

PROGRAM OVERVIEW:

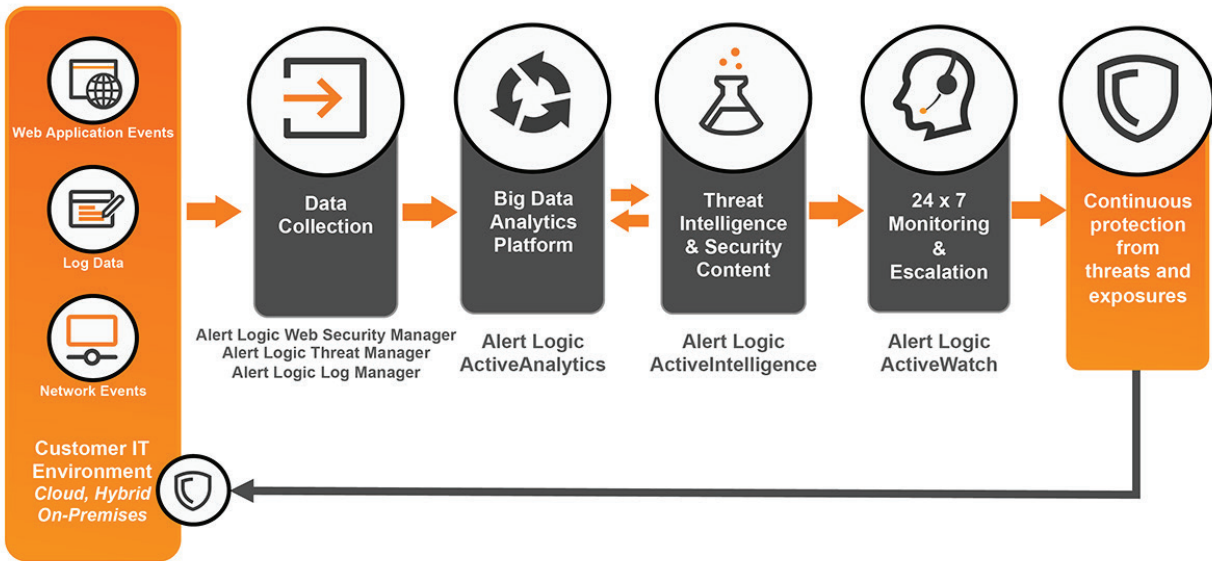
ALERT LOGIC® SECURITY-AS-A-SERVICE FOR SERVICE PROVIDERS

ABOUT ALERT LOGIC

Alert Logic, the leader in security and compliance solutions for the cloud, provides Security-as-a-Service for on-premises, cloud, and hybrid infrastructures, delivering deep security insight and continuous protection for customers at a lower cost than traditional security solutions. Fully managed by a team of experts, the Alert Logic Security-as-a-Service solution provides network, system and web application protection immediately, wherever your IT infrastructure resides. Alert Logic partners with the leading cloud platforms and hosting providers to protect over 3,300 organizations worldwide. Built for cloud scale, our patented platform stores petabytes of data, analyses over 400 million events and identifies over 50,000 security incidents each month, which are managed by our 24x7 Security Operations Center. Alert Logic, founded in 2002, is headquartered in Houston, Texas, with offices in Seattle, Dallas, Cardiff, Belfast and London. For more information, please visit www.alertlogic.com

CORPORATE FACTS	LEADERSHIP TEAM
<ul style="list-style-type: none">• 2014 Revenue: \$70M• 2006–2014 CAGR: 42%• Customers Worldwide: Over 3,300• Founded: 2002• Employees: 500+• Corporate Headquarters: Houston, TX• Capitalization: Private	<ul style="list-style-type: none">• Gray Hall – CEO• Dave Colesante – COO• Paul Marvin – CFO• Ben Matheson – CMO• Misha Govshteyn – CSO• Tom Veronie – CIO• Greg Davis – SVP of Sales• Marty McGuffin – SVP of Security and Compliance Services

SECURITY-AS-A-SERVICE



ENSURING PARTNER SUCCESS

Alert Logic has built the world's leading partner program focused on the unique business, technical and operational challenges of cloud and hosting service providers. Built on the experience that comes from working with more than half of the largest service providers in North America, Alert Logic has developed the Partner Success Platform (PSP). The PSP is designed to minimize the productization cycle and quickly get a fully integrated managed security service to market that works as a natural extension of the customer experience service providers hold at the core of their value propositions.

The PSP is a prescriptive and customizable framework that includes detailed baseline templates for all of the key activities required to successfully launch a managed service in a service provider environment. From reference architectures to provisioning process flows to API integration recommendations, the PSP enables a fast track to market availability of new revenue-generating services.

PRODUCTIZING

- Portfolio Integration
- Pricing Bundles
- Internal Product Launch
- Solution Documentation

PROVISIONING

- Provisioning Integration Process
- Incident Escalation Process
- Support Process Flows

SALES SUPPORT

- Customized Sales Tools
- Product Demonstrations
- Customer Engagements
- Sales/SE Training

MARKETING

- Message Development
- Demand Generation
- Product Marketing
- Collateral, Webinars, Events

OPERATIONS

- Workflow and Processes
- Ordering and Order Management
- Technical Support
- Account Management

TECHNOLOGY

- APIs
- Branded Portal
- Portal Integration

OUTCOMES

- Increased revenue streams, higher ARPU
- Quick time-to-market
- Positive customer experience
- Ongoing support
- Lower churn

PURPOSE-BUILT FOR SERVICE PROVIDERS

All service providers are not identical. With unique needs based on service levels and solution offerings ranging across colocation, dedicated, managed, private and public cloud environments, Alert Logic has built the right products, engagement model and integration capabilities to ensure the unique needs of our service provider channel are met and continuously refined as the needs of our partners change.

BUSINESS MODEL TAILORED FOR SERVICE PROVIDERS

- Wholesale MRR: Fully variable with customer revenue
- Contract aligned with service provider T&Cs
- Security-as-a-Service offering fully managed by Alert Logic

COMPREHENSIVE PARTNER ENGAGEMENT MODEL

- Partner Success Platform fast-tracks productization
- Named account team ensures partner success
- Joint sales and marketing support, including market development funds

SERVICE PROVIDER-ENABLED TECHNOLOGY

- Flexible architecture deployable in all hosting environments (colo, managed, cloud, hybrid)
- APIs for integration with key service provider systems (portal, provisioning, ticketing)
- Scalable grid infrastructure to support partner growth

RESULTS THAT MATTER

Alert Logic has a proven track record of delivering Security-as-a-Service solutions to over 3,300 organizations globally through some of the most recognizable names in the hosting and cloud industry. Industry-leading growth has been the direct result of customers and partners realizing both hard and soft benefits from working with Alert Logic.

INCREASE IN HIGHER VALUE CUSTOMERS

- Achieve 10–20% higher average deal sizes
- Churn rates under 1% (vs. industry average of 2.5%)

DELIVER ADVANCED SECURITY AND COMPLIANCE

- Rapidly deploy Security-as-a-Service solutions
- Add industry-leading services with minimal upfront investment

BROADER ADDRESSABLE MARKET

- Target security and compliance sensitive buyers
- Eliminate security friction from sales cycle

PROVEN RESULTS WITH REAL PARTNERS



SUNGARD

Sungard Availability Services is a global provider of managed IT services, information availability consulting services, business continuity management software and disaster recovery services. Sungard AS helps customers improve the resiliency of their mission critical systems by designing, implementing and managing cost-effective solutions using people, process and technology to address enterprise IT availability needs.

CHALLENGES

The business risk associated with data threats has made information security a key concern for IT and business unit leaders, the customers of Sungard Availability Services. They needed to partner with a proven, quality solution designed to defend networks and mission-critical data from security breaches and attacks. Additionally, these businesses needed a solution designed to address compliance requirements.

SOLUTION

Alert Logic delivered the full suite of solutions including intrusion detection, vulnerability assessment, log management and a web application firewall as well as 24/7 managed services for the solutions.

RESULTS

Sungard AS was able to address their customers' needs with a top security solution that integrates within the Sungard AS environment.

"AS AN EXPERIENCED MANAGED SERVICES PROVIDER, WE KNOW AND UNDERSTAND THE ESCALATING IMPORTANCE THAT SECURITY PLAYS IN TODAY'S BUSINESS ENVIRONMENT. THE ADDITION OF [ALERT LOGIC SOLUTIONS] TO OUR EXISTING PORTFOLIO OF MANAGED SECURITY SERVICES AND SECURITY CONSULTING SERVICES ALLOWS US TO PROVIDE OUR CUSTOMERS WITH COMPREHENSIVE SOLUTIONS TO HELP ENHANCE THEIR SECURITY POSTURE AND MEET COMPLIANCE REQUIREMENTS. PARTNERING WITH ALERT LOGIC FURTHER EXPANDS THE BEST-OF-BREED OFFERINGS THAT WE ARE COMMITTED TO PROVIDING TO OUR CUSTOMERS."



NAVISITE

NaviSite, a Time Warner Cable Company, is a leading international provider of enterprise-class, cloud-enabled hosting, managed applications and services. NaviSite provides a full suite of reliable and scalable managed services for organizations looking to outsource IT infrastructures and lower their capital and operational costs.

CHALLENGES

As part of the security solutions that NaviSite provides for its customers, they wanted to make available an extension of their managed cloud offering, enabling their customers to reap the benefits of a cloud infrastructure without compromising on security. They also wanted these security solutions delivered –as-a-Service so that they would be implemented without requiring capital investments, unexpected expenses or the burden of managing staff and technology.

SOLUTION

NaviSite integrated Alert Logic's simplified managed security solutions of Intrusion Detection, Log Management and Web Application Security along with enterprise-class services that are fully monitored and managed 24 hours a day, seven days a week and delivered as-a-Service.

RESULTS

Alert Logic's innovative offerings integrate flawlessly into NaviSite's existing hosted and cloud environments and are delivered through a customized offering based on the needs of each individual business.

“PARTNERING WITH ALERT LOGIC GIVES OUR CUSTOMERS PEACE OF MIND. THE COMPREHENSIVE SUPPORT NEEDED TO IMPLEMENT THE LATEST SECURITY SOLUTIONS DEMONSTRATES NAVISITE'S COMMITMENT TO CUSTOMIZING SOLUTIONS TO FIT OUR CUSTOMERS' UNIQUE SECURITY NEEDS. OUR CONTINUED WORK WITH ALERT LOGIC TO DEPLOY BEST-IN-CLASS SECURITY TECHNOLOGY, SOFTWARE-AS-A-SERVICE DELIVERY AND AN AROUND-THE-CLOCK SECURITY OPERATIONS CENTER ENSURES THAT OUR CUSTOMERS ARE FULLY PREPARED TO PREVENT AND DEAL WITH THREATS.”



WINDSTREAM CORPORATION

Windstream Corporation has provided industry-leading Infrastructure-as-a-Service (IaaS) solutions to companies nationwide, ranging from start-ups to Fortune 100 enterprises.

CHALLENGES

Windstream understood the need for managed security services to address customer requirements. However, in order to get maximum results, Windstream required a plan to increase market awareness and efficiently enable its growing sales force to effectively communicate the value of its newly expanded product portfolio.

SOLUTION

Windstream leveraged Alert Logic's subject matter expertise and prepackaged materials from the Partner Success Platform to rapidly build a go-to-market strategy that included detailed launch plans, sales enablement materials and all the necessary collateral to effectively position advanced security and compliance solutions.

RESULTS

Windstream is able to address security and compliance objections during the sales process and leverages Alert Logic sales and support staff as necessary to ensure prospective customers are satisfied that their infrastructure is secure with. In addition, Windstream uses Alert Logic staff and market development funds to build field-marketing strategies to identify prospective new customers.

"THE TIME AND ENERGY DEVELOPING CONTENT AND DEDICATING PRE-SALES RESOURCES TO MEET OUR CUSTOMER'S NEEDS HAVE BEEN INVALUABLE. ALERT LOGIC UNDERSTANDS WHAT IT MEANS TO BE A TRUE PARTNER."



DATAPIPE

Datapipe is a global leader in managed hybrid IT solutions for the enterprises that architect, deploy and manage multi-platform hybrid IT solutions including public, private and hybrid clouds integrated with traditional IT environments. They are also one of the first Amazon Web Services (AWS) Managed Service Partners as part of the AWS Managed Service Program, delivering value to customers by offering proactive monitoring, automation and management of its customers' AWS environment.

CHALLENGES

Datapipe needed a cloud security partner to provide seamless integrated security solutions for its customers who are moving their IT infrastructure to the cloud. They wanted to ensure the same security vigilance to these customers that they promised to customers across their entire IT services portfolio.

SOLUTION

Alert Logic productized Threat Manager and Log Manager along with their managed services into Datapipe's elastic cloud offering, which then produced an integrated, single-pane-of-glass to view and respond to data threats and breaches that may be harmful to IT assets.

RESULTS

By partnering with Alert Logic, Datapipe has been able to provide customers with comprehensive managed intrusion support and automatic log correlation through certified security analysts.

"OUR ELASTIC, API-DRIVEN CLOUD COUPLED WITH ALERT LOGIC'S SOLUTIONS ENHANCES THE OVERALL SECURITY OF OUR CUSTOMERS' DATA FOR PUBLIC, PRIVATE AND HYBRID DEPLOYMENTS. WE HAVE BEEN VERY PLEASED WITH ALERT LOGIC'S ABILITY TO DELIVER A SERVICE LEVEL THAT MEETS OUR HIGH STANDARDS."

***WE OFFER PARTNER PROGRAMS FOR CLOUD AND MANAGED HOSTING PROVIDERS,
CLOUD SYSTEMS INTEGRATORS, IT SECURITY RESELLERS, AND TECHNOLOGY PARTNERS.***

**FOR MORE INFORMATION, EMAIL: INFO@ALERTLOGIC.COM
OR VISIT: WWW.ALERTLOGIC.COM/BECOME-A-PARTNER**