

# UBISECURE PARTNER PROGRAM **PARTNER HANDBOOK**

Version Q1.1 2020



Connecting Identity.  
Transforming Digital Business.

1 Introduction .....	3
2 The Customer Identity Management Opportunity .....	4
European Market.....	4
3 Why Ubisecure .....	5
4 Ubisecure Identity Platform.....	6
Common Use Cases.....	7
Key benefits of the Ubisecure Identity Platform .....	7
Delivering business value.....	8
Technology Architecture .....	9
Ubisecure Value Proposition .....	9
Deployment Flexibility .....	10
Identity Cloud.....	11
Identity-as-a-Service (IDaaS).....	11
Example functionality .....	11
Functionality Summary.....	11
Industry Group Activity.....	13
5 Partner Levels.....	13
Program Requirements.....	15
Use of Ubisecure Trademarks & Branding .....	15
6 Partner Engagement Model & Business Planning.....	16
Sales Process .....	16
Requests for Non-Standard Discounts .....	17
7 Delivery & Deployment Process.....	17
Ubisecure IDaaS .....	17
Ubisecure Identity Cloud.....	18
Ubisecure Identity Server .....	18
8 Developer/Partner Portal.....	19
9 IAM Academy - Training & Accreditation .....	19
IAM Academy Themes & Competence Creation .....	20
Courses.....	20
IAM Academy Certification & Accreditation.....	21
10 Technical Support & Maintenance.....	21
Support Services.....	22
Support Levels .....	22
11 Events .....	23
Global Events .....	23
Local Events .....	23
Event co-operation.....	23
Further Resources.....	24
Contact Ubisecure.....	24

## 1 INTRODUCTION

Thank you for downloading the Ubisecure Partner Program handbook – an essential partner program asset for all prospective as well as existing Ubisecure partners.

We have published this partner handbook as a basic guide on how working with Ubisecure makes our Partners successful. We maintain a partner-first market approach, meaning that we prefer to drive our business through our partner network rather than operate direct sales teams competing with our partners. This opens-up many creative opportunities for co-marketing, lead generation and other account-based marketing value add functions other IAM software developers (with direct strategies) will find it hard to emulate.

As a System Integrator, reseller or consultant providing sales expertise, services delivery, software deployment, solution planning, education, technical implementation and/or support of Ubisecure Identity Platform solutions, being a Ubisecure Partner is right for you. The Ubisecure Partner Program is designed to help you grow your business while focusing on your role as a trusted solutions advisor and integrator to your customers.

You are joining good company. Ubisecure has been designing and deploying the Identity Platform, Identity APIs and Customer IAM solutions for over 10 years. The company's longevity in the market has resulted in unparalleled experience in understanding customer identity opportunities (and challenges) as well as unmatched experience in shaping and implementing the many European digital identity standards that, when implemented effectively, can make a huge impact to customer experience and operational efficiency.

The Identity Platform has been designed from inception to support large scale Customers IAM requirements. It is proven, robust and designed to scale for all projects.

The Partner Handbook briefly examines use cases, deployment models and core features. Partners should also review the Product Description document for further product detail.

This document is very much a live document, and as our expansion across Europe gathers momentum, we will be updating frequently with additional information and partner feedback. Updates will be sent to all existing partners and the latest version of this document can be found in the Developer / Partner Portal.

## 2 THE CUSTOMER IDENTITY MANAGEMENT OPPORTUNITY

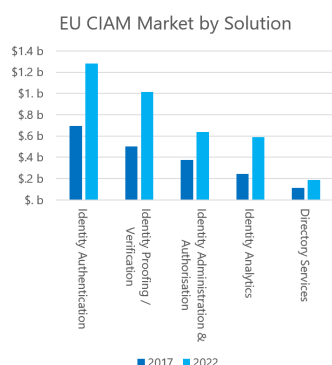
Customer identity management, often labelled as Customer IAM (CIAM), refers to the set of identity management solutions that help organisations to capture, validate, and authenticate b2b or b2c customer identities to deliver enhanced customer experience, privacy, security, and operational efficiency. It leverages customer identities to overcome the challenges beyond the scope of legacy enterprise IAM solutions. Customer IAM includes solutions such as directories, identity verification, identity authentication, identity analytics, and identity authorization.

Customer IAM is recognized by Analysts as a key growth market. According to Analysts from Markets&Markets in the “CIAM Market – Global Forecast to 2022 report”, the global CIAM market is worth \$14b today and is expected to grow to \$32b by 2022.

### EUROPEAN MARKET

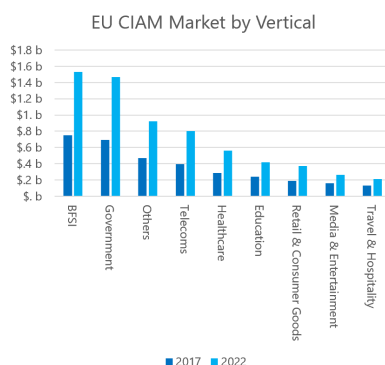
Ubisecure is unique in that the company is an EU focused CIAM solution provider with a strong emphasis on servicing clients through identity management APIs. The company was established in Finland in 2002 and has been a pioneer in developing technology, contributing to and supporting identity standards and deploying CIAM solutions in Europe. One of the company's differentiators is its expertise and experience within the EU identity ecosystem, and because the company is based in Europe, the physical availability of sales engineers, product managers and expert staff for European partners and customers.

The EU CIAM opportunity represents approximately 23%<sup>1</sup> of the current global market, growing at 15% CAGR from \$3.3b to \$6.5b. The EU market is split between Solutions and Services (managed services, professional services comprising consulting, training, support and maintenance). Ubisecure operates firmly in the Solutions market and provides limited services to the Services market. Ubisecure Partners operate in the Services market, some 40% of the total addressable EU market.

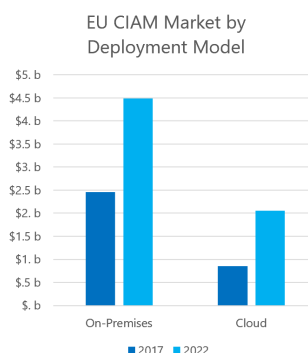


Ubisecure has focused on top three solutions – **Identity Authentication, Identity Proofing/Verification, Identity Administration & Authorisation**

Data Source: MarketsAndMarkets 2017 Customer IAM report



Ubisecure is generally horizontal but has strong proof points in top three verticals – **BFSI, Government, Telecoms**



Ubisecure offers both **On-Premise & Cloud** deployment model

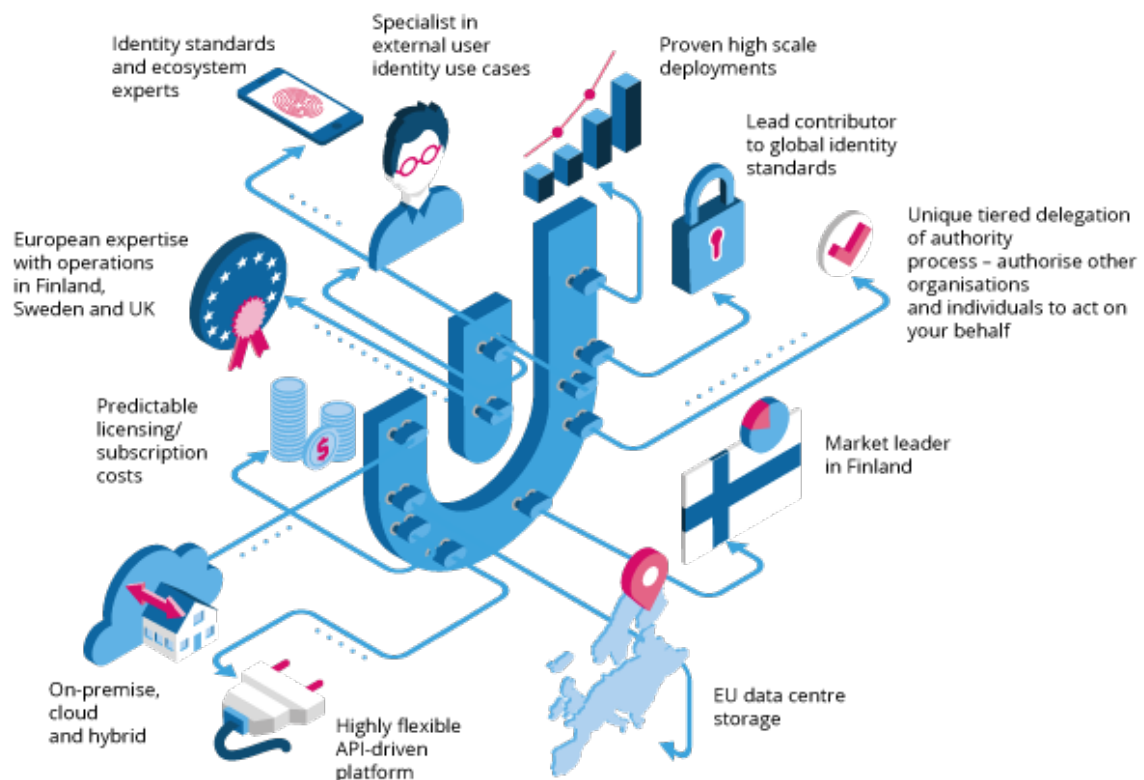
<sup>1</sup> Markets&Markets CIAM Market – Global Forecast to 2022 report

### 3 WHY UBISECURE

Ubisecure has been helping organisations implement effective digital identity management solutions since 2002. Originally founded in Helsinki, Finland and now with offices in the UK, Sweden, Germany, and the US, the goal has always been to simplify the complex identity and security challenges faced in today's digital environment.

The Nordics have long embraced the advantages of digital identity in both public and private sectors and Ubisecure's identity services are now in use in 20+ Nordic government organisations and many more private companies. Through our engagement in defining both public and private sector requirements, and through our success in delivering solutions via our Identity Platform, Ubisecure has built considerable expertise in the field of large-scale deployment and usage of digital identities.

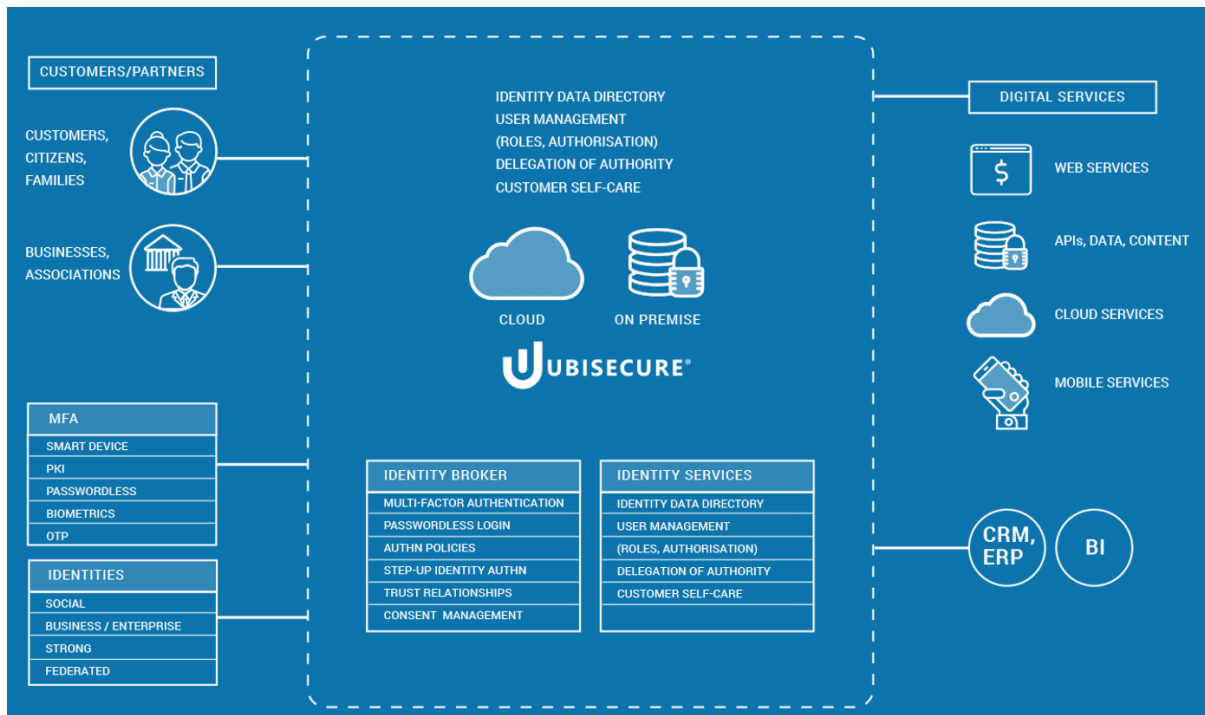
Ubisecure has a vision to simplify the automation of interactions through the precise understanding of the three key identity domains; individuals, organisations and things at varying strengths of authentication and levels of assurance and as a result supports dozens of digital identity use cases.



## 4 UBISECURE IDENTITY PLATFORM

This document is not intended to provide in depth product information – please review the Product Description for that purpose. However, from a top-level perspective, the UbiSecure Identity Platform is a powerful solution to connect customer digital identities with customer-facing SaaS and enterprise applications in the cloud and on-premise. The platform consists of productised Identity APIs and tooling to help connect and enrich strong identity profiles; manage identity usage, authorisation and progressive authentication policies; secure and consolidate identity, privacy and consent data; and streamline identity-based workflows and decision delegations.

Uniquely, UbiSecure's Identity Platform connects digital services and Identity Providers, such as social networks, mobile networks, banks and Governments, to allow Service Providers to use rich, verified identities to create frictionless login, registration and customer engagement while improving privacy and consent around personal data sharing to meet requirements such as GDPR and PSD2.



The UbiSecure Identity Platform is designed for complex, high scale customer use cases and supports most social IDs, business/professional IDs, as well as strong externally federated IDs.

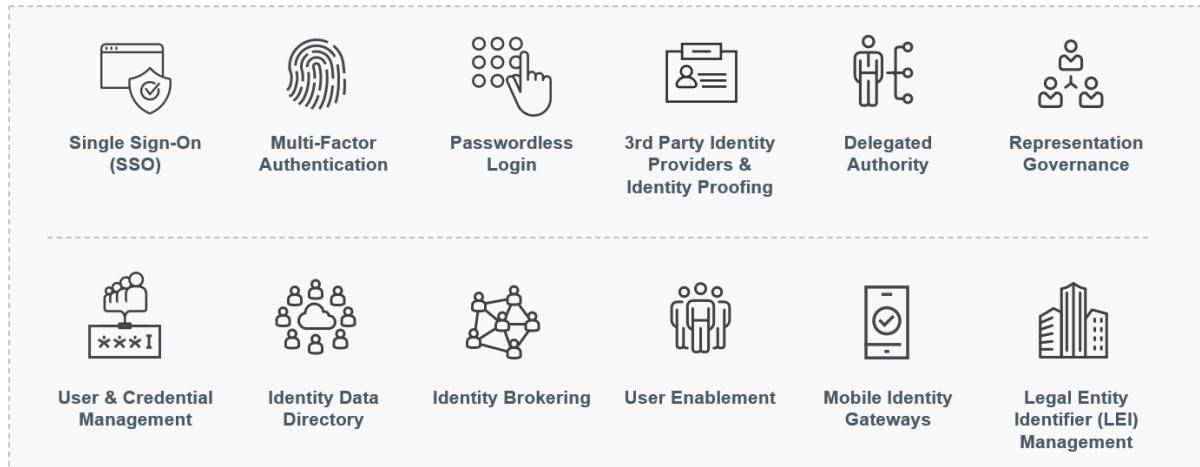
Typically, UbiSecure provides easy to deploy Customer IAM & Identity APIs, optimised for large scale b2b and b2c scenarios, that offers:

- **Easy integration** – complete Identity APIs and Toolkits
- **Fully productised** – developers can focus on building their applications
- **Rapidly deployable** – reduces application time to market
- **Proven, security best practices** – eliminates identity data exposure risk

Enterprises using the Identity Platform unlock the benefits of effective and secure identity management, including the reduction of customer friction, increasing engagement, reducing care costs and enabling new business models through digitalisation initiatives.

## COMMON USE CASES

The Ubisecure Identity Platform is extremely versatile and able to meet many business use cases. To aid Partners we have summarised a sample of the more frequently implemented use cases:



Comprehensive implementation details and case studies of the most common use cases are available to Partners on request and as part of the onboarding and ongoing training program.

## KEY BENEFITS OF THE UBISECURE IDENTITY PLATFORM

Like most IAM deployments, deployment of the Identity Platform will be driven by one or more the following benefit categories:



IAM programs usually begin with IT Administration driving the need for modern identity management capabilities. However, it is important to map the technical implementation to basic business benefits that can easily be communicated to CISO, COO and ultimately CFO. Ubisecure has considerable experience in building value-based use cases; please consult with your Account Manager for comparable case studies and white papers.

## DELIVERING BUSINESS VALUE

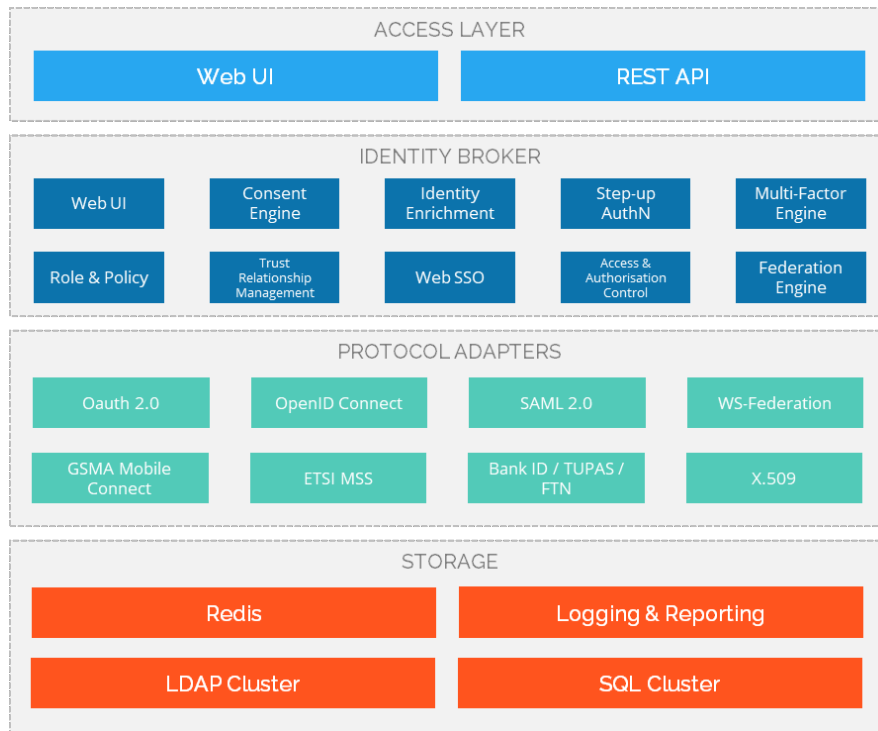
Typical organisation-wide business drivers for the use of the Identity Platform include:

BUSINESS DRIVER	PLATFORM CAPABILITIES
Reduce risk of customer/partner identity data breach	Single Sign-On (SSO), Access Management (MFA or Identity Provider authentication), good management of identity credentials, authentication method policy, and protection of identity data
Reduce identity credential attack surface and the expectation for customers/partners to maintain multiple credentials across multiple applications	Deploy external user facing SSO to give customers and partners a single identity for all connected applications and accounts
Improve user experience during initial registration and subsequent logins	SSO and use of connected Identity Providers such as social, professional, federated or national IDs to register, login and engage with applications
Reduce help desk costs associated with identity credential management	SSO reduces quantity of credentials. Self-service identity credential management (password reset etc.)
Reduce administration overhead of manual, or paper-based, delegation workflows	Deploy multi-tier electronic delegation of authority to replace manual workflows
Avoid GDPR and privacy related fines and negative press	Utilise consent management capabilities to maintain privacy and data consent compliance requirements
Reduce attack surface for identity directories	Minimise identity data silos and consolidate and normalise data in secure directory(s)
Get applications to market faster and give your customers and partners a secure, better experience	'Buy in' identity standard and security expertise through Platform APIs. Utilise pre-configured IAM templates in IDaaS (Identity-as-a-Service) product to focus developer time and reduce application time to market, and reduce risk of breach due to a poorly implemented identity management system
Replace legacy IAM solutions with an IAM programme that meets external user needs and volume	Scale IAM services to external user levels (customers, partners, contractors). API-first approach embeds standards-based identity management directly into applications
Become an Identity Provider (IdP) (banks, telcos, enterprises maintaining identity data pools)	Provide full identity lifecycle services, externally federate identities for third party service providers to use as authentication methods



## TECHNOLOGY ARCHITECTURE

The Ubisecure Identity Platform is a world class Identity API first platform that can be deployed on-premise or in the cloud, or as an IDaaS solution. It is underpinned by a robust, scalable technology architecture with 15+ years of operational evolution, refinement and optimization.



## UBISECURE VALUE PROPOSITION

The capabilities and flexibility of the Ubisecure Identity Platform allow it to solve identity use cases ranging from basic CIAM to large scale nationwide identity management challenges. Core value propositions include:

### Deployment flexibility

- Ubisecure Identity Platform capabilities may be deployed in the cloud or on-premise, or may be deployed as an IDaaS (Identity-as-a-Service) solution.

### API first approach

- Ubisecure Identity APIs become deeply embedded in large scale solutions to form critical identity layer in the API driven economy. Approach supports 3rd party analytics, AI and other technologies to avoid data silos and lock-in.

### Identity Broker

- Supports dozens of 3rd party identities (social, professional, banks, mobile) to simplify registration, login.

### Consent Management Engine

- Privacy/consent control for GDPR compliance. "Without Customer IAM it will be impossible to meet GDPR compliance."<sup>2</sup>

### Customer IAM focus and mature architecture

- Laser focused, not targeting the crowded Enterprise IAM market and designed for large scale b2b and b2c use cases.
- 15+ years of operational evolution, refinement and optimization.

### Longevity in identity ecosystem

<sup>2</sup> Ubisecure Customer & Partner Survey - <https://www.ubisecure.com/about/resources/ubisecure-ciam-survey-2017/>

- 15+ years of local EU regulation and EU identity ecosystem and standards expertise.
- Complexity of EU identity ecosystem and regulation provides barriers to entry for new competition.

**Subscription Licensing**

- Ubisecure offers subscription based licensing for Cloud deployments as well as subscription or perpetual licensing for on-premise.

**Partner-Centric Model**

- Delivers excellent ROI on deployments and fuels repeat and incremental business.

## Customer IAM vs Enterprise IAM

**Customer IAM must:**

1. **Scale to customer (millions), not employee (thousands) levels through both architecture and self-service model (no impact to IT support desk)**
2. **Provide a frictionless and consistent user experience - users can't be forced to learn like employees**
3. **Operate as an bi-directional extension to the CRM**
4. **Support consumer privacy needs like GDPR, PSD2**

## DEPLOYMENT FLEXIBILITY

Partners can deploy the Ubisecure Identity Platform in their cloud of choice or on-premise. Deployment flexibility allows Partners to meet customer's specific demands, or their own geo-location initiatives.

- IDaaS: Identity-as-a-Service (public/shared cloud)
- Identity Cloud: Platform-as-a-Service (private cloud)
- Identity Server: Software components for on-premises deployment

UBISECURE IDENTITY PLATFORM		
IDaaS	IDENTITY CLOUD	IDENTITY SERVER
Software-as-a-Service	Platform-as-a-Service	On-Premise
Applications	Applications	Applications
Data	Data	Data
Runtime	Runtime	Runtime
Middleware	Middleware	Middleware
O/S	O/S	O/S
Virtualisation	Virtualisation	Virtualisation
Servers	Servers	Servers
Storage	Storage	Storage
Networking	Networking	Networking
EXTERNALLY MANAGED		INTERNALLY MANAGED

## Identity Server

The Identity Server is deployed as on-premise software. Customers may host the software deployment within their own colocation, within a cloud environment they contract for, or elect to work with a Ubisecure partner to have a fully managed hardware and software deployment.

## Identity Cloud

The Identity Cloud offers all the functionality of Ubisecure Identity Platform software, but is deployed on a dedicated (private cloud) Amazon Web Service (AWS) instance. All of the features and functionality found in the Identity Platform are available within the Identity Cloud. If you require a complete managed service solution, Ubisecure will direct you to one of our qualified partners for the 24x7 management of your deployment.

## Identity-as-a-Service (IDaaS)

IDaaS is a Software-as-a-Service offering (referred to by Gartner as a “SaaS-delivered IAM”) that incorporates the core functionality of the Identity Platform in a well-defined configuration, and deployed as a managed service. IDaaS offers Single Sign-On, Multi-Factor Authentication, and connections to IdPs. Being a managed service, IDaaS helps organisations utilise the Identity Platform without the need to host infrastructure.

## EXAMPLE FUNCTIONALITY

### INVITE USERS

### FLEXIBLE REGISTRATION FLOWS

### SELF-SERVICE FUNCTIONS

### PASSWORD RESET

### BRANDED LOGIN AND BRING YOUR OWN ID

### AUTHORIZATION / MANDATES

## FUNCTIONALITY SUMMARY

Impact Area	Technical Feature	
Customer Experience	Differentiator	Simplified or automated customer/organisation registration conversion and improved retention
	CIAM Focused	
		Single Sign-On (SSO) across all connected services
	CIAM Focused	Federation and business networks
		Social login and Bring Your Own Identity for quick

		Omni-channel experience
	CIAM Focused	Branding support
		Consistent user experience support
<b>Regulation</b>	Differentiator	Interstitial support for consent collection of identity data for GDPR
		Centralised access, modification / review, transfer and deletion of PII
	CIAM Focused	Centralised policies for control of identity attribute release
	CIAM Focused	Strong Customer Authentication
<b>Operational Efficiency</b>	Differentiator CIAM Focused	Tiered delegated administration – allow customers to manage their users themselves
	CIAM Focused	Empowering your customer through self-service identity management <ul style="list-style-type: none"> <li>Identity profile and consent management</li> <li>Self-cleansing of CRM data</li> <li>Data verification policy and rules</li> <li>Authentication method management</li> </ul>
	Differentiator CIAM Focused	Tiered delegated administration – allow customers to manage their users themselves
		CRM integration/linking – IAM database master of identities, CRM master of contract information
		APIs & application integration
		Extensive SSO support for existing cloud applications
	CIAM Focused	Scalable storage of identity / data (CustomerID)
		Out of the box and customisable workflows
		Streamlined reporting and support for 3rd party Business Intelligence integration
		Provisioning through any ESB
<b>Security &amp; Privacy</b>	Differentiator	Identity Broker Engine – aggregate attributes from various sources
	Differentiator	On-premise capability in EU
	CIAM Focused	Multi-factor authentication (MFA)
	CIAM Focused	Step-up identity sources and step-up MFA
		Password policy & recovery/reset
		The basic credentials (e-mail, phone number) verification
		Centralised authorization policy management
		Flexible authorisation policies per service
		Role based access control and attribute based access control
		Consent Management Engine
		Extensive standards support
		Privacy by Design
	CIAM Focused	Pseudo-anonymization for user protection

## INDUSTRY GROUP ACTIVITY

Organisation	Contributions & Involvement Areas
 IETF®	<ul style="list-style-type: none"> <li>• OAuth 2.0</li> <li>• Token Binding</li> </ul>
 Kantara Initiative	<ul style="list-style-type: none"> <li>• Consent &amp; Information Sharing Work Group (CISWG)</li> <li>• eGovernment Working Group (Co-chair)</li> <li>• Following actively other groups (FIWG, IDoT etc)</li> </ul>
 GSMA Mobile Connect Vendor Forum	<ul style="list-style-type: none"> <li>• Mobile Connect Accelerator Program</li> </ul>
 OpenID Foundation	<ul style="list-style-type: none"> <li>• OpenID Connect</li> <li>• MODRNA WG - OpenID Connect profile for MNOs; Mobile Connect server-initiated authentication, transaction authorization, and account migration</li> <li>• FAPI (Open Banking UK)</li> </ul>
 Open Identity Exchange	<ul style="list-style-type: none"> <li>• Group attendance and participation</li> </ul>
 W3c.org	<ul style="list-style-type: none"> <li>• Web Authentication (FIDO)</li> </ul>
 Finnish Trust Network Steering Group & SSO Subgroup	<ul style="list-style-type: none"> <li>• Group attendance and participation</li> </ul>
 Finnish Information Security Cluster	<ul style="list-style-type: none"> <li>• Group attendance and participation</li> </ul>
 Finnish Industrial Internet Forum	<ul style="list-style-type: none"> <li>• Group attendance and participation</li> </ul>
 MyData Alliance	<ul style="list-style-type: none"> <li>• Group attendance and participation</li> </ul>
 Global LEI Foundation	<ul style="list-style-type: none"> <li>• Ubisecure is an accredited issuer of Legal Entity Identifiers</li> </ul>

## 5 PARTNER LEVELS

Ubisecure works with the identity ecosystem's most innovative, skilled, and respected specialists to solve our customer's identity related issues and meet project requirements. Ubisecure works actively with Partners to achieve commercial and technical goals. The Partner Program is built around the following set of principles:

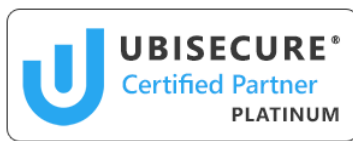
- The partner company is recognised as a key player in its field.
- There are mutual benefits from the Partnership.
- The partner company has recognised and proven business digitalisation competence and expertise.

To meet the principles, Ubisecure supports three levels of Partner category:



Partner has Digitalisation, Identity Management, API, Customer IAM competence (certified through the IAM Academy) that allows it to provide recommendations, specifications, deliver and implement Identity Management solutions based on Ubisecure's products and services

Partner offers products or services with integrations using Ubisecure technology



As per Certified Partners but restricted to key strategic Ubisecure partners



Partner and Ubisecure collaborate to develop enhanced value products and take to market through co-marketing, co-selling or reselling

Partners will be provided with the appropriate partner badge by their dedicated Partner Manager, or by their marketing sponsor. For questions contact [marketing@ubisecure.com](mailto:marketing@ubisecure.com).

## PROGRAM BENEFITS

		Certified Partner	Certified Platinum Partner	Technology Partner
<b>Commercial</b>	Dedicated Partner Manager	X	X	X
	Executive Sponsorship of Partnership		X	X
	Partner discounts / bonus program	X	X	
	Executive Quarterly Technical Partnership Activity	X	X	X
	Attendance at release demo events	X	X	
	Free IAM Academy attendance	X	X	X
	Supported commercial & technical engagement on Opportunities	X	X	X
	Access to Pilot program for qualifying opportunities		X	
	Templates for Product selection & qualification questions	X	X	
	Templates for RFP responses	X	X	
	Offer/Proposal Templates	X	X	
	Executive Quarterly Sales and Marketing Meetup		X	X
	Executive Quarterly Leadership Meetup		X	X
	Ownership of Support & Maintenance		X	

<b>Marketing</b>	Direct opportunity demand generation / lead sharing		X	
	Access to marketing resources & collateral library	X	X	X
	Opportunity registration benefits – lead fencing and additional discounts		X	X
	License to use Ubisecure branding	X	X	X
	Partner Newsletter	X	X	X
	Co-authored blogs & syndication of partner blog	X	X	X
	Co-authored white papers, case studies, success stories	X	X	X
	Co-authored press releases & editorial	X	X	X
	Co-presented Webinars & speaking engagements	X	X	X
	Joint presence at Events, joint lead-gen programs	X	X	X
	Partner Logo & Certificate	X	X	X
	Technical Product Documentation	X	X	X
<b>Technical</b>	Demos and examples (generic)	X	X	
	Demos and examples (live, Webex, customer specific)	X	X	
	Access to Developer portal & extranet	X	X	X
	Access to Demo environments		x	X

## PROGRAM REQUIREMENTS

Participation at each partner level is subject to meeting all mandatory training and accreditation requirements, and achieving agreed business plan activities and joint revenue targets during each one (1) year term of the partner agreement.

	<b>Certified Partners &amp; Certified Platinum Partner</b>	<b>Technology Partner</b>
<b>Agreed Business Plan &amp; Joint Revenue Targets</b>	Yes	Optional
<b>IAM Academy Graduates</b>	Minimum 2	Optional
<b>Quarterly Business Reviews</b>	Yes	Yes
<b>Implementation, Vision &amp; Guidance, Technology Leadership</b>	<ul style="list-style-type: none"> <li>• The Partner is recognized as a key player in its field.</li> <li>• The Partner has recognized and proven digitalization and IAM competence and expertise</li> <li>• The Partner has competence that allows it to consult, provide guidance, deliver and implement IAM solutions based on Ubisecure's IAM products and services.</li> <li>• The Partner wants to stay up-to-date with IAM market and Ubisecure products and services and therefore benefits from the information and the content provided as part of the Partner Program</li> <li>• The Partner has competence that allows it to provide and deliver 1st level support services for Ubisecure's IAM products and services.</li> <li>• The Partner has proven competence by receiving an IAM Academy certification</li> </ul>	<ul style="list-style-type: none"> <li>• The Partner is recognized as a key player in its field.</li> <li>• The Technology partner company and Ubisecure have implemented and provide the products to market through co-marketing, co-selling or reselling</li> </ul>

## USE OF UBISECURE TRADEMARKS & BRANDING

Partners are provided with a Partner badge to display on website, email signature, event collateral etc. Partners may also use Ubisecure trademarks to promote Ubisecure products and services. Partners must adhere to the Ubisecure Brand Guidelines which can be found in

the Partner Portal or the About Us section of the [www.ubisecure.com](http://www.ubisecure.com) website. If in doubt, always contact [marketing@ubisecure.com](mailto:marketing@ubisecure.com) for marketing support.

## 6 PARTNER ENGAGEMENT MODEL & BUSINESS PLANNING

The Partner Program enables our partners to build an attractive revenue stream from our partner-first market approach. This means we primarily engage indirectly to avoid direct channel conflict in opportunities.

Ubisecure's partner-first model means that Partners are enabled to resell Ubisecure licenses & subscriptions in addition to their own services. The partner typically contracts directly with the customer at prices determined by the Partner. Ubisecure provides partners with discounts or commissions negotiated as part of the Partner Agreement. Partners should stay within agreed discount levels or pre-approved discounts, however if non-standard discounts are required to successfully win business, the partner should contact their Partner Manager to collaborate on possible options.

New Partners are provided with additional support and assistance in setting up the practices and processes set out in this handbook and ensuring the necessary competence exists within the organisation. Partners also benefit from Ubisecure sales assistance in building initial pipeline. The engagement model typically follows a standard division of duty and responsibility:

	Partner	Ubisecure
<b>Prospecting Lead-gen, opportunity nurture</b>	X	Initially in new territories, ongoing opportunity discovery for Certified Partners
<b>Response to RFI, RFQ</b>	X	
<b>Sales Support for Partner</b>		X
<b>Management of Sales Process</b>	X	
<b>Platform product development</b>		X
<b>Product definitions and documentation</b>		X
<b>IAM and product training for Partner</b>		X
<b>Delivery contracts</b>	X	
<b>Delivery projects</b>	X	
<b>Solution specification</b>	X	
<b>System Integration (AuthN, e-services, backend)</b>	X	
<b>Tier-1 Support</b>	X	
<b>Tier-2 Support &amp; Tier-3 Support</b>		X
<b>Online support content</b>		X

## SALES PROCESS

### Stage 1: Marketing Ready Leads

- Joint marketing efforts, lead nurturing processes
- Webinars etc
- Mailing, Blogs, Social, Press releases, Events, etc
- Outbound calling campaigns (setting meetings) – selectively / regionally available

### Stage 2: Sales Ready Leads

- F2f meetings, conference calls, online meeting with Customers arranged by Partner and supported by Ubisecure

### Stage 3: Opportunities

- F2f meetings, conference calls, online meeting with Customers arranged by Partner and supported by Ubisecure
- Sales support by Ubisecure (Ubisecure Sales Engineering team)
- Online Sales support by Ubisecure (Ubisecure Sales team; Ubisecure Sales Engineering team)



**Stage 4: Proposals**

- Preparing and submission of proposals to Customers by Partner
- Sales support by Ubisecure (Ubisecure Sales Engineering team)
- Online Sales support by Ubisecure (Ubisecure Sales team; Ubisecure Sales Engineering team)

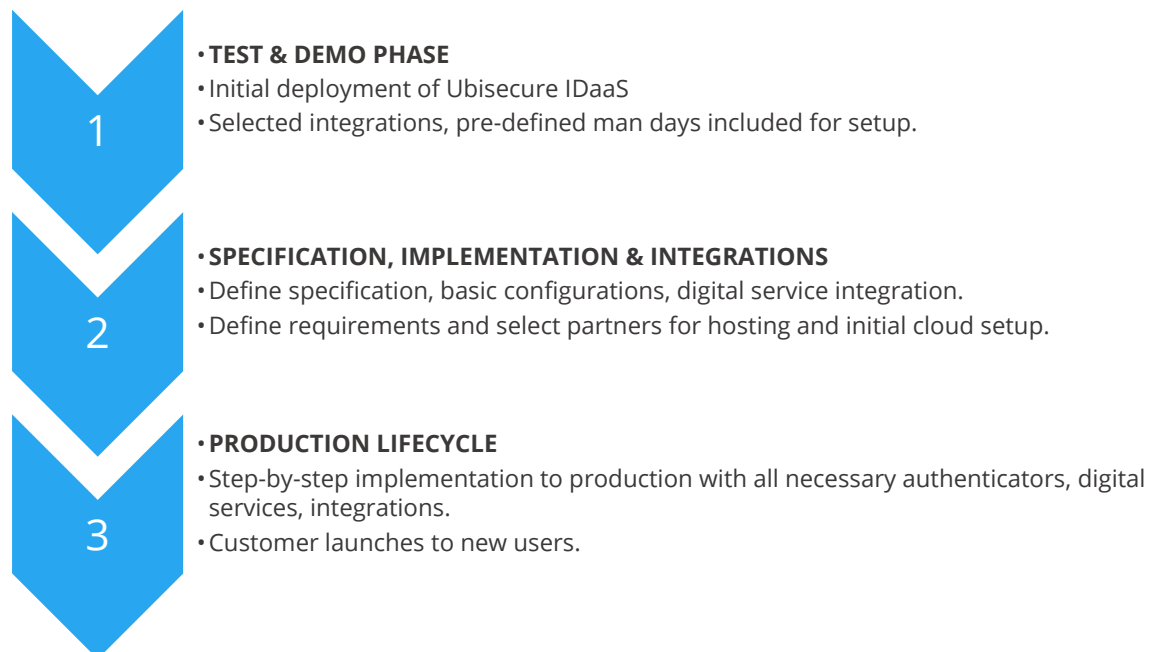
**Stage 5: Contract Process**

- Define and execute Agreements

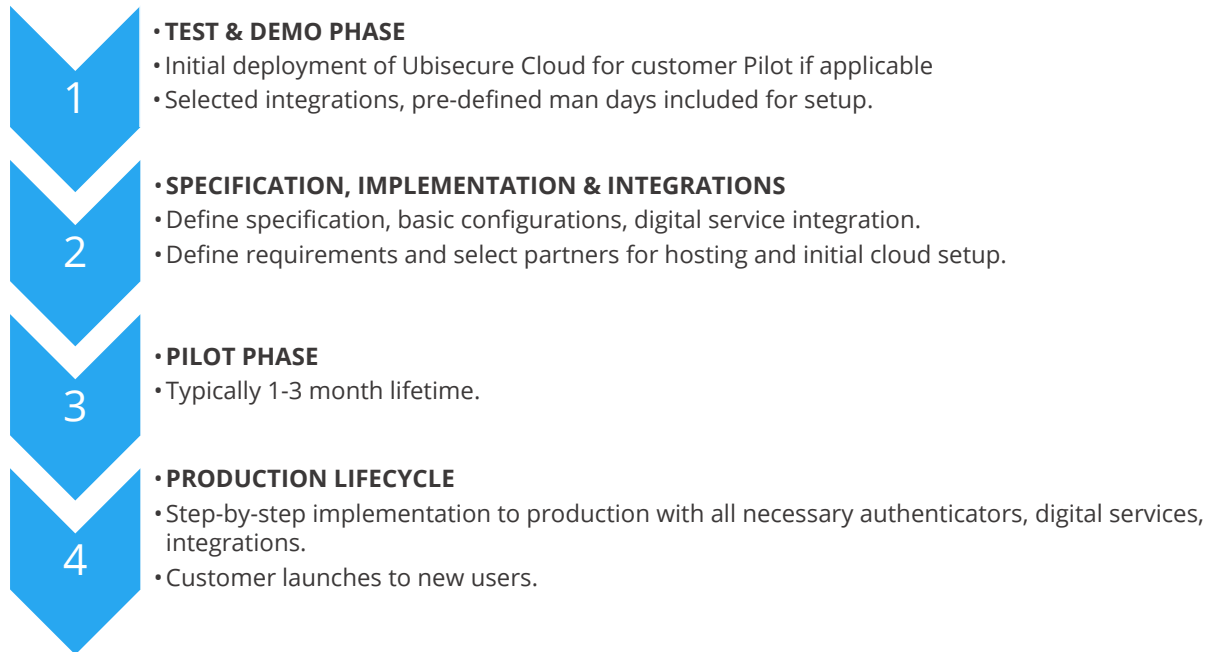
**REQUESTS FOR NON-STANDARD DISCOUNTS**

Partners must submit requests to their Partner Manager for additional or non-standard discount relief. The Ubisecure Deal Desk will review each request objectively but cannot guarantee acceptance for every application.

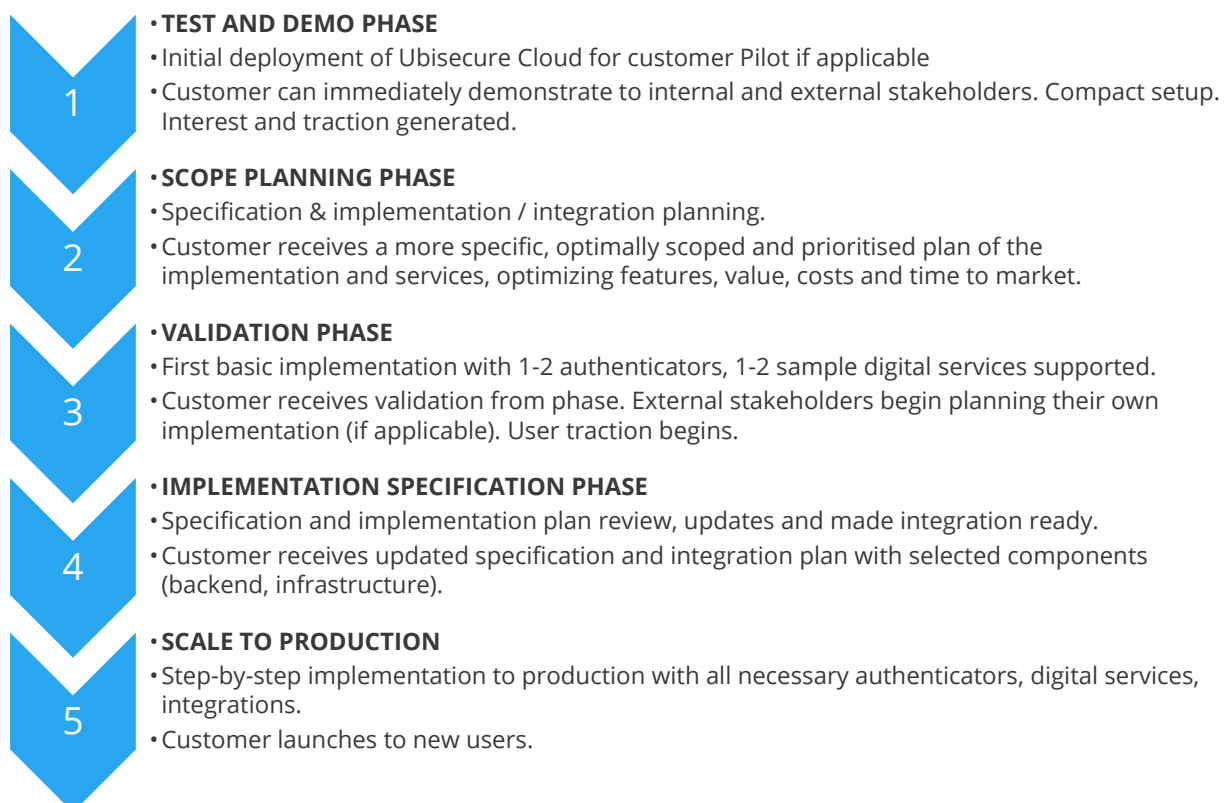
1. **Partner Name**
2. **Opportunity Name**
3. **Account Name**
4. **Competitive Situation**
5. **Request Rationale**

**7 DELIVERY & DEPLOYMENT PROCESS**
**UBISECURE IDAAS**


## UBISECURE IDENTITY CLOUD



## UBISECURE IDENTITY SERVER



## 8 DEVELOPER/PARTNER PORTAL

The screenshot shows the Ubisecure Developer/Partner Portal Knowledge Base. The main content area is titled 'Release notes - SSO' for 'Identity Server 8.2 / SSO'. It includes an 'Overview' section, 'System Requirements' (hardware and system), 'Supported Operating Systems', and 'Supported Browsers'. A 'Browse by topic' section is also visible on the left.

Ubisecure Partners will have access to the Developer/Partner Portal where they can access training resources, documentation, downloads, patches, the latest product news and advice, event news and invitations and more. The Developer/Partner Portal provides resources to support the entire sales lifecycle.

- Supporting Partners in RFI/RFQ processes (Sales)
- Supporting Partners in Configuration Issues (Implementations, Planning, Design, Delivery projects, Installations)
- Supporting Partners in Operation of Ubisecure based solutions (Operations)

Developer/Partner Portal access: <https://www.ubisecure.com/developers>

Product documentation and downloads: <https://developer.ubisecure.com/docs/>

Knowledge base: <https://developer.ubisecure.com/docs/display/KNB/Knowledge+Base>

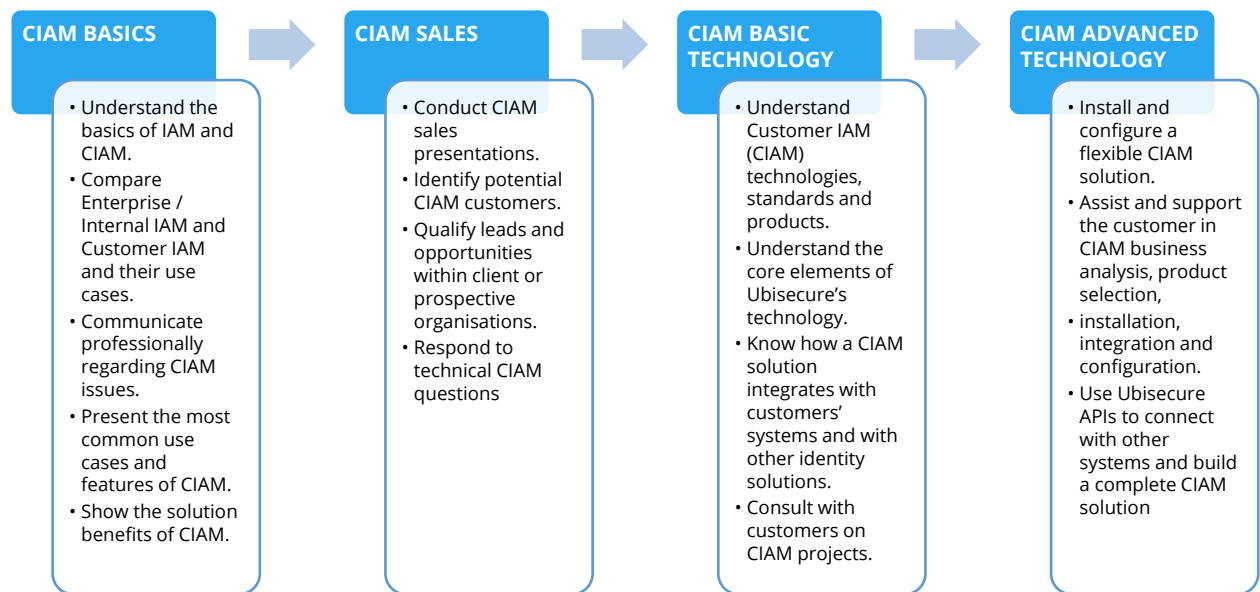
The Knowledge Base provides how-to articles, troubleshooting, configuration examples & best practices:

## 9 IAM ACADEMY - TRAINING & ACCREDITATION

Ubisecure IAM Academy is a training program for Ubisecure Partners and Customers and covers the subject of IAM with industry leading depth and width. The goal of the IAM Academy is to provide our Partners with the market and technology understanding, skill and vision to provide their customers with excellent insight, service and satisfaction. IAM Academy has trained over 200 IT professionals to become true IAM experts. Ubisecure Partners are required to maintain the defined number of trained staff as per their Partner classification. IAM Academy features:

- Twice a year classroom training, Spring and Autumn – locations in the Nordics and UK
- Online courses (under development)
- Training sessions covering the basics, business and technical aspects of IAM
- Certification and accreditation
- Constantly updated content to reflect the latest technology and business environment changes

## IAM ACADEMY THEMES & COMPETENCE CREATION



Individuals who graduate from the IAM Academy are competent in:

- Excellence in Identity & Access Management
- Understanding and leveraging information about IAM standards, technology and business models
- Building successful IAM business stories and well-functional technical architectures
- Building professional IAM networks
- Taking Ubisecure products and solutions available to market

Last of all, IAM Academy graduates naturally increase their professional skills to act as professional IT consultant.

## COURSES

### IAM Basics:

Ability to conduct IAM sales presentations. Ability to communicate professionally regarding IAM issues. How to present most common use-cases and features. How to show solution benefits. Ability to understand and follow the steps of the IAM sales process.

### Technical Consultant

#### *IAM Sales Support:*

Ability to create bid deliverables for the IAM sales process. Ability to respond to technical IAM questions Ability to operate independently as a sales partner. How to make a sales offer.

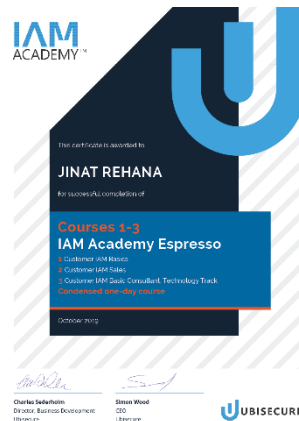
### Sales Professional

#### *IAM Consultant:*

Ability to understand IAM technologies, standards and products. Ability to consult with customers on IAM projects.

*IAM Advanced Consultant:*

Ability to install and configure a flexible IAM solution. Ability to assist and support the customer in IAM business analysis, product selection, installation, integration and configuration.



## IAM ACADEMY CERTIFICATION & ACCREDITATION

Ubisecure provides certification to recognise accredited individuals who have demonstrated the necessary skills and competency to advise, design, deploy and support Ubisecure Customer IAM solutions.

## 10 TECHNICAL SUPPORT & MAINTENANCE

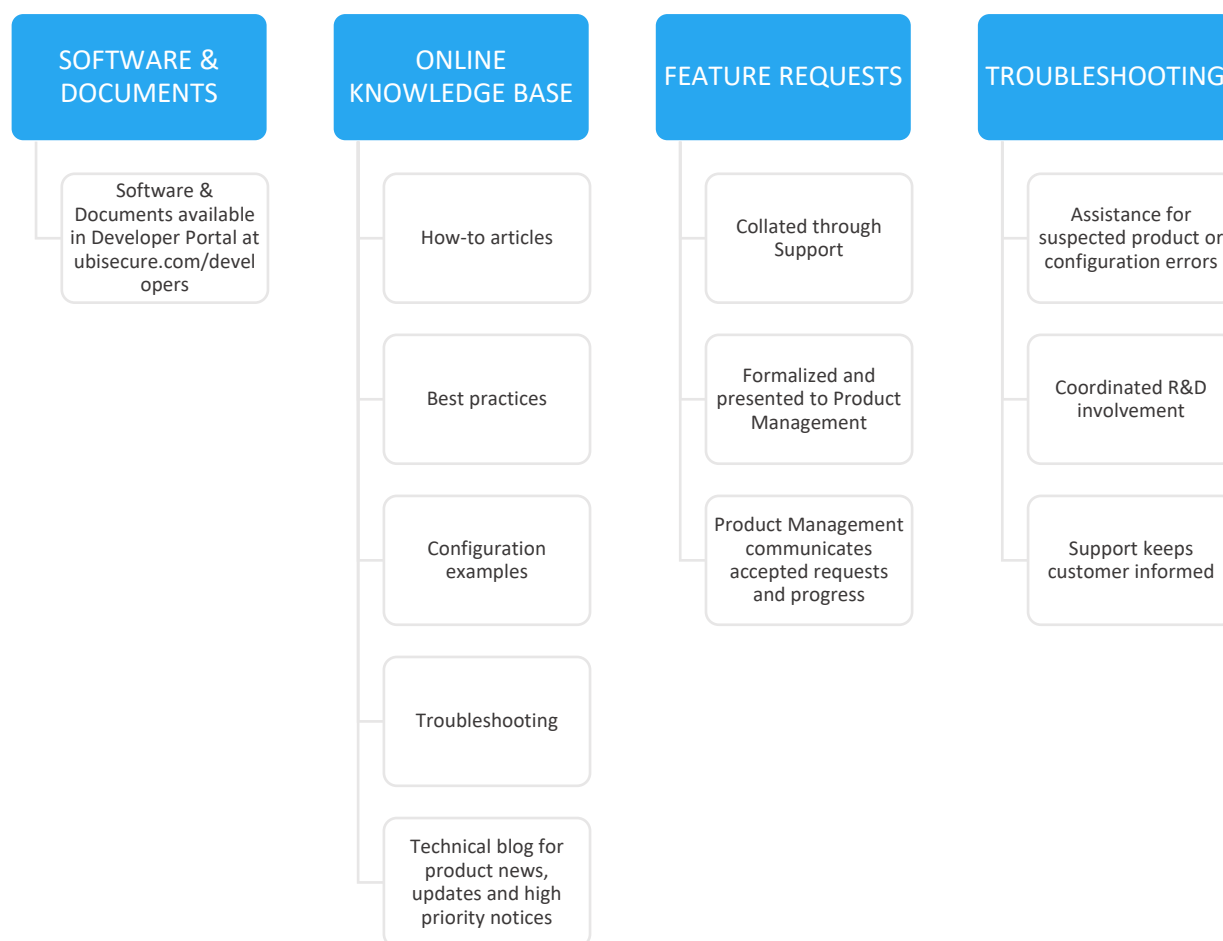
Ubisecure is committed to providing support for Ubisecure's Identity and Access Management products on a global basis. The Technical Support organisation is based in the same location as the Development organisation, ensuring direct collaboration resolving issues as needed.

The Ubisecure Partner acts as the first level support (Tier 1) contact towards customers and Ubisecure provides second and third level support (Tier 2 and Tier 3).

Ubisecure Identity Server will be updated with two major releases per year. If critical vulnerabilities are detected, a new release will be available as soon as possible, out of normal release cycle. Partners receive full documentation on updates prior to availability.

Refer to your Partner Agreement for detailed support terms.

## SUPPORT SERVICES



## SUPPORT LEVELS

### STANDARD

- The standard level of support (default)



#### Standard Level

Service hours: weekdays 9:00 – 17:00 (UTC +02:00)  
Support work free of charge included per month, unless agreed otherwise: 4 hours / month

### EXTENDED 24/7

During activated Period

- Activated periods of extended support available 24/7



#### Extended 24/7 during Activated Period

Enables the possibility to activate periods of extended support 24/7

- Each active period of extended support 24/7 is
  - Activated at least 5 business days beforehand
  - Minimum 1 day
- During an active period of extended support 24/7 a specialist is either
  - On standby waiting for a support request or
  - Solving a support request

## 11 EVENTS



### GLOBAL EVENTS

Global Events are annual event for Ubisecure Partners, Customers, prospects and identity ecosystem stakeholders. The global event is held in Helsinki and covers IAM topical subjects such as trends, customer case studies, best practices and at least one keynote from an internationally recognized identity expert. Attendees hear and learn the latest about Customer IAM developments and have the opportunity to meet product management, sales engineers, developers and Partner Managers.

All Partners are invited to Global Events free of charge.

### LOCAL EVENTS

Local Events take the highlights of the Global event on the road to major European cities each quarter. Digital Identity stakeholders have the opportunity to learn, discuss challenges and trends and network with fellow ecosystem participants.

### EVENT CO-OPERATION

Ubisecure encourages co-operation for organized events – both virtual and real world. Examples of event co-operation could include:

- Seminars by Ubisecure & Partner with joint lead generation efforts
- Joint presence in tradeshow and lead sharing
- Co-written proposals for Call for papers / speakers or Awards

Examples of historical successful event co-operation includes:

- European Identity and Cloud Conference 2015, Award for the best B2B project together
- Global Mobile Awards finalist in the Mobile World Congress in the category of Identity and Authentication

## FURTHER RESOURCES

Recommended reading:

- [Ubisecure Identity Platform – independent analyst report from KuppingerCole, April 2019](#)
- [Case Study: how the Finnish government uses Ubisecure's Identity Platform for nationwide authentication & delegation of authority](#)
- [Build vs Buy: Finding the Right Approach to Customer IAM \(CIAM\)](#)

Find links to latest free resources to help with your digital identity projects here: [www.ubisecure.com/about/resources](http://www.ubisecure.com/about/resources)

Find out what Ubisecure is discussing right now on our blog: [www.ubisecure.com/blog](http://www.ubisecure.com/blog)

View the list of certified Ubisecure partners and technical alliances at: [www.ubisecure.com/partner-directory](http://www.ubisecure.com/partner-directory)

## CONTACT UBISECURE

To discuss identity projects or to be taken through a demo of the Identity Platform, get in touch:

UK: +44 1273 957 613

Finland: +358 46 712 1100

Sweden: +46 70 603 34 83

Germany: +49 89 20190980

[sales@ubisecure.com](mailto:sales@ubisecure.com)

### Follow us:

Website: [www.ubisecure.com](http://www.ubisecure.com)

LinkedIn: [/company/ubisecure/](https://company.ubisecure/)

Twitter: [@Ubisecure](https://twitter.com/Ubisecure)

© Ubisecure, all rights reserved. Ubisecure & RapidLEI are registered trademarks ® of Ubisecure Holdings Ltd.