



# 2024

## API Alliances Partner Guide

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# Thank you for being an integral part of the **Traceable mission.**

Dear Valued Partners,

Over the years, Traceable has embarked on a mission to revolutionize API security, driven by the rapid evolution of digital landscapes and the escalating complexities in safeguarding vital digital assets. Our journey, fueled by dedication and innovation, has been significantly enriched and made possible by your unwavering support and collaboration.

In an era where APIs have become the backbone of digital business, the importance of robust API security can't be overstated. We've witnessed a surge in API-related threats, leading to substantial business and reputational risks. Traceable was founded to address these challenges head-on, and together with partners like you, we're making a tangible difference.

Our API security solutions, built on cutting-edge technology and in-depth expertise, are not just about safeguarding systems; they are about empowering businesses to thrive in a secure, digital-first world. Our commitment to excellence has always been unwavering, but our success is not ours alone — it's a shared triumph with each of you, our valued partners.

As we look ahead, the digital landscape will continue to evolve, and so will the sophistication of threats. However, with these challenges come immense opportunities. Through our partnership, we have the unique ability to not only anticipate these changes but to lead the charge in API security innovation.

I want to take a moment to thank you sincerely for your trust and collaboration. Your insights, feedback, and engagement have been instrumental in shaping our solution and strategies. As we continue to grow, our commitment to you, our partners, remains a top priority. We're excited to embark on the next phase of this journey with you, fostering an environment of mutual growth, innovation, and success.

I invite you to continue this journey with us, as we usher in a new era of digital safety and excellence. Your partnership is invaluable, and together, I am confident that we will continue to achieve remarkable milestones.

To our continued success,

**Jyoti Bansal**  
CEO



# Intelligent API Security at Enterprise Scale

Welcome to the forefront of API security. At Traceable, we're committed to discovering, testing, and securing all APIs.

Our focus is on minimizing business risk and protecting your API-dependent operations in this digital era.

# 5

## Goals of API Security

Traceable is committed to comprehensive API security through five core goals: cataloging every API, minimizing attack surfaces, safeguarding sensitive data, responding to incidents proactively, and enabling secure digital transformation. These goals form the cornerstone of our strategy, ensuring robust protection and support for businesses in the evolving digital landscape.

### Discover

Discover and catalog every API, no matter where it lives.

### Minimize Risk

Minimize risk and decrease the overall API attack surface.

### Eliminate

Eliminate unauthorized access to sensitive data traversing APIs.

### Prevent

Prevent and respond to every API incident and threat.

### Enable

Enable the business for secure digital transformation.

# By the Numbers...

## The Case for API Security

**74%**

Had at least 3  
API-related  
breaches

**88%**

Use more than  
2500 cloud  
applications

**61%**

Anticipate that  
API risk will  
increase

**58%**

State that APIs expand  
the attack surface

These figures not only underscore the heightened threat landscape but also highlight the necessity for robust API security solutions.

Through this data-driven perspective, Traceable aims to empower our partners with a clear understanding of the market dynamics, driving home the critical need for our cutting-edge API security solutions.

# Competitive Landscape

## Why Traceable?

### Staying Ahead in a Competitive Market

In the dynamic world of API security, Traceable emerges as a leader amidst formidable competitors. We distinguish ourselves by offering a more comprehensive suite of solutions and a deeper understanding of modern API security challenges. Our platform competes effectively against notable industry players like NoName Security and Salt Security in Discovery & Runtime Protection, and stands strong alongside 42Crunch and APISec in API Security Testing.



**Traceable differentiates itself with unmatched deployment flexibility, a comprehensive API Security Data Lake, and advanced capabilities in data disclosure, fraud, and bot protection. Our enterprise-scale solutions are designed for breadth and depth, offering the most advanced API security on the market.**

# The Traceable Platform

## Features and Benefits



### API Discovery and Posture Management

Traceable's platform automatically and continuously catalogs every API within your organization, ensuring a complete inventory that includes all API types - from internal to third-party, and shadow to rogue APIs. This process spans across various environments, including on-premise, cloud, and in-code components. Our platform provides a detailed security posture analysis for each API, assessing vulnerabilities and risks, enabling your team to focus on the most critical areas for protection.



### Attack Detection and Threat Hunting

We empower your SOC teams and threat hunters with a comprehensive set of security and data flow analytics to identify, assess, and mitigate API security threats. Traceable's platform highlights potential API-targeted breaches, ransomware, abuse, or data exfiltration through detailed analysis of user-attributed transactions, request-response sequences, and API data flows. This capability is vital for proactive threat hunting and illuminating hidden risks.



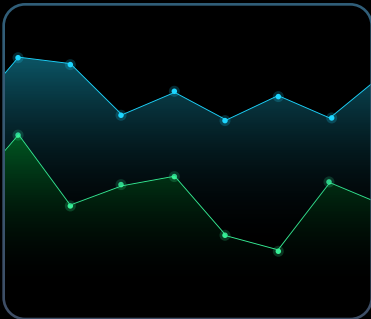
# The Traceable Platform

## Features and Benefits



### Attack Protection

Traceable's contextual analysis of API activity, integrated with user actions and data flows, enables automatic detection and blocking of both known and unknown API attacks, including business logic abuse and sensitive data exfiltration. Our platform leverages advanced technologies such as graph ML and behavior profiling for comprehensive attack detection, offering a layered defense against a broad spectrum of threats.



### API Security Testing

Our platform empowers your teams to proactively assess and mitigate risks in APIs, using real context from active API traffic. Traceable's context-aware testing approach identifies vulnerabilities during the QA and security testing processes, enabling early remediation. With extensive security context and operational data, Traceable ensures that APIs are secure and robust against vulnerabilities before deployment.

# Traceable Supports the Most Deployment Options

API visibility and security require several deployment models to support a broad base of infrastructure options. No matter where you have APIs, Traceable can be deployed to analyze and secure them.

## Traceable has more deployment options than any other vendor.

Traceable collects data via CDN, cloud provider, and on-premise traffic mirroring, via API gateways such as Mulesoft and Kong, with integrations to proxies, load balancers, and service mesh systems, as well as via eBPF or within the code itself via Traceable language modules.

These broad deployment capabilities provide visibility into external, internal, 3rd party, and partner APIs. No matter where your APIs live, Traceable finds them.

# Traceable Supports the Most Deployment Options

## Demonstrated Excellence Across Diverse Industries

At Traceable, our impact is vividly demonstrated through a diverse array of successful partnerships, including numerous Fortune 500 organizations, spanning multiple industries. This showcases our capability to meet and exceed the complex security needs of varied sectors.

## Fortune 100 Financial Services Organizations

Our solutions have established a strong presence in the Financial Services sector, where security and compliance are critical. Traceable is trusted by some of the Fortune 100 financial services organizations to safeguard their API infrastructures, showcasing our expertise in meeting the intricate requirements of financial regulations and data protection.

## Healthcare: A Testament to Trust

In Healthcare, a domain where data sensitivity and privacy are critical, organizations like the Top 10 healthcare companies, have entrusted their API security to Traceable. Our platform ensures the

protection of sensitive patient and compliance with rigorous healthcare standards, demonstrating our commitment to robust and reliable security solutions.

## A Broad Spectrum of Industries

Beyond these, our reach extends to Fintech, B2B/B2C Software, Insurance, Retail, Telecommunications, and Hospitality. Each industry presents unique challenges and specific API security needs, and Traceable's platform adapts and excels in each context. From protecting consumer data in retail to securing communications in telecommunications, our adaptability and expertise are consistently proven.

## Partnering for a Secure Future

Our success stories across these verticals are not just cases of security implementation but are partnerships in true sense. We work closely with our clients, understanding their specific needs, and tailor our solutions to ensure their APIs are not only secure but also efficient and compliant with industry standards. Traceable is more than a security provider; we are a partner in digital transformation and security excellence.

# Traceable API Alliance Partner Program

## Overview

The Traceable API Alliances Program is an extensive group of security's top Solution Providers, Cloud Services Providers, Global Systems Integrators, Technology Companies, and Managed Service Providers. Together we help the world's largest enterprises elevate their API security in today's cloud-first, API-driven world. With our network of partners globally, we help our mutual customers secure their growing API ecosystem, protecting their most critical and sensitive data.

The Traceable API Alliances Partner Program provides partners with the necessary resources, tools, support, and enablement required to ensure the success of our mutual customers. At Traceable we know that our success is tied to the success of our partners and joint customers. The Traceable API Alliances Partner Program makes sure it is tied to your success as well.

The Traceable API Alliances Partner Program requirements and benefits are aligned across three tiers - Authorized, Preferred, and Elite - allowing you to advance within the program and unlock new benefits as your success with Traceable grows. The entire Traceable team is here to support you throughout this process.





## Requirements

Requirements	Elite	Preferred	Authorized
Signed contract/agreement	✓	✓	✓
Traceable Promotion on Partner Website	✓	✓	
Minimum Revenue Commitment	✓	✓	
Joint Business Planning + Review	✓	Eligible	
Assigned Partner Executive	✓		
Sales Certification	✓	✓	
Technical Certification	✓	✓	
Marketing Resource	Named	✓	
Marketing Commitment/Activity	✓	✓	
Joint Customer Success Stories	2	1	

## Signed Contract/Agreement

To become an official partner, prospective partners must sign our NDA and maintain a current partner or reseller agreement directly with Traceable. These agreements will renew on an annual basis until one or both parties agree to terminate the agreement.

## Traceable Promotion on Partner Website

Traceable requests that partner companies promote Traceable on their company websites and will provide the partner with a Traceable logo and company description.

## Revenue

Traceable has associated revenue targets for our partners based upon your tier in our Channel program. For Elite and Preferred partners, a marketing resource will be available to assist in planning and implementing marketing campaigns, programs and demand generation activities to assist in achieving your targets.

## Joint Business Planning

Elite partners are required to complete a joint business plan and marketing plan with their assigned Channel Account Manager (CAM) and Partner Marketing Manager (PMM) in order to drive awareness and demand. Plans will be utilized during business reviews. These meetings should include a review of current relationship standing, an update of go-to-market strategies, and revenue goals for the upcoming three/six months. Elite partners are expected to participate in Quarterly Business Reviews.

## Assigned Partner Executive

Elite partners are required to assign and name an executive sponsor that will represent leadership on the partner's behalf.

## Certification

Based on the partner's size, Elite and Preferred partner's business plan will include target goals for the number of sales and technical individuals required for certification. These goals and milestones will be evaluated during business review meetings. All partners will have access to sales and technical certifications for Traceable products via the API Alliances partner portal.

## Marketing Resources

Elite and Preferred partners will have access to a named marketing resource at Traceable, and are also required to provide a named marketing resource that will plan and implement marketing campaigns, programs, and demand generation on the partners behalf. The partner must also include a go-to-market plan within their business plan. All partners will have access to self-service marketing tools via the Traceable API Alliances partner portal.

## Joint Customer Success Stories

To highlight successful outcomes, partners are required to produce customer success stories. Advancing to higher tiers requires a minimum number of stories each year. Annual targets are noted in the above table.

## Benefits

Requirements	Elite	Preferred	Authorized
<b>General</b>			
Partner Portal Access	✓	✓	✓
Listing on Traceable Partner Pages	✓	✓	
Joint Business Planning	✓	Eligible	
<b>Financial</b>			
Reseller Margins	✓	✓	✓
Access to Marketing Funds	✓	Eligible	
<b>Sales</b>			
Sales Resources	✓	✓	✓
Deal Registration	✓	✓	
Account Management	✓	✓	
Customer Demos	✓	✓	
<b>Marketing</b>			
Partner Marketing Manager	Named	✓	
Self-Service Marketing Materials	✓	✓	✓
Lead Sharing	✓		
Joint Press Release	✓	Eligible	
Co-hosted Customer Workshops	✓		
<b>Enablement   Training + Certification</b>			
Sales Training + Certification	✓	✓	✓
Technical Training + Certification	✓	✓	✓
<b>Technical</b>			
Technical Resources	Named	✓	
Demo Program	✓	✓	On-demand
Sales + Pre-sales Enablement Webinars	✓	✓	✓

## General

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### Partner Portal Access

All partners with a current agreement in place have access to the Traceable API Alliances partner portal, where you can register deals, participate in on-demand training, track your progress through the program, collaborate with the Traceable team, and access a wide variety of support resources including support and enablement, NFR licenses, and marketing tools.

### Listing on Traceable Partner Pages

Elite and Preferred partners will be listed on the Traceable.ai website in our partner directory. The listing will include the partner logo, and a link to the partner's website.

### Joint Business Planning

Elite and Preferred partners who are required to complete a business plan will receive planning assistance from the assigned Account Manager and Marketing Manager

## Financial

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### Reseller Margins

All partners with a current reseller agreement are eligible for reseller discounts as defined by the terms of your agreement. For details regarding your reseller discounts, contact your CAM.

### Access to Marketing Funds

Elite partners may access marketing funding which may be used for pre-defined and pre-approved partner development activities such as field events, demand generation, content syndication/creation, etc.



## Sales

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### Sales Resources

All sales resources intended to help our partners sell Traceable products and solutions (e.g. product information, videos, deployment guides, etc.), will be available via the API Alliances partner portal.

### Deal Registration

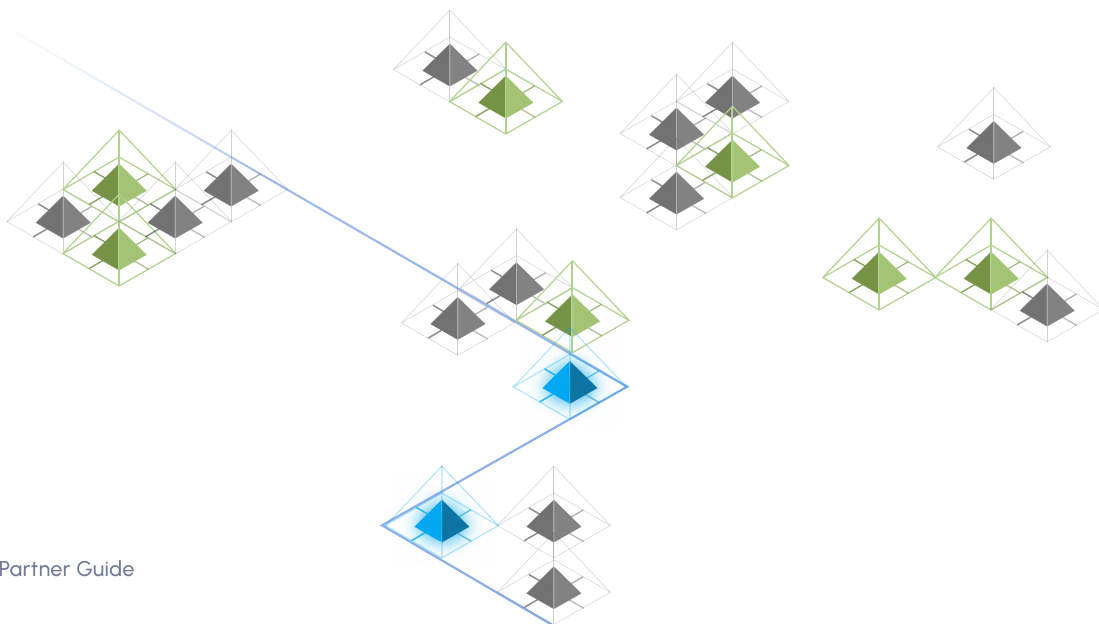
All partners with a current reseller agreement are eligible to receive deal preference by registering deals through the Traceable API Alliances partner portal.

### Account Management

Elite and Preferred partners are assigned a Channel Account Manager (CAM), who will collaborate with you to create a joint business plan to build your book of business with Ping. All qualified partners will have access to key contact information via the Traceable API Alliances partner portal.

### Customer Demos

Elite and Preferred partners can reach out to their Traceable channel SE for demos support. Pre-recorded customer demos are also available via the Traceable API Alliances partner portal.



## Marketing

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### **Partner Marketing Manager**

Elite and preferred partners have access to a partner marketing resource to support co-marketing activities, create a joint marketing plan, and execute agreed upon tactics. This marketing manager will work closely with your CAM to drive demand, create pipeline with expressed goals, and build awareness about joint offerings.

### **Self-Service Marketing Materials**

Traceable-branded and co-brandable marketing collateral and assets are available via the Traceable API Alliances partner portal.

### **Lead Sharing**

Elite partners will be eligible to receive prospect leads from Traceable, pending marketing plan and demand gen activities.

### **Joint Press Release**

Traceable will issue a press release, which may be released with the partner, for all Elite partners.

### **Co-hosted Customer Workshops**

Elite partners are invited to co-host customer workshops featuring Traceable's API platform. Traceable will provide technical workshop and Executive overview hosts/content. Partners are expected to participate in providing a venue, any activities, and driving attendance.

## Enablement | Training + Certification

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### **Sales and Technical Training + Certification**

Traceable offers on-demand sales and technical training and certification through the API Alliances partner portal at no cost. These certifications are used to determine partner program tiers for the following year.

## Technical

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### Technical Resources

All partners have access to technical assets, such as product data sheets, via the content library on the API Alliances partner portal.



### Traceable Demo Program

Elite and Preferred partners will have access to NFR licenses for internal training and demonstration at no additional charge, as well as access to EBCs, custom labs, etc. All partners can access canned demos and support through the partner portal. You can request an NFR license and other support through your Channel SE.

### Sales + Pre-sales Enablement Webinars

All partners are invited to regular enablement webinars for product updates, messaging, promotions, etc. Details will be sent via email and available in the API Alliances partner portal. Recorded sessions will be available on-demand within 2 business days in the portal.

## Key Resources

-  Already a partner? Begin your onboarding journey in the [Traceable API Alliances Portal](#)
-  Have questions about the program or want to learn more about becoming a Traceable API Alliances partner?  
Contact [partners@traceable.ai](mailto:partners@traceable.ai)

# About Traceable

Traceable is the industry's leading API Security company that helps organizations achieve API protection in a cloud-first, API-driven world. With an API Data Lake at the core of the platform, Traceable is the only intelligent and context-aware solution that powers complete API security – security posture management, threat protection and threat management across the entire Software Development Lifecycle – enabling organizations to minimize risk and maximize the value that APIs bring to their customers.

To learn more about how API security can help your business, [book a demo](#) with a security expert.

[www.traceable.ai](https://www.traceable.ai)

