

# Security Awareness as a Growth Driver—with TreeSolution to a Strong Partner Offering

**Partner Program for IT Service Companies: your expert for security awareness—now a revenue driver for your portfolio.**



**Successful together:** As a TreeSolution partner, you expand your security offering with human risk management that is scientifically founded, proven in practice, and measurably effective. Since 2005, we have been anchoring information security in corporate cultures.

Trusted in use by, among others:

**Helsana**

**BACHOFEN**

 **EUMETSAT**

 **MAINZER**  
STADTWERKE

 **Stadt Biel**  
Ville de Bienne

## Our services:

- ✓ **Security Awareness Strategy:** Awareness Success Elevator
- ✓ **Security Awareness Culture Measurement:** Security Awareness Radar®
- ✓ **Trainings:** TreeSolution Academy, Cyber Security Learning Journey
- ✓ **Additional Services:** Phishing, webinars, seminars, SaaS – consulting

## Your key benefits as a partner:

- ✓ **Differentiation:** Holistic security solution (people and technology).
- ✓ **New line of business:** Human risk as the perfect complement to technical services).
- ✓ **Predictable revenues:** 25% partner discount, 10% on referrals, or pay-per-use with margin.
- ✓ **Fast implementation:** Efficient rollout through preconfigured content, optional hosting, and direct implementation support, either together with you or fully managed by us for the customer.
- ✓ **Stable operation:** Technical support, continuous content updates.
- ✓ **Sales support:** Demos, materials, joint webinars and workshops.



**Manufacturer of flavors and fragrances:** Our awareness campaigns were praised by the board and made a real difference – an inspiring format for the future.

**Swiss insurance company:** Thanks to TreeSolution, we were able to systematically expand our awareness measures, optimize planning by topics and target groups, and even exceed our objectives for further developing our information security culture.

**European company in the infrastructure and energy sector:** The Security Awareness Radar® helps us to better position cyber security and to determine the maturity level of our employees.





# Partnership models—Flexible and lucrative

## Reseller

- ✓ 25% partner discount on the training platform
- ✓ You invoice end customers for the services

## Pay-per-Use (semi-annually)

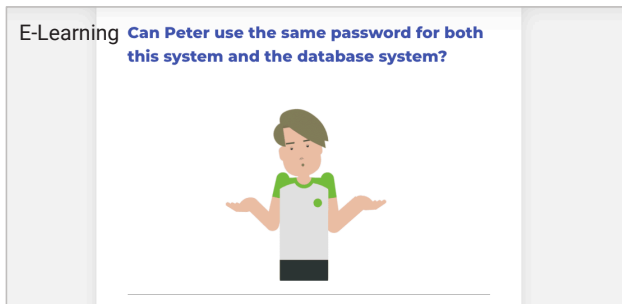
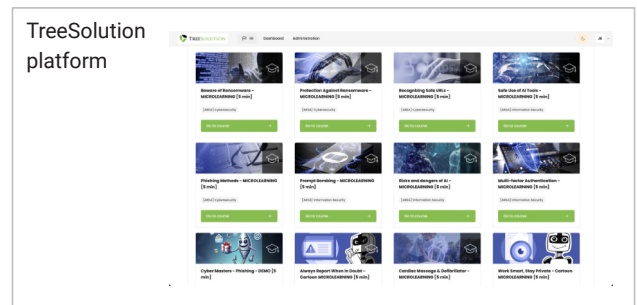
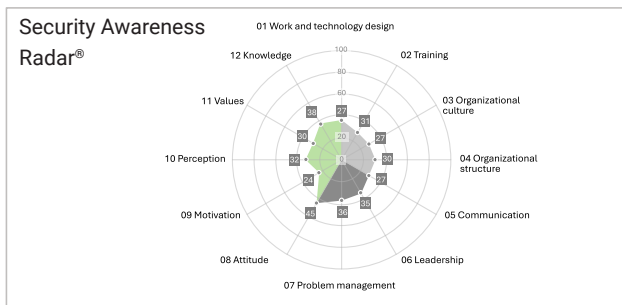
- ✓ Billing based on active users/modules; transparent reports
- ✓ Flexible scaling, attractive resale margin

## Referral

- ✓ 10% commission on net revenue on all products and services for successful referrals to TreeSolution

# Products & case studies

Simple and low-risk portfolio expansion without your own investment in implementation.



## Awareness Success Elevator—the strategy

- ✓ **What it's about:** Assessing maturity, defining target state, roadmap with KPIs
- ✓ **Outcome:** Prioritized measures, clear responsibilities, robust budget arguments
- ✓ **Ideal for:** Customers without a consistent awareness architecture
- ✓ **Partner role:** Referral or co-selling in customer projects
- ✓ **Case study:**
  - Initial situation: Industrial company with multiple sites, no unified approach
  - Implementation: 4-week analysis, target picture, action plan, maturity level
  - Result: Governance defined, annual campaign established; follow-on: SAR and/or training platform





## Security Awareness Radar®—the culture measurement

- ✓ **Online Edition:** Shortened questionnaire, automated reports, internal/external benchmarking
- ✓ **Business/Enterprise services:** Workshops, in-depth analyses, commented insights, action planning
- ✓ **Benefits:** Evidence-based decisions, progress measurement, proof of return on investment
- ✓ **Partner roles:**
  - Direct sales (25% discount) or referral (10% on net revenue)
  - Upsell-services: 10% commission when TreeSolution delivers the services
- ✓ **Case study:**
  - Initial situation: Financial services provider with annual awareness activities, unclear impact
  - Implementation: SAR with departmental segmentation, management workshop
  - Result: Priorities identified; +18% culture score in 12 months



## TreeSolution Platform—the training academy

- ✓ **Content:** 290+ modules (e-learnings 8–15 min, microlearnings 4–5 min), videos, quizzes, posters, info sheets, campaign assets)
- ✓ **Technology:** SCORM for customer LMS or TreeSolution Learning Center (SSO, user synchronization)
- ✓ **Benefits:** Regular engagement, high acceptance, fast implementation
- ✓ **Partner roles:**
  - Resale with 25% discount or pay-per-use
  - Referral with 10% commission on net revenue
  - Add-ons: Corporate design adaptation, custom content
- ✓ **Case study:**
  - Initial situation: 1,200 employees in the healthcare sector, unstructured awareness efforts
  - Implementation: Academy rollout with MFA/phishing/mobile security, monthly microlearning
  - Result: Phishing misclick rate reduced by 35% within 6 months; 82% course completion rate



## Campaigns & phishing (managed)

- ✓ **Campaigns:** Multimedia, recurring, target-group-specific including templates for communication
- ✓ **Phishing simulations:** Realistic, fully analyzable
- ✓ **Reporting:** Clear metrics for security, compliance, and management
- ✓ **Partner benefits:** Recurring services and revenue with clear added value



**Become a partner—demo and partner-fit analysis in 45 minutes**

