

# Harmonic Amplify: VAR and Distributor Program



## About the program

The Harmonic Amplify Program is focused on building a network of high-quality solution providers and value-added resellers (VAR) capable of delivering and supporting these world-class GenAI security solutions.

Together, we will build a long-term profitable partnership uniquely positioned to deliver world-class GenAI security solutions, secure new business and develop revenue opportunities.

## Partnering with Harmonic

When you work with Harmonic you're working with the first-to-market leader in GenAI Usage and Control. Harmonic provides the only solution that gives organizations the required controls to confidently adopt AI.

As an Harmonic Amplify member, you can differentiate your organization as a leader and innovator for organizations looking to securely adopt AI.

- Become a select partner in a fast growing, high-margin business
- Differentiate against your competition by offering the best-in-class GenAI security solution
- Amplify revenues with access to sales and technical experts with a proven product market fit.
- Collaborate on marketing programs with experts in driving revenue for the GenAI Security market

## Why Partner



### Fast-Growing Market

Become a select partner in a fast growing, high-margin business



### Enable AI Adoption in Customers

Differentiate against your competition by offering the best-in-class GenAI



### Access to Experts

Accelerate revenues with access to sales and technical experts with a proven product market fit.



### Marketing Program Support

Collaborate on marketing programs with experts in driving revenue for the GenAI Security market

## Program Overview

Harmonic is committed to providing superior solutions, clear market differentiation, and sustainable revenue opportunities for its partners. Program elements and requirements vary based on the commitments and delivery capabilities of different partners. Harmonic Amplify offers two levels of participation and commitment to suit the business models and priorities of partners.

Harmonic **Amplify Associate** members are organizations committed to delivering superior GenAI security solutions. Harmonic Amplify Associate partners have a strong industry background in information security as well as working knowledge of Harmonic's GenAI Security solutions.

Harmonic **Amplify Premier** members are organizations that have proven success in implementing and maintaining Harmonic's GenAI Security solutions. Harmonic Amplify Premier partners have broad information security industry background as well as deep expertise specifically in selling and supporting Harmonic GenAI Security solutions. They also maintain Harmonic-certified technical resources on staff.

## Program Requirements

Program Requirements	Associate	Premier
Formal Contract /Agreement	✓	✓
Sales representatives trained on Harmonic solutions	Min 2 for each Harmonic product line sold	Min 4 for each Harmonic product line sold
Certified technical staff	Recommended	Min 2 for each Harmonic product line sold
Revenue Commitment	Recommended	✓
Joint business planning	Recommended	✓
Sales pipeline review	Recommended	✓

## Sales and Marketing Enablement

Sales and Marketing Enablement	Associate	Premier
Pre-Sales Support	✓	✓
Deal registration incentives	✓	✓
Participation in SPIFFs & incentives	By invitation	✓
Harmonic renewals	✓	✓
Joint lead generation resources	Case-by-case basis	✓
Co-branded marketing collateral	Case-by-case basis	✓
Joint customer testimonials and press releases where appropriate	Case-by-case-basis	✓

## Training and Certification

Training and Certification	Associate	Premier
Knowledge-based online support	✓	✓
Harmonic Partner newsletter updates and monthly training webinars	✓	✓
Pre-Sales Training	Online	On-site
Training and certification tracks	✓	✓

## Support

Support	Associate	Premier
Knowledge-based online support	✓	✓
Sales engineer access to latest technical documentation	✓	✓
Online Support	✓	✓
Phone Support	If Certified Business hours	If Certified Business hours

## Recognition

Recognition	Associate	Premier
Joint customer testimonials and press releases where appropriate	Case-by-case-basis	
Participation in Harmonic partner advisory boards and other Harmonic events		By invitation



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As every employee adopts AI in their work, organizations need control and visibility. Harmonic delivers AI Governance and Control (AIGC), the intelligent control layer that secures and enables the AI-First workforce. By understanding user intent and data context in real time, Harmonic gives security leaders all they need to help their companies innovate at pace.

