



LogRhythm Technology Alliance Partner (TAP) Program Guide

Valid through June 2018

Table of Contents

3 LogRhythm Technology Alliance Partner (TAP) Program Overview

Introduction

Program Goals

4 Partner with a Market Leader

LogRhythm Overview

Integration Points

6 Program Benefits

Partnership Tiers

Developer Kit

Deal Registration & Referral Bonus

8 Program Guidelines and Policies

Eligibility & Rules

Fees

TAP Portal

Support Services

Logo Usage & Brand Guidelines

Becoming a Partner

Contacts



LogRhythm Technology Alliance Partner (TAP) Program Overview

Introduction

The LogRhythm Technology Alliance Partner (TAP) Program is designed to promote interoperability between partner technologies and the LogRhythm platform. Created exclusively for leading security and technology companies, as well as innovators in the space, the LogRhythm TAP Program provides partners with the resources necessary to deliver a more complete security solution to mutual customers and a means to accelerate business results.

By partnering with LogRhythm, partners receive technical integration support, access to marketing assets and collateral, and go-to-market enablement, along with additional benefits depending on partnership level: **Access**, **Preferred**, or **Elite**. As part of a joint effort, LogRhythm and its technology partners can reach more customers more efficiently and ultimately help them overcome today's most critical security challenges.

Program Goals

Accelerate Technology Integration Efforts

Provide technical assistance to optimize partner product interoperability with LogRhythm solutions, facilitate joint use case development, and extend the value that LogRhythm and partner technologies bring to mutual customers.

Build and Increase Mindshare

Drive exposure for LogRhythm and partners to a broader range of potential customers through integration, joint messaging, and joint marketing.

Drive New Business

Identify and advance new sales opportunities to LogRhythm and its partners through joint go-to-market programs and activities.



Partner with a Market Leader

LogRhythm Overview

The LogRhythm platform has been built from the ground up to unify next-gen SIEM, log management, user & entity behavior analytics (UEBA), network traffic & behavior analytics (NTBA), and security automation and orchestration into a single solution that delivers effective Threat Lifecycle Management (TLM). LogRhythm is focused squarely on addressing the most critical aspects of its customers' cybersecurity needs: helping minimize the time to detect threats targeting their environments and the time required to respond and neutralize them.

As a focused and leading innovator in cybersecurity, LogRhythm is uniquely positioned to work with a broad range of technology partners to deliver customer value and help accelerate business across the LogRhythm partner ecosystem:

- An open and highly flexible platform that supports numerous integration points, embedded intelligence, and deployment in cloud, on-premise, and hybrid environments
- Consistently recognized by industry analysts as a leader in next-gen security software
- Sales offices on five continents across the globe
- Dedicated sales teams focused on Large Enterprise, Mid-Size Enterprise, and Public Sector
- Robust channel presence in all markets served
- Active relationships with 6 of the 10 largest security consulting organizations worldwide
- Strong presence across multiple high-value verticals, including Financial, Health Care, Retail, Public Sector, Critical Infrastructure, and Manufacturing

Leader in the 2017 Gartner SIEM Magic Quadrant

Figure 1. Magic Quadrant for Security Information and Event Management

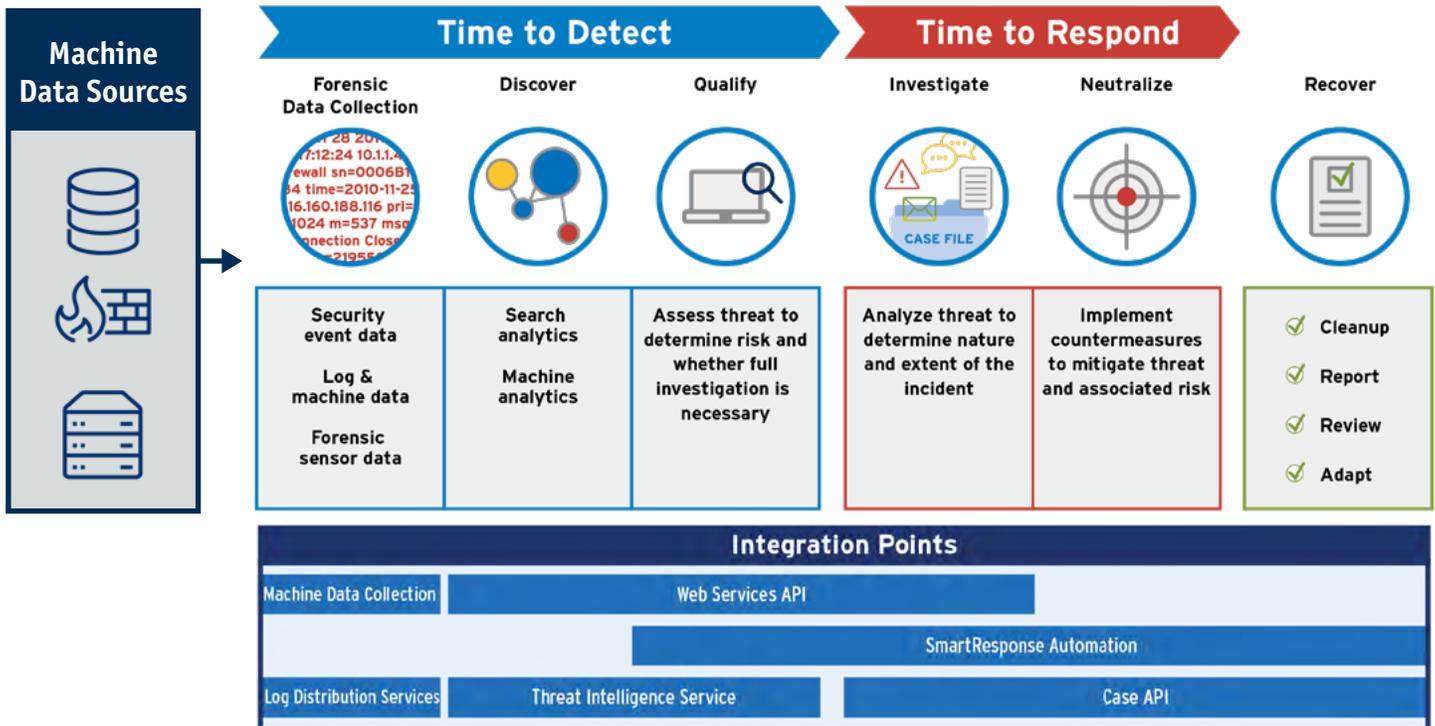


Source: Gartner (December 2017)



Integration Points

LogRhythm is built to be an open and flexible platform that provides multiple integration points across the threat lifecycle. The summary below describes various protocols, interfaces, and APIs that afford technology partners a means to tie into LogRhythm.



LogRhythm Platform

Machine Data Collection:

- Standard protocols and files (e.g. Syslog, NetFlow, SNMP, Flat File, etc.)
- Proprietary collection technologies (e.g. LogRhythm's Universal Database Log Adapter)
- Third-party APIs

Threat Intelligence:

- LogRhythm Threat Intelligence Service
- STIX/TAXII
- Third-party APIs
- Southbound API

Workflow and Other Interfaces:

- Log Distribution Service
- LogRhythm Web Services API: North/South (SOAP)
- Case API: North/South (REST)
- LogRhythm SmartResponse™

LogRhythm Network Monitor

- Traffic capture via SPAN/TAP
- LogRhythm SmartFlow™ (Syslog)
- PCAP Import/Export

Program Benefits

Partnership Tiers

		Elite	Preferred	Access
Relationship Management	Formal Partnership Agreement	●	●	●
	Dedicated Technology Alliance Relationship Manager	●	●	
	LogRhythm Executive Sponsor	●		
	Quarterly Business Review	●		
	Annual Roadmap Review	●		
Technical Integration	Access to LogRhythm Labs Development Resources	Guaranteed	Preferred	Eligible
	Developer Kit Eligible (See below)	●	●	●
	Partner-Specific Technology Integration Module	●		
Marketing Assets and Collateral	LogRhythm Technology Alliance Badge	●	●	●
	Logo, Description, and Link on LR & Partner Websites	●	●	●
	Use of LogRhythm Logo on Marketing Materials (with pre-approval)	●	●	●
	LogRhythm Press Release Eligible	●	●	Quote Only
	Joint Solution Brief Eligible	●	●	
	Product Integration Video Eligible	●	●	
	Customer Case Study Eligible	●	●	
	Dedicated Partner Page on LogRhythm Website	●		
	Partner-Specific White Paper (co-published)	●		
Joint Go-to-Market	Deal Registration and Referral Bonus Eligible	●	●	●
	Major Trade Show & User Group Conference Promotion/Inclusion	Guaranteed	Preferred	
	Joint-Webinar Eligible	●	●	
	Deployment of Partner Solutions in LogRhythm Demo Environments	●	●	
	Annual GTM Planning	●	●	
	Co-Marketing Funding Eligible	●	●	
	Annual Account Mapping	●		
	Annual Sponsored Customer Joint Webinar Provided by LogRhythm	●		
	Price List Eligible	●		
Go-to-Market Enablement	Access to LogRhythm Partner Portal and Community	●	●	●
	LogRhythm Training Eligible (free virtual training)	●	●	
	Opportunities to present at LogRhythm Field and Channel Events	●	●	
	Battle Card Eligible	●	●	
	Regional LogRhythm Sales Meeting Presentations	●		
	Dedicated Partner-Specific LogRhythm Support Portal Page	●		
Annual Program Fee (USD)		Invite Only	\$9,500	\$4,500

Developer Kit

- Annual fee of \$3,000 for all partner tiers (in addition to base Annual Program Fee)
- 12-month software NFR (Not For Resale) license (appliances available at incremental cost)
- Technical support for NFR deployment, including support portal access for integration troubleshooting
- User documentation and training (virtual)
- API documentation and development guides
- 10 hours of engineering support for API development (per year)

Note: A limited number of Developer Kits are available and will be provided solely to qualifying TAP partners as determined by LogRhythm in its sole discretion.

Deal Registration & Referral Bonus

LogRhythm’s TAP Program is designed to reward technology partners at the corporate and individual rep level for discovering, influencing, and helping close new LogRhythm sales opportunities. The Deal Registration program entitles partners to earn a referral bonus in the form of Market Development Funds (MDF) that can be used to conduct joint-marketing activities with LogRhythm and/or offset a program fee in following years. MDF referral bonus payouts are calculated by multiplying the percentages in the accompanying table by the value of the individual registered sales opportunities that are actually won and successfully closed.

Referral Bonus Payout Summary*

Partner Tier	\$0-99,999	\$100,000-499,999	\$500k+
Elite	0%	5%	7%
Preferred	0%	3%	5%
Access**			

* LogRhythm will pay the one-time referral bonus based on the specified percentage of the software license fees in the deal. To qualify for a referral bonus: (i) the deal must be registered and accepted as specified in the figure above; and (ii) close within nine (9) months of deal registration.

** Access partners with \$250k+ of closed registered opportunities can earn preference towards an invitation to a higher partnership tier in following program years.



Program Guidelines and Policies

Eligibility & Rules

Partners must apply and be accepted to the TAP program. Participation is at the sole discretion of LogRhythm. Participation in the TAP program, in general, requires technology partners to sign a Technology Alliance Partner Agreement and demonstrate measurable progress on a joint, marketable solution. LogRhythm reserves the right to change any portion of its TAP program at any time at its sole discretion.

Fees

	Elite	Preferred	Access
Annual Program Fee (\$)	Invite Only	\$9,500	\$4,500
Optional Developer Kit	\$3,000		

Annual program fees for all partnership levels are outlined above. Partners are invoiced for their annual fee once a Technology Alliance Partner Agreement has been executed and on their annual renewal dates thereafter. Nonpayment of annual program fees places the partner in an inactive status and discontinues any integration support and all other program benefits, including those being provided as part of a purchased Developer Kit as described previously.

TAP Portal

Technology partners accepted into the TAP program will be invited to an exclusive portal to access technical documents, integration guides, training resources, and other helpful tools. Deal registration and [LogRhythm Rewards](#) will also be accessible through the TAP portal.

Support Services

TAP members will receive a Support Ticket Guide which provides detailed instructions on access and use of the LogRhythm Support Portal. Any updates to support services will be reflected in the Support Ticket Guide and distributed to TAP members.

Logo Usage & Brand Guidelines

Our most visible and recognizable symbol, the LogRhythm logo, is the primary identification of our company and products. Our logo serves as the cornerstone of every visual communication we produce. The LogRhythm logo has been specifically created and should not be altered in any way. The logo is a registered trademark and should always contain the ® identifier.

Full details can be found on the LogRhythm Brand Guidelines page [here](#).

Becoming a Partner

To apply for membership in LogRhythm's TAP program, please contact TechnologyAlliances@LogRhythm.com. Please include a primary contact, a technical contact, a brief description of how your technology will integrate with LogRhythm, and a detailed customer use case. Our team will review to determine fit, and will contact the primary contact for next steps. Once an applicant is accepted into the program, the partner will be asked to sign a Technology Alliance Partner Agreement.

Contacts

For general program questions or additional information, please contact TAPinfo@logrhythm.com

For technical questions related to Developer Kit support or interoperability, please contact TAPsupport@logrhythm.com

