

# VERACODE

PARTNER PROGRAM

## Why Become a Partner

- Offer annuity based solution for customer's internal and third party applications
- Preserve margins, obtain scale and enable customer expansion
- Leverage automation for base line assessments and report generation
- Refocus high value consulting resources and drive operational efficiencies
- Improve service quality and depth in application security intelligence
- Enhance offerings with cloud-based solution with minimal upfront costs and resources

## Partner Program Benefits

- Co-marketing spend and lead transfers
- Margin preservation and opportunity registration
- Dedicated channel and sales support
- Sales and technical training
- Co-branded service and assigned technical support

## Veracode Partner Program

The Veracode Partner Program is designed to provide application security providers around the world with the tools, access and support to expand their business and drive additional revenues through Veracode's patented technology. The program offers partners the opportunity to resell and/or provide consulting services based on Veracode's innovative cloud-based application risk management solution.

### Market Opportunity

According to research by Gartner, close to 90 percent of software attacks are aimed at the application layer. Today's applications control access to financial data, public service infrastructure, patient health records, personal information and accessible on mobile devices. Their weaknesses have become the target of most new attacks. Exploited vulnerabilities such as backdoors, malicious code, and Zero-day flaws have had expensive and embarrassing consequences. Compliance to the various standards requires independent code reviews identifying software vulnerabilities, proof of the reviews, and secure coding training to ensure developers know how to write secure software.

Veracode's cloud-based platform provides a simple and cost-effective method to ensure both off-the-shelf and custom applications are secure and their risk posture is fully understood. No need for source code, hardware investment or software deployment plans. Partners can now take advantage of years of innovation, astute use of the cloud and well-known security credentials packaged up in an easy to deploy, low-cost but effective security testing solution. Veracode's automated solution enables base-line assessments of entire portfolios with visibility on the changing risk posture as applications are constantly modified and remediated. With little effort, partners can combine their specialized security knowledge and extend the offering, helping clients minimize risk and maximize their security investments.



## Solution Highlights

### Centralized View Across Portfolio

Manage security risk across your entire application portfolio of internally developed, outsourced, commercial and open-source applications through a centralized dashboard

### Most Complete

Addresses testing requirements across software lifecycle and software supply chain by combining static analysis, dynamic analysis, enhanced Dynamic and eLearning into a single subscription

### Most Accurate

Binary or Byte code is the truest representation of the final application. Testing that offers the most comprehensive coverage of the entire code base, including detection of malicious code and backdoors.

### Easy, No Hardware, No Software

Cloud-based platform and delivery model lowers costs, eliminates resource-intensive installation & maintenance concerns and scales across organization

### Independent Standards-Based Security Verification

Based on NIST, CWE & CVSS to meet auditing & compliance requirements



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## Business Potential

Partners can leverage Veracode's solution to provide automated static and dynamic analysis and combine their security expertise and services to help customers understand the security of their applications and reduce risk effectively. This unique combination has proven to be optimal and cost-effective in reducing ongoing application risk with low up-front investment. Value-added services can range from manual testing, program and policy management, application portfolio classification to study of trends and adoption of best practices. Customers are empowered with a more holistic approach to achieving maturity in application risk management.

## Veracode Partner Program

Well suited for security resellers, consultants and providers in the business of application and network security, the Veracode Partner Program is structured to provide choice and flexibility so you can focus on customer's security needs and the changing threat landscape. This program provides the maximum level of support based on partner's commitment and contribution with the following key benefits:

### Expand Your Reach with a Turnkey Solution

Security providers looking to meet the growing customer demand for application security and Governance Risk and Compliance solutions struggle with the additional staff, expertise and infrastructure previously required to capture this opportunity. Veracode's SecurityReview overcomes these limitations by providing a turnkey application security and risk solution offered as an on-demand cloud-based subscription. Partners can leverage Veracode's solution quickly and cost effectively to proactively meet customer demands without large, up-front investments.

### Create an Annuity Revenue Stream

As a cloud-based platform, Veracode's SecurityReview subscriptions allow partners to transform existing projects to annuity streams and create new recurring sources of revenue without ongoing investment in infrastructure. Continuous application updates and on-going compliance requirements drive customer usage and adoption. As a cloud-based solution, ease of use and low deployment burden leads to broader deployment across dispersed teams and participation in on-going assessments.

### Scale Your Business

Security Providers face a significant scaling issue. Typically more business requires additional hiring or subcontracting the work to a potential competitor. Veracode's SecurityReview breaks this cycle, allowing you to do more. Our automated testing augments your security staff to dramatically scale business without adding headcount or resources. Veracode empowers you to assess more applications faster while focusing your valuable security personnel on higher margin services enabling efficiencies and scale.

### Broaden Your Footprint with Customers

Organizations face fragmented security services and commonly require separate service providers in order to meet their needs for application security and risk management. Trends reveal systemic issues that can be solved through proactive risk management and ongoing advisory services. With such insights and analytics from Veracode's risk management dashboard, security consultants can make proactive recommendations expanding their consulting services and extending their trusted advisor status. All this leads to strategic consulting leading to significant additional follow-on engagements.

### Address High Growth Application Governance Risk and Compliance Market

The customer demand for application security solutions is rapidly expanding and is fueled by growing governance, risk and compliance initiatives. Recent regulations such as PCI for merchants and service providers, OCC Bulletin 2008-16 for financial services and new FISMA guidelines for government agencies all call for independent application security assessments to achieve regulatory compliance. Veracode's automated platform provides a dashboard view of the security risk exposure across the entire application portfolio so the partner can help customers effectively manage and measure progress on risk remediation efforts.

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