



Imprivata

Partner Program Guide



Welcome to the Imprivata iPartner Program!

Thank you for selecting Imprivata and for being a valued partner. Our promise is an unwavering commitment to your success, and we believe a close partnership can help maximize the incredible market opportunity we have together, positioning your organization for long-term success.

We strive to deliver solutions that provide simple and secure access for all users to improve workflow and operational efficiencies, enhance security, and meet regulatory compliance requirements so your customer can focus on what matters most.

And because your success is our success, partnering with Imprivata is just the beginning of our journey together.

Our team is comprised of experts across every department who help deliver comprehensive professional services, complete managed services, hybrid education solutions, 24/7 customer support, dedicated customer success management, and clinical workflow support and architecture – led by our experienced clinical team – to ensure our solutions are optimized for customer success.

As you begin your journey with Imprivata, please know you are part of a community of more than 4,000 organizations and millions of users who rely on Imprivata every day to provide the simple and secure access they need to reduce friction and improve security.

Throughout your journey, you will have dedicated resources, training, support, and tools that will give you the opportunity to learn best practices from Imprivata, ensuring success with your Imprivata solutions and your customers.

Thank you again for selecting Imprivata. We look forward to taking this journey with you.

Sincerely,



Fran Rosch
President and CEO



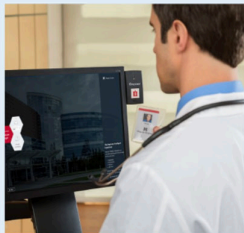
Ron Piccioli
Sr. VP, Partner Growth

The Imprivata mission: **Simple, secure access for all users, workflows, and devices**

At Imprivata, our mission is to deliver simple and secure access through the strategic use of digital identity. Our products leverage digital identity to make user access easy and secure for every complex workflow, for every type of user, and across any shared device. We work with you to solve your customers' complex security, compliance, and workflow challenges, helping you deliver both the security and privacy your customers require and expect from a partner.

Using digital identity to maximize productivity, security, and ROI

Imprivata Access Management



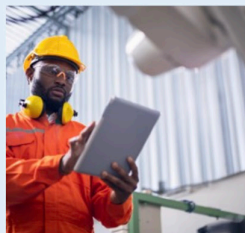
User Access Management

Enterprise Access Management

Simple, secure access to workstations, applications, and critical workflows

Enterprise Access Management Analytics

SSO and user access workflow analytics to drive actionable insights



Mobile Access Management

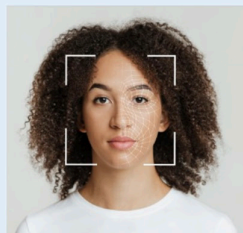
Security, optimization, and management of shared mobile devices at scale

Mobile Device Access

Secure, real-time access to shared devices and apps

Medical Device Access

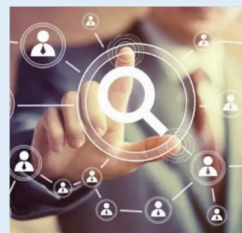
Fast, convenient access to connected medical devices



Patient Access

Patient Access

Touchless **facial** and **palm vein** recognition to improve patient safety and experience



Access Compliance

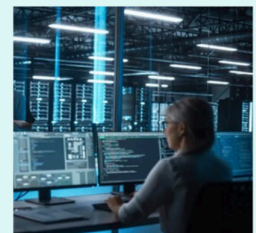
Patient Privacy Intelligence

Patient privacy monitoring that detects, investigates, and remediates

Drug Diversion Intelligence

Proactive drug anomaly detection to protect patients and staff

Imprivata Privileged Access Security



Privileged Access Security

Privileged Access Management

Enterprise credential vaulting and session management of privileged users and activities

Vendor Privileged Access Management

Secure and connect inbound remote access to critical assets

Customer Privileged Access Management

Enterprise remote support for service providers and technology vendors

Your journey with Imprivata

Imprivata's promise is an unrelenting focus on our joint customers' success. When you partner with us, it's just the beginning of our journey together. Our people, processes, and other resources are in place to help you get the most from our solutions and realize the maximum possible return on your Imprivata partnership.

Here are some of the ways we keep our promise:

- **Comprehensive professional services teams** can help you deploy our products and get them operational very quickly for faster time to value for your customers. Giving you the ability to sell not only licenses but also Imprivata services will ensure your customers' successful deployment.
- **Complete managed services options** to take on the day-to-day administration of our technology, giving time back to your customers' staff and allowing them to focus on other priorities and initiatives. This gives you the ability to build out your own managed service offering or leverage ours.
- **Hybrid education** solutions focusing on self-paced learning as well as virtual, instructor-led solution offerings to increase proficiency for your team and customers, allowing you and your customers to improve end-user adoption and reduce support needs.
- **24/7 customer support** helps fix issues quickly to minimize disruption to users and operations.
- **Customer success management team** aligned to you and your customers proactively monitors the adoption of your customer deployments to improve ROI.
- **Expert clinical services team**, comprised of physicians, nurses, and pharmacists, helps drive clinician engagement with technology decisions, which is among the greatest influencing factors in the success of an IT initiative at healthcare organizations. Leverage our clinical service offerings for deployment or optimization in healthcare workflows by bringing in our clinical resources as part of your delivered service offerings.
- **Published, public-facing product roadmaps** support your planning, implementation, and upgrade processes, with by-request opportunities for more detailed roadmap information beyond what we share in public spaces.

Go-to-market support

- Access to Imprivata Regional Sales Managers (RSM) and Solution Engineers (SE) as part of our "join-selling" support model
- Dedicated Channel Account Manager (CAM) for channel support and team enablement
- Access to Imprivata Partner Portal with access to gated content such as co-branded marketing material and enablement materials
- Access to NFR licenses for demo, Proof of concepts, and internal use
- Joint marketing activities and sponsorship of events leveraging Marketing development funds
- Access to deal registration for deal protection and training material
- World-class educational offering and support

Your journey with Imprivata

Go-to-market Partner tiers & profitability

Each tier of the iPartner partner program includes financial and go-to-market benefits. The goal of these tiers is to jointly create customer value while achieving your business goals – a win-win for Imprivata, your customer, and you. These benefits include sales incentives, complimentary enablement training, product discounts, and sales/marketing tools to accelerate your growth, help expand your solution portfolio, and further position you as a trusted advisor to your customers. Imprivata offers three types of go-to-market tiers: Limited, VAR Authorized (Silver, Gold, and Platinum), and VAR ISPP Certified (Imprivata Service Partner Program Certified).

Partner Program Benefits and Levels



Partner Program Benefits and Levels	Limited	Silver	Gold	Platinum
Annual Non-Renewal Booking Attainment (ARR)	None	None	\$250,000	\$500,000
Benefits	Limited	Silver-VAR	Gold-VAR	Platinum-VAR
Partner Margin (Software, Hardware, and Services)	10%	10%	10%	10%
Software (only) bonus margin	0%	Up to 5%	Up to 10%*	Up to 15%*
Renewal margin	5%	5%	5%	5%
Additional Incumbent renewal bonus margin (if incumbent partner only)	0%	0%	5%	5%
Portal Access	Yes	Yes	Yes	Yes
Discount on Imprivata (Software) solutions for internal use	No	Yes	Yes	Yes
Dedicated CSM	No	No	Yes	Yes
Access to co-branded marketing assets	No	Yes	Yes	Yes

* Partner must be certified to be eligible for bonus margin

Your journey with Imprivata

ISPP Certification process

Each tier of the iPartner partner program includes financial and go-to-market benefits. The goal of these tiers is to jointly create customer value while achieving your business goals - a win-win for Imprivata, your customer, and you. These benefits include sales incentives, complimentary enablement training, product discounts, and sales/marketing tools to accelerate your growth, help expand your solution portfolio, and further position you as a trusted advisor to your customers. Imprivata offers three types of go-to-market tiers: Limited, VAR Authorized (Silver, Gold, and Platinum), and VAR ISPP Certified (Imprivata Service Partner Program Certified).

To be certified as an ISPP, a partner must demonstrate the ability to implement Imprivata solutions without:

- Damaging the customer's onboarding experience or perception of Imprivata
- Reducing the perceived value of the solutions
- Increasing costs for Imprivata or the partner to support the customer

Steps to become certified to deliver services:

- Purchase the Imprivata implementation kit
- Register up to four technical resources for the appropriate certification class for which the partner desires to deliver services at <https://www.imprivata.com/customer-success/education>
 - Successfully complete the associated certification exam
- Participate in a 2-day on-site (Partners' location) implementation enablement training, led by an Imprivata implementation engineer or Imprivata technical trainer
 - Review of setup and configuration of the partner's testing and demonstration environment on-site
 - Review Implementation guides based on respective solutions
 - Overview of the Imprivata implementation methodology framework and best practices for user workflow optimization and enrollment

**Project
Readiness**

**Configuration /
Validation**

Initial Go-Live

**Deployment /
Go-Live**

**Project Close /
Transition**

Your journey with Imprivata

- Shadow one full Implementation, led by Imprivata implementation engineer(s) (does not need to be the partner's customer). Partner must silently shadow all defined milestone sessions for customer onboarding.
 - Project sizes vary based on scale, scope, and hours allocated for the implementation
- Sell two additional partner-led customer implementations where Imprivata Implementation Engineer(s) provide (at a cost to the customer/ partner) project milestone gates: project readiness, clinical workflows, configuration & validation, initial go-live, deployment & go-live, and project closure & transition, to ensure implementation is meeting Imprivata's quality controls.
- Receive final skills assessment and approval from Imprivata Implementation technical leadership that all requirements have been completed and that the partner has demonstrated their ability to meet the expectations of Imprivata leadership

Unrelenting commitment to customer success

Surrounding you with resources to drive short-term value and long-term success



Ensuring overall success with your Imprivata solutions

Imprivata values our partners and believes that a close partnership can position your organization for success. As you begin your journey with Imprivata, a core team of resources is dedicated to helping you and ensuring your overall success and satisfaction with Imprivata and our solutions.



Imprivata Channel Account Manager (CAM)

Your CAM will be responsible for overall partner account management, including access to enablement sessions, business planning, account mapping, marketing assets, and deal support.



Imprivata customer success

The customer success team at Imprivata is responsible for ensuring your organization's success and satisfaction with our products and services. The customer success team will:

- Provide a **direct channel** to subject matter experts across Imprivata that understand your specific business needs
- Proactively partner with you to identify opportunities for maximizing value and mitigating potential risks to success in your customer accounts
- Work with your team to develop deployment plans to increase customer utilization
- Provide ongoing communication on upcoming product features and releases, as well as industry events and user conference updates



Imprivata project manager

When you leverage Imprivata's implementation team to support your customer deployments, your Imprivata Project Manager will help you leverage our proprietary implementation methodology to successfully implement and optimize Imprivata products and services, ensuring your customers' deployments are successful throughout the implementation process. This includes coordinating the various stages of your technology adoption lifecycle.



Imprivata renewal representative

Your **renewals representative** will ensure the seamless management of all your recurring contracts – this includes subscription licenses, perpetual maintenance, and managed services. They are here to simplify the renewal process, ensuring that your customers experience no interruptions in service by providing you with notifications a minimum of 90 days in advance of any renewals. This will help ensure that all renewals are processed on time.

If you require any assistance, please be sure to contact your CAM to align you with your customer success manager, project manager, sales representative, or renewal representative.

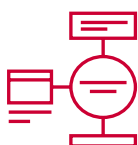
Successfully deploying your Imprivata solutions

Imprivata's goal is to ensure your deployments are successful throughout implementation and to help optimize your customers' workflows. Our professional services team can provide your organization with a deep understanding of our solutions and be a part of every stage of your customers' technology adoption lifecycle.



Project readiness

Our experts evaluate your customer's environment from clinical and IT perspectives to create a customized implementation plan that works for you and your customer.



Implementation

Our team of project managers, solution architects, and implementation consultants will work closely with you and your customer to configure, test, and deploy in their environment, adhering to our best practices. This ensures your customers are up and running with minimal disruption to their workflow.



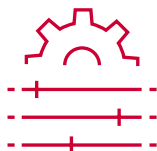
Education

We deliver role-specific training that ensures the ongoing success of your technical resources and can help empower your customers' administrators, clinical staff, project managers, help desk staff, and others to use, manage, and maintain their Imprivata solution by offering both partner and customer educational offerings.



Optimization

By leveraging our clinical workflow specialist offerings, our experts can help focus on workflow analysis to transform your customers' environment and ensure their end users can do their jobs effectively and efficiently.



Product Roadmap sessions with Product Management

From upgrades to new functionality, we help you navigate changes at every point. Proactive planning is essential to ensure your customers receive all the benefits we have to offer. Partners will be invited to join public partner product roadmap sessions, or we can schedule a one-to-one session by working with your CAM.

Achieving success with customized support

Imprivata's goal is to ensure your organization's success with Imprivata solutions by delivering world-class support across the globe. We offer customer support to help you utilize best practices and streamline operations. As your business needs and requirements evolve over time, it is important to know that Imprivata can help support those changes.



Imprivata Premium Support

Imprivata Premium Support provides your organization with these key features:

- 24/7 after-hours support on critical issues
- Imprivata-branded hardware and appliance replacement coverage beyond warranty
- Partner support case escalation

We encourage you to reference the Imprivata Customer Support [overview page](#) for details on our complete customer support plan offerings.

Contacting Imprivata Customer Support

For support, you or your customer may contact Imprivata Customer Support via the Imprivata [Partner Portal](#), email (support@imprivata.com), the telephone numbers listed on the [Contact Us](#) page (1 - (800) - 935-5958, or via the [Imprivata Customer Experience Center](#).

Customer Support hours

Imprivata provides customer support Monday through Friday, with 24/7 critical incident coverage for premium customers. Imprivata Customer Support is primarily delivered from three locations in the United States (Waltham, MA, Austin, TX, and Clearwater, FL) and internationally via London, UK, and Melbourne, Australia.



Americas: 8:00 AM-9:00 PM EST

EMEA: 8:00 AM-6:00 PM GMT

APAC: 8:00 AM-6:00 PM AEST

Please note: Local holidays are observed for each Support Center. For more information, visit the [Imprivata Customer Experience Center](#).

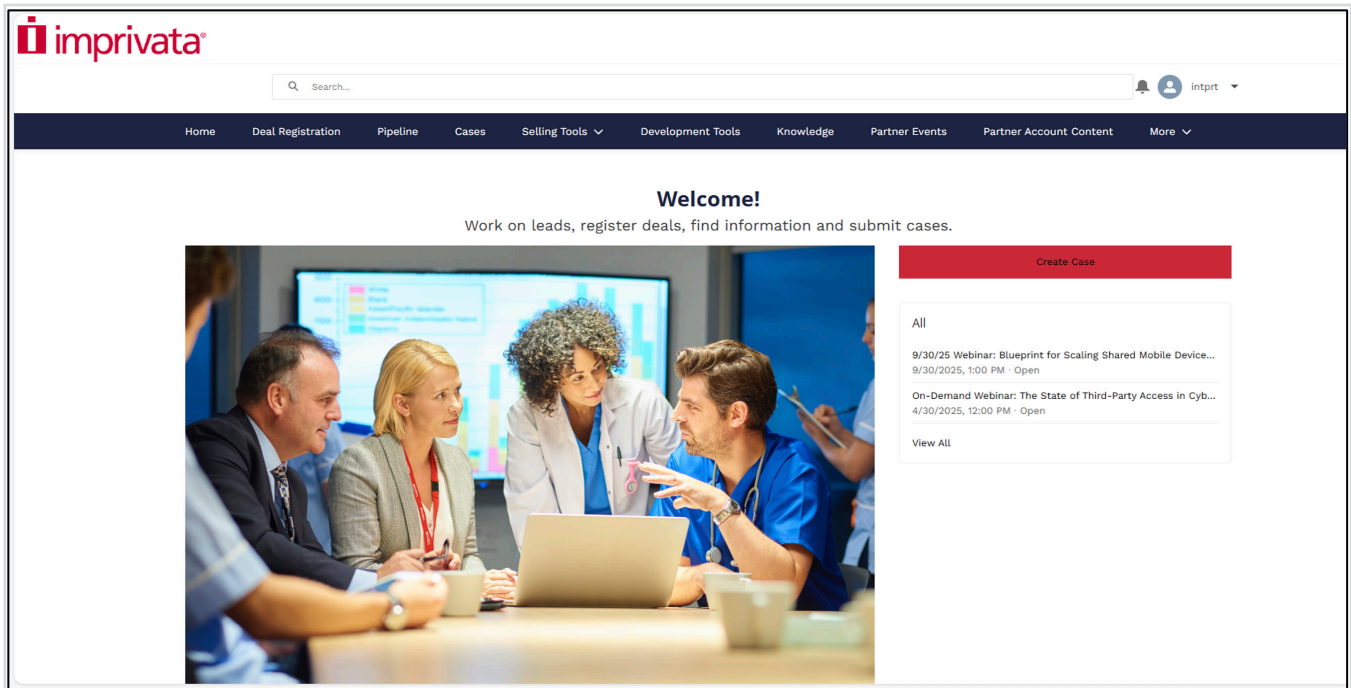
Opening a support case

If you or your customer submits a support case via phone or online, our priority is to make sure we fully understand and document your issue, gather relevant information, and provide a swift diagnosis. All cases are assigned to a Customer Support Engineer for investigation, and our collaborative support process ensures the right Imprivata expertise is applied to resolve the issue.

More details on Customer Support policies and procedures can be found in the [Imprivata Customer Support Handbook](#).

Imprivata Partner Portal

The **Imprivata Partner Portal** will serve as your primary destination for **how to register sales opportunities**. The first, and most critical step, is to ensure that you are approved for deal protection. The partner portal is where you can also access all information related to the Imprivata solutions you require. Everything from product-related information, price list, marketing assets, partner enablement material, technical documentation, and knowledge articles.



Once you set up portal access, you and your team can visit the Imprivata Partner Portal for:

- Registering and Managing Sales Opportunities by completing the intake form on the **Deal Registration** tab.
- Reviewing sales **Pipeline reports** of approved registered opportunities and year-to-date performance.
- Creating and managing **Cases** with the Imprivata support team
- Access **selling tools** like rules of engagement, knowledge articles, co-branded marketing materials, enablement resources, price lists, and sales coverage maps.
- **Partner Events** and **Partner News**.
- Available product downloads and **technical documentation**

Login credentials are required to access the Imprivata Partner Portal. Please visit <https://partners.imprivata.com/s/> to register new users. Registration confirmation takes place within one business day.

Deal registration

Our partners all have different business goals, targeted verticals, markets, geographies, and customer focus. The goal of the Imprivata partner program is to collaboratively align for mutual benefit.

A partner tier is earned and maintained through Annual Recurring Revenue (ARR) attainment, business plan completion, and completion of product certification. (ARR = annual recurring revenue measured as the first year of software subscription and managed services)

Deal registration requirements and process

A deal registration request is required for any new opportunity that is not in a current active sales cycle with Imprivata. Deal registration results in a new opportunity with the end users, assigned to the partner who registered the deal.

Process, requirements, and ARR attainment for deal registration and tiering are as follows:

- The sales opportunity **MUST** be entered into the Imprivata Partner Portal.
- “Sourced” opportunities, which refer to the process of a partner identifying and registering the prospect with Imprivata and participating in the steps of the sales cycle, must have a general understanding and need for Imprivata as a solution.
- A sales opportunity must be entered by the Partner in the Partner Portal and accepted by the Imprivata Sales team member (typically within 48 hours)
- Once approved, the partner is expected to contribute to all value-added engagements, activities, and communications with the end-user throughout the entire sales process.
- If rejected, detailed notes as to why will be communicated. Please contact your Channel Account Manager if there's a discrepancy.
- ARR achievement is only counted on recurring subscription licenses and/or managed service revenue. Professional Services and Hardware do not count towards ARR.
- The Partner margin on approved registered opportunities is between 10-25% depending on your partner Tier level and completion of certification.
- Registration expires 6 months after submission. Partners can request an extension, which Imprivata will approve if the Regional Sales Manager believes that progress is being made on the deal.
- Hardware-only transactions are not eligible for deal registration

Deal registration exceptions

Imprivata may engage a partner to help support the closing of an existing opportunity. The partner's margin on non-registered opportunities ranges from 5% to 10%, depending on the sales cycle. Partner will earn annual ARR credit for non-registered opportunities they have fulfilled.

Educating your organization for continued success

Education Services is part of our full end-to-end solution offerings at Imprivata, along with our Professional, Managed, and Clinical Services. Education is key to your success, and that's why Imprivata is focused on providing educational resources that go far beyond implementation. We help you learn what you and your customers need to make the most of your investment.

With comprehensive virtual, instructor-led training, as well as a self-paced eLearning curriculum, you can increase your skills in optimizing configurations, ensuring greater efficiencies, and increasing end-user adoption. Our team of certified trainers, professional instructional designers, and cutting-edge eLearning developers can help both your customers and your organization:

- Increase skills through virtual, instructor-led courses, hands-on labs, and self-paced eLearning
- Stay up to date and get certified in the latest versions of all our identity and access solutions
- Stay current on new releases and technology advancements
- Gain insights to implement best practices based on real-world deployments

Our hybrid learning approach helps to ensure your organization is educated and equipped for success not only during the initial deployment, but on a continual basis.



Virtual instructor-led classes:

- We offer virtual, instructor-led classes across the globe. Classes provide lecture-based learning and hands-on labs that include certification opportunities. These classes are designed for individuals implementing the Imprivata solution or handling future rollouts to new sites and organizational units.



Self-paced:

- The Imprivata Learning Center offers a personalized learning experience to ensure your organization has everything necessary to get the most out of your Imprivata investment. This self-paced eLearning solution provides flexibility, keeps your organization current, and aligns with your planning, implementation, rollout, and support lifecycle.

We encourage you to please contact your channel account manager or send an email to training@imprivata.com if you have more specific questions about these educational offerings or would like to request pricing information

Staying connected with Imprivata

As a valued Imprivata partner, we always want to make sure you have the information you need to take action, whether regarding an upcoming product release or an invitation to attend an upcoming regional user group.

As part of our efforts to streamline overall customer communication, we created the Imprivata Email Subscription Center. This allows you to select your preferences on the type of information you need from Imprivata on a regular basis, which would include:

- Product releases
- Webinars
- Events
- Imprivata news
- Whitepapers, case studies, and thought leadership articles

[Click here](#) to learn more!

Staying connected with your peers

Our partners are our teammates at Imprivata, and we take pride in your success. That's why we're always on a mission to provide your organization with opportunities for continuous improvement in your journey with us. These opportunities are packaged in different ways to accommodate your needs and are specifically designed to offer helpful tips and best practices that can immediately be applied back to your organization, broaden your overall knowledge of Imprivata solutions, and allow for networking with fellow industry peers.

Outlined below are a few examples of the types of opportunities we offer to our partners and/or shared customers:



Imprivata partner webinar series

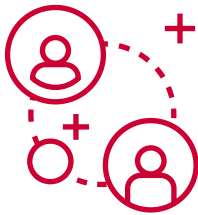
Imprivata delivers a monthly series of webinars to review product release insight on incremental value delivers, product roadmap sessions on future releases, and updates from product marketing on assets, best practices, and sales tools to help you in your efforts. These webinars are delivered by product management, product marketing, and subject matter experts to ensure a broad opportunity for learning and improvement. For those who cannot attend the live sessions, recordings will be made available on the Imprivata Partner Portal.

Partner enablement offerings



Imprivata Partner newsletter

The Imprivata Partner Newsletter will be distributed on a monthly basis, featuring content that connects Imprivata with your organization. Key industry trends facing the partner community today and in the future, customer success stories, and Imprivata product news are just a few of the topic areas to be featured. The newsletter is targeted towards the partner community, with tailored content to meet your needs in staying connected.



Imprivata regional user groups

Imprivata supports our partners by holding a series of regional user groups to bring together local partners and customers. These events give you the chance to network, learn from your peers, and pose your biggest challenges for crowd-sourced support in driving success for your organization.



Imprivata Advocates Program

Our measure of success is your success, and when one of our shared customers has a story to tell, we love giving them the platform to do it. If your customer's implementation is successful and they'd be willing to share their experience with our collective teams and our products in either public, small audiences, or one-to-one forums, we'd love to know about it. Please reach out to our customer success team at success@imprivata.com

Partner enablement offerings

Here are some benefits offered that help both you and Imprivata get the most out of our partnership:

BUSINESS DEVELOPMENT PLAN For qualified partners, the Imprivata Partner team will co-create a business plan and help put the plans into action. Business plans include joint sales goals, a sales team engagement plan, marketing alignment, required Sales and Technical certifications, and deal registration training. The business plan will be facilitated and executed through constant communication and engagement by both parties, with defined milestones for check-in and measurement.

SALES SPECIALIZATION TRAINING The Imprivata Channel Account Manager will provide training and support on how to position and sell the Imprivata platforms to your customers. You will be provided with marketing materials, demo scripts, and case studies, as well as joint sales calls and training. Imprivata is ready to supply what you need to maximize sales volume and sales opportunities.

MARKETING BENEFITS As an Imprivata authorized partner, you'll have access to resources, co-marketing programs, and co-marketing events to help boost your business development. Social media, press and media opportunities, and field marketing events will build your credibility and thought leadership with your customers.

TRAINING AND SUPPORT BENEFITS You'll also have access to sales and technical training to help you stay on top of Imprivata's knowledge.

Partner enablement offerings

PRODUCT ROADMAP SESSIONS Imprivata will communicate with you to ensure you stay current on Imprivata platform features, improvements, and ongoing marketing activities. Our goal is to work closely with you as partners who share vision and purpose in bringing forward the Imprivata solutions and services to your customers and prospects.

PARTNER PORTAL ACCESS The Partner Portal is your one-stop shop to automate sales opportunities, track performance, monitor service engagements, and view the health of the relationship. You can use Portal to access marketing materials, certification courses, and sales collateral.

PRODUCT DEMO ENVIRONMENT Imprivata will build a sales-focused “best practices” sandbox demo environment for you to demo and position Imprivata solutions to your clients. A partner must be certified to provide a demo of the platform.



Sales Enablement Sessions

Duration: Approx. 60-90 minutes (Live or On-Demand). These modules can be scheduled by your Channel Account Manager or accessed through our Partner Portal. These enablement sessions will provide an overview of how Imprivata's products and services help businesses work more efficiently and effectively. You will learn how to share Imprivata's services through our core marketing message, how the sales organization works, how to submit deal registrations, and how to continue learning about Imprivata and expand your opportunities as a partner.



Pre-Sales Technical Expert Sessions

Duration: Approx. 2 hours (Live or On-Demand). Scheduled by your Channel Account Manager, these SE-led sessions give your technical audience a deeper dive into how Imprivata's solutions work. You will learn how to perform technical qualifications, describe the architecture, understand the critical components of the platform, and provide a basic technical overview.



Certification Training

Duration: 12-15 hours (On-demand, online, and live classroom training). This multichannel certification program provides you with hands-on experience with the Imprivata Platform and allows you to become an Imprivata Certified Expert. Learn the ins and outs of the user interface and client software.



Imprivata Service Partner Program Certification

Duration: 30-50 hours (On-demand, online, classroom with live instructors, in-person hands-on, and customer shadowing). This integrated specialization provides you with hands-on experience with the Imprivata Platform, and allows you to become not only an Imprivata Certified Expert, but also certified to deploy the Imprivata solution as a certified Imprivata Service delivery partner.

If you have any questions about how to leverage the tools and resources made available to you as an authorized Imprivata partner, please contact your Channel Account Manager or contact the channel team at channelsales@imprivata.com.

