓✓	✓	✓	✓
Bronze	At the Bronze tier, a partner has just registered and has instant access to products at wholesale rates, education and training to kickstart the partnership.	✓	✓	✓	✓	✓

GROWTH FORMULA

A Proven Formula for Partner Growth

No matter what tier you're in, we'll help you reach the next level. If you're at the top, we'll make sure you stay there by seizing opportunities and continuing to increase sales within your customer base.

Our Partner Program tiers and the corresponding benefits are part of The SSL Store's proven growth formula.



Integrate Workflows



Optimize Buyer Journey



Product Merchandising



Align Messaging



Train Sales & Support Teams



Data Scans & Target Marketing

Partner Program Benefits

Of course, with our unrivaled economies of scale, you'll instantly have access to deep MSRP discounts, however, we're even more proud to offer a comprehensive array of other benefits and incentives—which is far more valuable than discounted pricing alone. When our goals and objectives are aligned, our partnership can reach unimaginable heights. Here's the benefits beyond just pricing that you can obtain:

BUSINESS BENEFITS	BRONZE	SILVER	GOLD	PLATINUM	PLATINUM SELECT
Dedicated SSL Reseller Control Panel	✓	✓	✓	✓	✓
Plugins & Integration Access	✓	✓	✓	✓	✓
Credit Terms/Direct Bill	✓	✓	✓	✓	✓
Money-Back Guarantee Extension			✓	✓	✓
Prioritized Feature Requests				✓	✓
Executive Connect				✓	✓
White-Labeled Sales Representation					✓
Quarterly Reports					✓
Quarterly Business Review & Strategy Meetings					✓
Potential Geo-Targeted Lead Dispensing					✓
Professional Services Consulting					✓
Select Recognition Award					✓
FINANCIAL BENEFITS	BRONZE	SILVER	GOLD	PLATINUM	PLATINUM SELECT
MSRP Discounts	Up to 75% OFF	Up to 80% OFF	Up to 85% OFF	Up to 90% OFF	Up to 90% OFF
Personalized Sales Training			✓	✓	✓
Deal Registration Protection (Enterprise Products)				✓	✓
MDF Eligibility				✓	✓
Special Pricing Agreements Available					✓
Joint Sponsorship Opportunities					✓



MARKETING BENEFITS	BRONZE	SILVER	GOLD	PLATINUM	PLATINUM SELECT
Access to Sales & Marketing Portal	✓	✓	✓	✓	✓
Purchase Flow & Provisioning Optimization			✓	✓	✓
Personalized Marketing Training				✓	✓
Unique Sales Promotions & Incentives				✓	✓
SEO & PPC Analysis				✓	✓
Joint Marketing Initiatives				✓	✓
White-Labeled Educational Webinars					✓
Concierge Channel Marketing Services					✓
SUPPORT BENEFITS	BRONZE	SILVER	GOLD	PLATINUM	PLATINUM SELECT
24/7/365 Live Support	✓	✓	✓	✓	✓
SSL/TLS Tools Access	✓	✓	✓	✓	✓
Dedicated Integration Specialist		✓	✓	✓	✓
Dedicated Account Management (PGM)			✓	✓	✓
Dedicated Support & Validation Manager				✓	✓
Expedited Validation Support					✓
White-Labeled Validation Support Eligibility					✓
Private Escalation Phone Support					✓
Priority Support					✓
PRODUCT BENEFITS	BRONZE	SILVER	GOLD	PLATINUM	PLATINUM SELECT
Access to The SSL Store™ Exclusive Products	✓	✓	✓	✓	✓
General Product Training Material	✓	✓	✓	✓	✓
Prioritized Feature Requests				✓	✓
Customized & Private Product Trainings				✓	✓
Enterprise & MPKI Solutions Available to Resell				✓	✓
Encryption Everywhere Program Access				✓	✓
Private BETA Releases (Prior to Gen. Availability)				✓	✓
Not For Resale (NFR) EV SSL for Own Website				✓	✓
DigiCert CertCentral® Partner Access				✓	✓
DigiCert CertCentral® Sub-Account Access					✓



Partner Pricing

Instant access to discounted pricing that scales with your growth. Simply put, the more you sell, the more you save.

★	★★	★★★	★★★★
STARTER	PREFERRED	PREMIUM	ELITE
UP TO 75% OFF MSRP*	UP TO 80% OFF MSRP*	UP TO 85% OFF MSRP*	UP TO 90% OFF MSRP*
Immediate access to Starter pricing right away.	Get Preferred pricing at \$1,500 in sales.	Unlock Premium pricing at \$5,000 in sales.	Earn Elite pricing at \$10,000 in sales.

HOW DOES IT WORK?

Earn better pricing as you grow

Once you reach the sales threshold of the next pricing tier, you'll jump up to the next tier and the new rates will automatically be applied to your partner account. Once you achieve a pricing tier, your pricing will never go back—it can only get better as you achieve new levels!



Switching from another provider? We'll match or beat them.

*Maximum discount is representative of most products, sometimes we give you more.



Product Offering

It's important to buy from and align with a security specialist. We know our products inside out and carry only those we tried, tested and believe in.

Our offering contains a wide range of popular digital certificate and website security needs. These products are the nucleus of our business, unlike many of the larger web companies that don't focus on these types of products and merely treat them as an add-on offering. It's why you need the world's #1 specialist on your side.

Partners are able to sell our standard offering regardless of their tier. Other opportunities exist with our non-standard products and may be available by request.

SSL/TLS Certificates



Our core products that boost customer trust, safeguard important data, and keep transactions private. There's a variety of options to meet your particular needs:

- ✓ DV
- ✓ OV
- ✓ EV
- ✓ Single Domain
- ✓ Multi-Domain
- ✓ Wildcard
- ✓ Multi-Domain Wildcard
- ✓ Multiple Brands
- ✓ Lifecycle Management
- ✓ Discovery & Automation

Digital Certificates



A selection of digital certificates for maintaining security and trust regardless of the application or industry. You'll have something to offer all customer types:

- ✓ Code Signing
- ✓ EV Code Signing
- ✓ Client (S/MIME)
- ✓ Document Signing
- ✓ User & Device
- ✓ eIDAS & PSD2
- ✓ TLS for Google AMP
- ✓ Verified Mark (VMC)
- ✓ Direct/FBCA

Website Security



Your website is an integral part of your business. Breaches damage both your finances and your reputation. Empower your customers with:

- ✓ All-in-One Website Security
- ✓ Malware Remediation & Protection
- ✓ Website Performance & Protection
- ✓ PCI Compliance Scanning
- ✓ Website Backup & Restore
- ✓ eCommerce Trustmark Certifications
- ✓ Breach Insurance

PKI & IoT



Offer innovative enterprise solutions that address the needs of emerging and growing trends. These state-of-the-art solutions are at the forefront of our industry:

- ✓ Managed PKI
- ✓ Private CA
- ✓ Hosted & On-Premise CA
- ✓ IoT & Connected Devices
- ✓ Digital Identity Management
- ✓ SSL & SSH Key Management
- ✓ DevOps Certificate Automation
- ✓ PKI Consulting & Professional Services

The World's Leading Brands

No need to manage multiple vendors, account managers, and invoices. We're your single point of security for world-class cybersecurity brands.

Digital Certificate Security



Website Security & Compliance



Certificate, Key & PKI Mgmt



Full Integration with Top Web Hosting Platforms



And many more...

Resources & Support for Success

KEY RESOURCES

Instant Access to Helpful Resources to Help Achieve Your Goals

 <h4>Profit Portal</h4> <p>A powerful Portal that has everything you need to get started profiting from SSL & website security. Whether you're trying to hit the ground running with a new venture or just want to give your existing business a boost, it's all at your fingertips.</p>	 <h4>Marketing Content</h4> <p>Our marketing material has been tested, tweaked, and proven to optimize results. We've already cracked the code, so we'll happily share what works. Download content from our Profit Portal or we can create custom content to help win that next big opportunity.</p>
 <h4>Training</h4> <p>Learn from us, earn with us. We'll get you up to speed with exactly what you need to know and won't bog you down with what you don't. There's customized training that's effective and efficient, too.</p>	 <h4>Videos</h4> <p>Pictures are worth a thousand words, videos even more so. Inform and impress your customers by leveraging our library of video content. Custom videos can also be created depending on the need.</p>

24/7 SUPPORT

Multiple Support Channel to Address Your Needs

- ✓ Premium 24/7 Support via Phone, Email or Chat
- ✓ Expedited Validation Support
- ✓ Dedicated Account Management
- ✓ The SSL Store™ Knowledge Base
- ✓ Installation Help & Support
- ✓ SSL eBooks, Tools & Videos

TOOLS FOR DRIVING GROWTH

 SSL Toolbox	 Our Mature REST API	 Web Hosting Plugins	 Not For Resale (NFR) Products
 White-Labeled Storefronts	 Platform Integrations	 MDF Program	 Credit Terms Available
 Deal Registration Protection	 Sub-User Access Control	 Data Analysis & Reporting	 Prioritized Feature Requests



Partner Profiles

The SSL Store™ Partner Program is designed to generate profits from identity, encryption and website security products for all types of IT-related businesses. Our approach will be different depending on your industry, business model and end-user target profile.

The knowledge, experience, and value that we've built over the years has allowed us to master a plan of attack for your type of business. Since every business is different, our approach must be different for each partner type. With a deep understanding of our partner profiles, we know what works, what doesn't. Your industry challenges are not unique, we've solved for them before—let us show you a proven path.

Our tailored approach is how we've been consistently effective at helping partners identify and capitalize on the biggest opportunities lurking. We know where to look and how to execute. It's what we do every day. It's why we're the best. Here's the partner types that we've mastered:



Web Hosts



Domain Registrars



Security Specialists



Web Designers & Developers



MSP & MSSPs



Marketing & SEO Agencies



Brand Management Agencies



System Integrators



Software Distributors



Cloud & CDN

Partner Growth Model

“Our model essentially adds a dedicated SSL employee to your staff, at no cost to you.”



Kyle Grueninger
Vice President, Channel

ACCOUNT MANAGEMENT

Partner Growth Managers (PGM)

One of the pillars of our Partner Program is our Partner Growth Managers (PGM). Their focus is providing hands-on strategy support that enables our customers to capitalize on the existing opportunities while finding new lucrative avenues for success.

The Partner Program eco-system we’ve created – and refined over the years – is a major part of why our partners have been able to achieve so much success. Our formula is centered around growth via expertise, effective management, and unbiased advice. They’re dialed into the industry so you don’t have to be.

- ✓ Region-Based Expertise
- ✓ Dedicated Account Management
- ✓ Dedicated Support Management
- ✓ Product Expertise
- ✓ Go-to-Market Strategy & Experience
- ✓ Sales & Training Guidance
- ✓ Brand Knowledge
- ✓ Industry Insight



A Message From Our CEO

“ The SSL Store™ didn't become the world's largest SSL service by accident. We earned it. We strategically built platinum partnerships from the ground up. We commit to multi-million dollar vendor contracts and invest in executive-level relationships so you don't have to. This empowers us to pass on tremendous savings, access and insight—especially when navigating the relentless industry updates. At The SSL Store™, the customer experience is always front and center, whether you're a retail customer, partner or enterprise client—your needs come first. We've learned a lot over the years and we are fully prepared to share the keys to success with you.



Bill Grueninger
Chief Executive Officer

Our Global Reach Sets us Apart



Become a partner today and start enjoying benefits that only the #1 SSL/TLS specialist in the world can provide.

Go to: www.thesslstore.com/partner-program/registration

[Register Now](#)

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