



# Go Farther Partner Program: Reseller + Referral

# Go farther with Verimatrix.

Become a reseller or referral partner with us to protect your customers and build your business.

# Our Digital World is Expanding Rapidly

More video, more apps, accessed on more connected devices

**\$73B**

GLOBAL OTT MARKET  
BY 2023\*

**7M+**

APPS ON  
GOOGLE PLAY &  
APPLE APP STORE

**3X**

CONNECTED DEVICES  
THAN PEOPLE BY 2023

# Digital Experiences Have No Boundaries

All of those digital experiences are at risk – security matters more than ever

**\$12.5B**

LOST REVENUE FROM  
VIDEO PIRACY BY 2024\*

**75%**

OF APPS  
ARE UNPROTECTED

**94%**

EXPERTS PREDICT ELEVATED  
SECURITY THREATS ON  
5G NETWORKS\*

Verimatrix protects digital content, applications, code, and devices with intuitive, people-centered and frictionless security.



**325+** employees across  
**12 global offices**



**1100+** customers in  
**120 countries**



Protects **500M+** clients across devices  
**Secures more set-top boxes** than any another content security firm  
**Trusted** by leading studios, broadcasters, fintech, streaming & more



“Unambiguous momentum leader in content security.”<sup>2</sup>



**20+**  
years of security innovation



Pioneer of studio-compliant video software security



**99%**  
Customer Satisfaction<sup>1</sup>

# We put you first.

We've been a pioneer working with our partners to drive business and serve customers since company inception.

Let's work together to secure the digital experiences of today and tomorrow.

**30%+**

BUSINESS FROM  
PARTNERS

**1<sup>st</sup>**

CONTENT SECURITY  
VENDOR WITH A  
PARTNER PROGRAM

# Go farther with Verimatrix.

**Build and grow  
your business**

Protect your  
solutions and  
customers

Access advanced  
support & partner  
benefits

# Our Customers/Go Farther Partners

Verimatrix serves over 1,100 customers/partners across 120 countries, including some of the world's most admired brands.





# Case Study: Trektel



## Partner Profile

A technology integrator based in Miami, Trektel specializes in supporting telco and media operators in the Caribbean and Latin American markets. They have been a Verimatrix partner since 2013.

**6 Headends**

**7.5M+ Lic**

In business with  
Verimatrix

## Highlights

- Supported Millicom, a global telecom and media company, with state-of-the-art VCAS content protection
- Helped deploying VCAS for IPTV, DVB, and OTT throughout LatAm markets (6 headends)
- 2 Fully-Certified hands-on engineers and an additional one in process for 2021
- Trektel's support team manages and controls the deployment of DVB licenses for all Millicom headends

## Impact

- Growth/year avg approx. 25%-30%...
- Over 8 countries and 7.5M DVB devices in LATAM

**“ Trektel-Verimatrix partnership is based on always responding to market demands and finding solutions for our final customer”**  
- Angel Barrios, Trektel GM

# Integration

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## Save time and money with pre-integrated security

Verimatrix is deeply integrated with the leading standards and technologies, enabling you to create complete, effective solutions in a fraction of the time

- **Analytics partners**
- **Set top box partners**
- **Chipset partners**
- **Video processing headend vendors**
- **Middleware and SMS vendors**
- **OTT application partners**

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# Verimatrix Safeguards An Unprotected World

## Video Content

Live Stream

Broadcast



## Internet of Things

Connected Devices

Keyless Entry



## Application & Software

Healthcare

Financial Services



# Portfolio: Content Protection

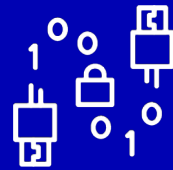
Protect and maximize the value of your content everywhere



VCAS



Multi-DRM



Embedded DRM



Content  
Monetizer



Streamkeeper



Watermarking

- Protect your valuable content to increase revenue.
- Get to market faster.
- Design your ideal solution.
- Scale easily to new users and services.
- Manage subscriber access while winning new customers.

# Portfolio: Application Shielding

Secure your software and transactions across devices



Code Shield



Key Shield



App Shield



Mobile Payment

- Shield your business from loss and exposure.
- Integrate with your current development practices.
- Provide a compelling customer experience.
- Deploy intelligent and adaptive protection.
- Keep your customers safe.

# Leadership

**Winner of**  
**over 30 awards**  
**for product & technical innovation**

# Customer Support Excellence

Winner of multiple awards for customer service and technical support



99%

CUSTOMER  
SATISFACTION



**THE STEVIE® AWARDS**  
The World's Premier Business Award Competitions



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# Compelling Partner Experience

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**Flexible,**  
comprehensive  
partner program



**Engaged,**  
Collaborative  
global team



**Targeted**  
partner  
resources



# Engaged, Collaborative Global Team

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## **Commitment**

We commit to helping you to get the sale – and make your customer happy

## **Global Reach**

Our sales staff spans every region and major market

## **Expert Support**

Sales, pre-sales, and award-winning tech support available in your time zone, in your language

# Go Farther Partner Resources

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Get the resources you need to make an impact



## Sales Training

Learn how to reach customers, pitch, and close deals



## Technical Training

Understand how to use and embed Verimatrix solutions



## Partner Portal

Connect with key people and information in an intuitive portal



## Co-Marketing

Access co-marketing events and programs

# Go Farther Partner Programs: Content Protection

How will you engage with your customer?

	TYPE	PARTNER PROFILE	REQUIREMENTS	BENEFITS
<b>SUBSCRIPTION CLOUD WHITE LABEL/RESELLER</b>	<b>White Label</b>	<ul style="list-style-type: none"> <li>• Provide end-to-end, managed service for customers</li> <li>• Access VMX cloud directly</li> </ul>	<ul style="list-style-type: none"> <li>• Master agreement in place</li> <li>• No training requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Cumulative volume pricing</li> <li>• VMX offers all support levels to Partner</li> </ul>
	<b>Subscription Reseller</b>	<ul style="list-style-type: none"> <li>• Resell VMX to end customer</li> <li>• Customer accesses VMX cloud</li> </ul>	<ul style="list-style-type: none"> <li>• Subscription reseller agreement</li> <li>• End customer signs ToS</li> <li>• No training requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Cumulative volume pricing</li> <li>• VMX provides all support levels to reseller's end customer</li> <li>• Reseller can open tickets for customer</li> </ul>
<b>PERPETUAL ON-PREMISE RESELLER</b>	<b>Level 1 Reseller</b>	<ul style="list-style-type: none"> <li>• Resell on-premise solutions</li> <li>• Provide L1 support</li> </ul>	<ul style="list-style-type: none"> <li>• Perpetual on-prem resale agreement</li> <li>• 2 employees: online training</li> </ul>	<ul style="list-style-type: none"> <li>• Cumulative volume pricing &amp; discounts</li> <li>• VMX provides L2 &amp; L3 support</li> </ul>
	<b>Level 2 Reseller</b>	<ul style="list-style-type: none"> <li>• Resell on-premise solutions</li> <li>• Provide L1 &amp; L2 support</li> </ul>	<ul style="list-style-type: none"> <li>• Perpetual on-prem resale agreement</li> <li>• 2 employees: online and virtual hands-on training</li> </ul>	<ul style="list-style-type: none"> <li>• Cumulative volume pricing &amp; additional discounts</li> <li>• VMX provides L3 support</li> </ul>
<b>REFERRAL</b>	<b>Referral</b>	<ul style="list-style-type: none"> <li>• Refer potential leads to VMX</li> </ul>	<ul style="list-style-type: none"> <li>• Referral agreement</li> </ul>	<ul style="list-style-type: none"> <li>• Referral fee for each successful deal</li> </ul>

# Go Farther Partner Programs: Application Shielding

How will you engage with your customer?

	TYPE	PROFILE	REQUIREMENTS	BENEFITS
<b>RESELLER</b>	<b>Code Shield (CS)</b>	<ul style="list-style-type: none"><li>Resell CS &amp; KS solutions</li><li>Reseller provides L1 support</li></ul>	<ul style="list-style-type: none"><li>Requires DDLA agreement</li><li>1 employee: online training</li></ul>	<ul style="list-style-type: none"><li>Volume pricing applied on individual customer basis with discounts off list price</li><li>VMX provides L2 support</li></ul>
	<b>Key Shield (KS)</b>			
<b>REFERRAL</b>	<b>Referrer (CS-KS-AS)</b> AS = App Shield	<ul style="list-style-type: none"><li>Partner refers potential opportunities to VMX</li></ul>	<ul style="list-style-type: none"><li>Referral agreement</li></ul>	<ul style="list-style-type: none"><li>Referral fee for each successful deal</li></ul>

# Go farther with Verimatrix.

Discover what you can accomplish today.



Apply at  
[verimatrix.com/partners](https://verimatrix.com/partners)



Call us at  
1-858-677-7800



Email us at  
[jsamsel@verimatrix.com](mailto:jsamsel@verimatrix.com)