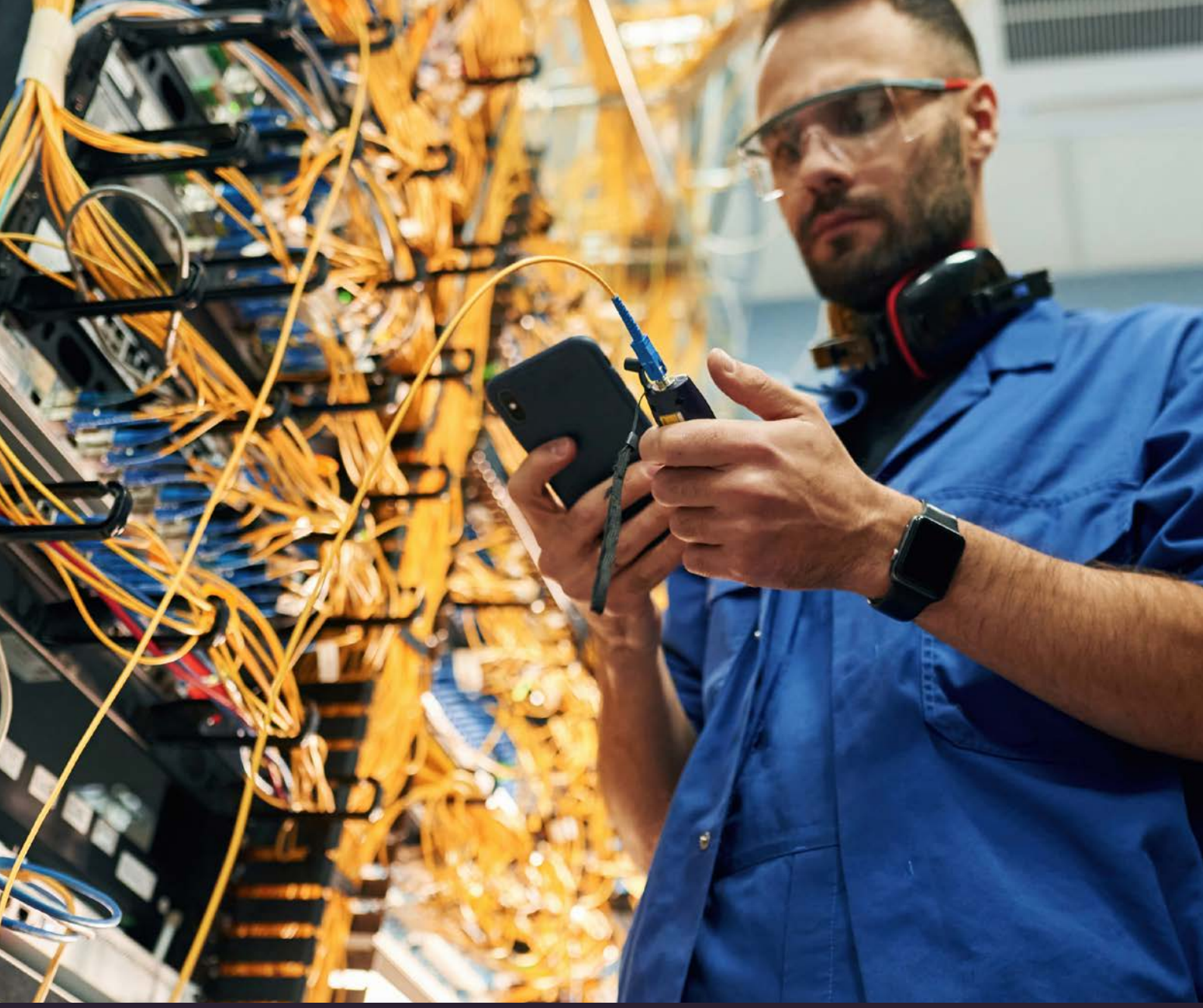

GOLDILOCK SECURE PARTNER PROGRAM

Empowering partners. Securing the future.

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At a time when cyber threats are growing more sophisticated and relentless, organisations across all industries, from Critical National Infrastructure (CNI) to Legal, Transport, Healthcare, Finance, and beyond, urgently require a new breed of cybersecurity solutions.

Traditional software-based defences are no longer sufficient against advanced ransomware, insider threats, and state-sponsored actors targeting the very lifelines of our economies and societies. Traditional cybersecurity measures often fall short in addressing the threats that target not only their traditional IT infrastructure but also the expanding attack surfaces presented by interconnected IoT (Internet of Things) devices, critical OT (Operational Technology) and industrial control systems (ICS).

Goldilock Security is at the forefront of this new security paradigm with Goldilock FireBreak — a revolutionary hardware-enforced cybersecurity solution. FireBreak physically disconnects critical digital assets, operational technology (OT), IT systems, and backups from any network or internet access when not in use, making them completely invisible and inaccessible to attackers. By eliminating remote attack surfaces rather than simply trying to defend them, FireBreak empowers organisations to implement true Zero Trust at the physical layer, achieving a level of security unattainable with software alone.

Recognising the explosive demand for real, tangible cyber resilience, the Goldilock Security Reseller Partner Programme is designed to build a best-in-class channel ecosystem. Our strategy is simple: we work with authorised distributors, who in turn empower a select group of Authorised and Expert Reseller Partners to bring FireBreak solutions to the organisations that need them most.

Meticulously crafted to foster strong, collaborative relationships, partner enablement, and shared go-to-market strategies, Goldilock and our partners are poised to capitalize on one of the fastest-growing opportunities in cybersecurity today: delivering hardware-enforced cyber-physical protection in a world where breaches are no longer a matter of 'if,' but 'when.' By joining the Goldilock Security Partner Programme, you will gain access to cutting-edge technology, comprehensive support, and attractive incentives, positioning your business as a trusted advisor in this critical and expanding market.

A strategic two-tier path to mutual success

Our Partner Programme operates on a clear and efficient two-tier go-to-market model, fostering seamless collaboration and transparency among all stakeholders. This structure ensures that every participant, from distributors to resellers, is fully integrated into a cohesive network, working together towards shared goals and mutual success.

Tier 1: Distributors

Goldilock Security focuses on developing, marketing, and selling its groundbreaking FireBreak solutions and related services directly to strategically selected Authorised Distributors. These distributors are chosen for their established market presence, robust logistical capabilities, and commitment to providing value-added services within their territories. Goldilock Security collaborates closely with these distributors, equipping them with in-depth product knowledge, sales enablement tools, and marketing resources to effectively represent and promote our unique security offerings.

- Authorised distributors stock, promote, and provide first-line support to resellers
- Act as an aggregation point for deal registration, seed units, marketing funding, and partner enablement
- Work closely with Goldilock to drive regional demand-generation activities and partner recruitment

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Tier 2: Resellers

Reseller Partners, the cornerstone of our extended reach, purchase Goldilock Security's FireBreak solutions and associated services through designated Authorised Distributors. This two-tier structure allows resellers to leverage the distributor's local market expertise, inventory management, and first-line support, while benefiting from Goldilock Security's comprehensive partner programme. We offer two distinct reseller tiers – Authorised and Expert – each designed to reward commitment, expertise, and a proactive approach to bringing Goldilock's unparalleled physical cybersecurity to a diverse range of customers across various industries. This tiered approach ensures that partners are recognised and rewarded based on their investment in training, sales performance, and dedication to the Goldilock Security value proposition.

- Resellers purchase Goldilock solutions exclusively from authorised distributors
- Deliver Goldilock solutions directly to end customers with value-added services such as consultancy, deployment, and managed services
- Benefit from training, deal protection, sales support, and access to marketing development funds (MDF)
- Resellers are classified as either Authorised or Expert partners, based on criteria and performance

Goldilock Security is proud to support a thriving ecosystem of dedicated resellers. Our two-tier partner model — Authorised Reseller and Expert Reseller — is designed to recognise and reward commitment, capability, and joint success in bringing the innovative FireBreak solution to market.

Authorised reseller overview

The Authorised Reseller designation is your gateway into the Goldilock Partner Programme. As an Authorised Reseller, you'll join a network of partners approved to sell Goldilock FireBreak solutions. You'll have access to essential sales and marketing tools, and we'll provide you with fundamental training to help you effectively position our offerings. Together, we can drive success and innovation.

Expert reseller overview

The Expert Reseller category is for partners who are deeply committed to developing significant sales and technical expertise around Goldilock FireBreak. As an Expert Reseller, you'll actively invest in joint go-to-market activities with us, achieve advanced levels of technical training, and drive consistent business growth. By working closely together, we can achieve remarkable results and expand our market presence.

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Feature	Authorised reseller	Expert reseller
Requirements	**Sign the Goldilock Reseller Agreement** - Join us by signing the agreement and becoming a part of our trusted network. **Complete basic Goldilock sales and product training** - Participate in our online or virtual sessions to get up to speed with our offerings. **Engage with an approved Goldilock distributor** - Work closely with our distributors for pricing, support, and logistics to ensure smooth operations.	All Authorised Reseller requirements, plus: **Complete advanced Goldilock Security technical and sales training** - Enhance your expertise with our advanced training programmes. (Expert accreditation requires 1 x Sales and 1 x Technical certification). **Dedicate sales and technical resources** - Focus your team's efforts on Goldilock solutions to drive success. **Meet minimum sales performance targets** - Collaborate with us to set and achieve sales targets, which will vary by region/country. **Develop a joint business plan with Goldilock** - Work together with us to create a strategic plan that aligns with our mutual goals.
Pricing and discounts	**Standard Reseller Discount** - Benefit from a standard reseller discount off distributor pricing.	**Enhanced Reseller Discount** - Enjoy an enhanced reseller discount off distributor pricing. **Performance-Based Rebates** - Unlock potential additional performance-based rebates through negotiations with both the distributor and Goldilock.
Sales and marketing	**Partner Portal Access** - Gain access to Goldilock Security's online partner portal, which includes advanced sales tools, presentations, and customizable marketing templates. **Deal Registration Programme** - Become eligible for the Goldilock Deal Registration Programme, which offers incremental deal registration discounts when applicable.	All Authorised Reseller benefits, plus: **Marketing Development Funds (MDF)** - Access MDF as part of a jointly authorised business plan. **DR Marketing Development Funds (MDF)** - Qualify for Goldilock Deal Registration Marketing Development Funds when applicable. **Attractive, performance-based back-end rebates** – Based upon collaborative goal setting, with tiered structures, and transparent payouts. **Prominent Listing** - Get prominently listed on Goldilock Security's "Find a Partner" directory. **Joint Marketing Activities** - Collaborate with Goldilock and distributors on joint marketing activities and campaigns. **Joint Case Studies and PR** - Explore opportunities for joint case study development and public relations initiatives **Priority Lead Access** - Receive priority access to leads generated by Goldilock. **Back-End Rebates** - Access agreed back-end rebates as part of a jointly authorized business plan. **Executive Engagement** - Enjoy opportunities for executive engagement with Goldilock.
Technical support	**Access to Support Channels** - Connect with Goldilock Security's technical support channels for assistance. Partner expected to provide first-line support **Exclusive Webinars and Training** - Receive invitations to exclusive technical webinars and training sessions.	All Authorised Reseller benefits, plus: **Additional Training Sessions** - Gain exclusive access to additional technical support training sessions, tailored to enhance your team's expertise. Partner expected to provide first-line end second-line support. **On site spares** - Access to demo equipment and Not For Resale (NFR) programmes

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Feature	Authorised reseller	Expert reseller
Training and enablement	**On-Demand Training** - Access on-demand basic product training modules.	All Authorised Reseller benefits, plus: **Advanced Training Programmes** - Participate in comprehensive online and in-person advanced technical and sales training programmes. **Joint Workshops** - Collaborate with Goldilock specialists in joint sales and technical workshops **Invitation to the Goldilock Partner Advisory Board** - Expert Reseller are exclusively invited the Goldilock Partner Advisory Board – an elite forum designed for strategic collaboration and mutual growth.
Services and support	**Pre-Sales Support** - Demonstrate the ability to provide basic pre-sales technical support and answer initial customer inquiries regarding Goldilock Security solutions **Post-Sales Assistance** - Provide basic post-sales assistance, including facilitating communication with the distributor or Goldilock Security for technical support escalations and guiding customers to available resources. **Warranty Registration** - Ensure all customer purchases of Goldilock FireBreak solutions are properly registered with Goldilock (through distribution) within 30 days of installation, to activate standard warranties. **Escalation Process** - Follow the Goldilock-defined escalation process for all warranty claims, hardware issues, and RMA (Return Merchandise Authorisation) procedures, working through distribution.	**Enhanced Pre-Sales Support** - Possess the expertise to deliver in-depth pre-sales technical consultations, solution design assistance, and effectively address complex customer requirements **Direct Post-Sales Support Capabilities** - Demonstrate the capability to provide first-line technical support for Goldilock Security solutions, including troubleshooting common issues and offering configuration guidance. **Dedicated Support Resources** - Maintain dedicated technical resources who have completed the Expert level certification and are readily available to support customer deployments and inquiries. **Value-Added Services** - Expert Resellers are encouraged to develop and offer value-added services around Goldilock Security solutions, such as installation, configuration, and ongoing maintenance packages, to further enhance customer value and build recurring revenue streams. **Warranty Registration** – Ensure all customer purchases of Goldilock FireBreak solutions are properly registered with Goldilock (through distribution) within 30 days of installation, to activate standard warranties. **Escalation Process** - Expert Partners possess a strong understanding of Goldilock Security solutions They serve as the initial point of contact offering first-line support. For warranty claims, hardware problems, and RMAs, the official Goldilock escalation process must be followed, with all requests coordinated via the designated distributor.
Recognition and rewards	**Authorised Partner Recognition** - Be recognised as an “Authorised Goldilock Security Partner.”	**Expert Partner Recognition**- Achieve recognition as a “Goldilock Security Expert Partner” with dedicated branding. **Exclusive Events** - Receive invitations to exclusive partner events and conferences.

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Key programme components

Authorised distributors

Goldilock Security recognises that our Authorised Distributors are pivotal strategic partners, acting as the crucial link between our innovative FireBreak solutions and our valued reseller network. We are committed to a meticulous selection and onboarding process, ensuring we collaborate with organisations that possess not only the requisite market reach and robust logistical capabilities but also a deep understanding of the cybersecurity landscape and a proven track record of delivering exceptional value-added services. These strategic alliances are built on a foundation of shared goals, open communication, and a commitment to working hand-in-hand to support our valued reseller partners. Together, Goldilock Security and our Authorised Distributors will cultivate a dynamic and supportive environment where collaboration is paramount to achieving collective success.

Our Authorised Distributors will serve as key collaborative partners in the following critical areas:

Joint reseller success planning and onboarding

Moving beyond simple onboarding, our distributors will actively collaborate with Goldilock Security to develop joint success plans for new resellers. This includes a collaborative approach to defining onboarding pathways, setting clear expectations, and ensuring resellers feel fully integrated into the Goldilock partner ecosystem from day one. We will work together to streamline processes and foster a welcoming environment.

Synergistic first-line support and knowledge sharing

Authorised Distributors will act as vital collaborative partners in providing first-line support. Through regular communication and knowledge-sharing initiatives with Goldilock Security, they will be equipped to address a wide range of reseller inquiries effectively. This collaborative support model ensures resellers receive timely and accurate assistance, leveraging both the distributor's local expertise and Goldilock's deep product knowledge.

Co-creating market-optimised pricing and inventory strategies

Rather than simply setting pricing, our distributors will collaborate with Goldilock Security to develop market-optimised pricing strategies that are both competitive and profitable for our resellers. Furthermore, we will work together on inventory forecasting and management to ensure a consistent supply chain that meets the evolving needs of the reseller network and their customers. This approach minimises disruptions and maximises sales opportunities.

Integrated training and empowerment initiatives

Training and enablement will be a deeply collaborative effort between Goldilock Security and our Authorised Distributors. We will jointly develop and deliver comprehensive programmes that combine Goldilock's product expertise with the distributor's understanding of local market nuances. This mutually shared approach ensures resellers receive well-rounded training that equips them not only with product knowledge but also with effective sales and marketing strategies tailored to their region. We will work together to create a culture of continuous learning and empowerment.

Partner portal: Your central hub for Goldilock success

Recognising the critical need for readily accessible information and resources, Goldilock Security provides a dedicated and intuitive Partner Portal – your central online hub designed to empower you at every stage of the sales cycle. This portal serves as a dynamic and comprehensive repository, ensuring you have the tools and knowledge necessary to effectively represent and sell Goldilock Security's cutting-edge FireBreak solutions. Think of it as your always-on partner, providing the essential ingredients for your success.

Within this dedicated space, you'll find a wealth of invaluable resources, including:

- **Comprehensive Product Intelligence:** Gain immediate access to detailed product information, including technical specifications, architecture diagrams, and compelling value propositions. Empower yourself with the knowledge to effectively showcase the unique strengths and innovative features of Goldilock Security's Firebreak solutions, ensuring you can confidently address any customer inquiries and highlight the benefits that set our products apart.

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- **Ready-to-Deploy Sales and Marketing Arsenal:** Equip yourself with a rich library of professionally designed sales and marketing collateral. This includes compelling brochures, impactful presentations, engaging datasheets, case study templates, and a variety of digital assets that you can leverage to effectively communicate the unique benefits of Goldilock Security's Firebreak solutions to your customers.
- **Leverage Social Media Platforms:** Enhance your reach and engagement by accessing and utilising Goldilock Security's social media platforms, such as LinkedIn and YouTube. Stay updated with the latest product announcements, industry insights, and marketing campaigns. Share and promote Goldilock content to your network, participate in discussions, and leverage these platforms to build a strong online presence and connect with potential customers. By actively engaging on social media, you can amplify your marketing efforts and drive greater awareness of Goldilock Security's innovative solutions.
- **Structured Learning and Development Centre:** Stay ahead of the curve with easy access to our comprehensive training materials and up-to-date schedules for webinars, online courses, and (where applicable) in-person training events. This ensures you and your team are always knowledgeable about the latest product features, updates, and best practices for selling and supporting Goldilock solutions.
- **Your Go-To Resource for Programme Insights:** Navigate the Goldilock Security Partner Programme with clarity and confidence. The portal provides easily accessible guidelines, programme updates, FAQs, and contact information, ensuring you have a clear understanding of the programme structure, benefits, and any evolving requirements.
- **Streamlined Deal Registration (via Distributor):** Where applicable within your region and as managed by your Authorised Distributor, the portal will facilitate a seamless deal registration process. This helps protect your opportunities and ensures proper recognition for your efforts in bringing Goldilock Security solutions to new customers. Please note that the specific deal registration workflows and policies will be managed and communicated by Goldilock Secure and your Authorised Distributor through the portal.

Training and certification: Investing in your expertise – absolutely free and efficient

We are deeply committed to your success and believe that comprehensive knowledge shouldn't come at a cost or require a significant time investment. Our Training & Certification programme is provided entirely free of charge and is meticulously designed to equip your team with the expertise needed to confidently position, sell, and support Goldilock Security's innovative Firebreak solutions, without disrupting their valuable time. This tiered programme offers both Authorised and Expert level certifications in product sales and technical proficiency, ensuring your team possesses the right skills for success, delivered in a way that respects their schedules.

Key features

- **Tiered Certification Pathways – Free of Charge:** Achieve recognition and unlock enhanced benefits through our structured Authorised and Expert level certifications, validating your sales and technical mastery of Goldilock solutions. Crucially, all training and certification at both levels are offered to our partners completely free of charge.
- Goldilock Academy Learning Portal – Modular and Time-Efficient: Gain anytime, anywhere access to our dedicated online learning platform, the Goldilock Academy. Unlike the often time-consuming training offered by other vendors, our content is delivered in an easy-to-consume modular format. This allows your employees to learn at their own pace, focusing on specific topics as needed, without the burden of lengthy, disruptive sessions. We understand the value of your team's time and have designed our training to be efficient and impactful.
- **Continuous Skills Advancement via Distributors – Locally Relevant and Flexible:** In collaboration with our Authorised Distributors, we provide ongoing opportunities for skills development that are both locally relevant and flexible. Leverage their market knowledge and tailored training initiatives, delivered in formats that minimise disruption to your team's workflow. This ensures your team remains proficient and competitive in the evolving cybersecurity landscape through easily digestible updates and focused sessions, respecting their valuable time.

Goldilock partner advisory board: Shape our future together

Expert Resellers are invited to an exclusive seat on the Goldilock Partner Advisory Board – an elite forum designed for strategic collaboration and mutual growth. This is a unique opportunity to directly influence the future direction of Goldilock Security and gain privileged insights into our technology roadmap.

As a member of the Partner Advisory Board, you will:

- Provide Strategic Input - Share your valuable market insights, customer feedback, and strategic perspectives to directly shape Goldilock Security's product development, programme evolution, and go-to-market strategies. Your voice will be instrumental in ensuring our solutions and initiatives are aligned with the evolving needs of the cybersecurity landscape and your customer base.

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- **Gain Exclusive Roadmap Previews** - Be among the first to receive confidential briefings on upcoming product innovations, feature enhancements, and strategic technology directions. This early access will enable you to proactively plan your business strategy, prepare your sales teams, and offer your customers a competitive edge with cutting-edge Goldilock solutions.
- **Engage in High-Level Collaboration** - Network and collaborate with Goldilock Security's leadership team and a select group of fellow Expert Partners. This provides a unique platform for exchanging best practices, fostering strategic alliances, and collectively addressing key industry challenges.
- **Influence Programme Enhancements** - Contribute directly to the ongoing development and refinement of the Goldilock Partner Programme, ensuring it remains relevant, rewarding, and effectively supports your business objectives.
- **Receive Recognition as a Strategic Leader** - Your participation on the Partner Advisory Board will position your organisation as a strategic leader within the Goldilock Security ecosystem, further enhancing your credibility and market influence.

Marketing support: A collaborative engine for growth

We understand that effective marketing is crucial for our partner's success. Goldilock Security is committed to providing robust and collaborative marketing support to help you generate demand, build awareness, and drive sales of our innovative Firebreak solutions™. Together, we can amplify your marketing efforts and reach a wider audience.

Key collaborative marketing resources

- **Co-Branded Campaign Templates and Content:** Your Tailored Marketing Toolkit
  - **Customisable Templates:** Access a library of professionally designed, co-brandable campaign templates across various formats (e.g., email marketing, social media posts, landing pages, webinar invitations). These templates are easily customisable with your logo, contact information, and unique value propositions, ensuring a consistent and impactful message.
  - **Adaptable Content Modules:** Leverage pre-approved, modular content blocks focusing on key features, benefits, and use cases of Goldilock FireBreak solutions. These modules can be seamlessly integrated into your existing marketing materials or used to build new campaigns quickly and efficiently. We encourage collaboration in localising and tailoring this content to resonate with your specific target audiences.
  - **Joint Content Creation Opportunities (Expert Resellers):** For our Expert Partners, we offer opportunities to collaborate on the creation of bespoke content, such as joint webinars, case studies highlighting your successes, and co-authored blog posts. This allows you to showcase your expertise while leveraging Goldilock's brand recognition.
- **Joint Marketing Activities through Market Development Funds (MDF) – Empowering Expert Partners**
  - **Strategic MDF Allocation:** Expert Resellers are eligible to apply for Market Development Funds (MDF) to support mutually agreed-upon joint marketing activities. We believe in a collaborative approach to MDF allocation, ensuring funds are strategically invested in initiatives that will generate the highest return for both parties.
  - **Collaborative Campaign Planning:** We will work closely with you to develop comprehensive marketing plans outlining proposed activities, target audiences, key performance indicators (KPIs), and budget allocation. This collaborative planning ensures alignment and maximises the impact of MDF investments.
  - **Flexible Activity Options:** MDF can be leveraged for a wide range of joint marketing activities, including:
    - **Co-hosted Webinars and Virtual Events:** Combine your market reach with Goldilock's product expertise.
    - **Joint Participation in Industry Events:** Increase visibility and generate leads together at relevant conferences and trade shows.
    - **Targeted Digital Advertising Campaigns:** Execute co-branded digital campaigns to reach specific customer segments.
    - **Localised Marketing Initiatives:** Tailor marketing efforts to your regional market with Goldilock's support.
    - **Joint Customer Workshops and Seminars:** Educate potential customers on the value of Goldilock solutions.

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- **Goldilock Partner Logos and Brand Assets: Building Brand Recognition Together**
  - **Comprehensive Brand Guidelines:** Access clear and comprehensive brand guidelines to ensure consistent and accurate use of Goldilock logos and brand assets across all your marketing communications.
  - **High-Resolution Logos and Artwork:** Download a variety of approved Goldilock Partner logos and artwork in different formats suitable for both online and offline use.
  - **Co-Branding Guidelines:** Understand the specific guidelines for co-branding your marketing materials to ensure a professional and impactful representation of our partnership. We encourage you to collaborate with our marketing team if you have specific co-branding needs or unique campaign ideas.
  - **"Find a Partner" Directory Listing:** Benefit from a prominent listing on Goldilock Security's "Find a Partner" directory, increasing your visibility to potential customers actively seeking our solutions. Expert Partners receive enhanced listing features to further highlight their expertise.
- **Amplifying Your Reach Through Collaborative Social Media Campaigns**

  We offer a range of resources and opportunities for co-branded and joint social media campaigns, tailored to different platforms and audience segments:
  - **Platform-Specific Content Calendars:** Gain access to regularly updated social media content calendars tailored for key platforms such as LinkedIn, Twitter, and potentially Facebook. These calendars will include suggested posts, relevant industry hashtags, and timely themes aligned with cybersecurity trends and Goldilock Security's product updates. We encourage collaboration in localising these calendars with regional news and events relevant to your target market.
  - **Ready-to-Share Social Media Snippets and Graphics:** Leverage a library of pre-approved, engaging social media snippets, visually appealing graphics, and short video clips highlighting the key benefits and unique value proposition of Goldilock FireBreak solutions. These assets are designed to be easily shared across your social media channels, saving you valuable content creation time. We welcome feedback and collaboration on the types of visuals and messaging that resonate best with your audience.
  - **Co-Branded Social Media Templates:** Access customisable social media templates that seamlessly integrate your logo and branding with Goldilock Security's messaging. These templates will cover various post formats, including product announcements, solution highlights, event promotions, and thought leadership pieces. This collaborative co-branding ensures a consistent and professional online presence.
  - **Joint Social Media Campaigns (MDF for Expert Resellers):** Expert Partners can leverage Market Development Funds (MDF) to execute more ambitious and targeted joint social media campaigns. We will work collaboratively to define campaign objectives, target specific demographics and industries, and select the most effective social media platforms. Potential joint campaign activities include:
    - **Targeted Advertising Campaigns:** Run co-branded social media advertising campaigns on platforms like LinkedIn to reach key decision-makers in your target verticals. We can collaborate on audience segmentation, ad creative, and budget allocation.
    - **Joint Webinar Promotion:** Leverage social media to jointly promote webinars and virtual events, expanding reach and driving registrations. We can co-create engaging social media content and coordinate promotion efforts.
    - **Social Media Contests and Giveaways:** Run interactive social media contests or giveaways to generate engagement and build brand awareness. We can collaborate on concept development, prize selection, and promotion strategy.
    - **Influencer Marketing Initiatives:** Explore opportunities to collaborate on engaging with relevant cybersecurity influencers on social media to amplify our joint message.
    - **LinkedIn Group Engagement:** Participate and engage in relevant LinkedIn groups, sharing insights and positioning yourselves as thought leaders in the physical cybersecurity space, with joint support and content from Goldilock.

We are dedicated to empowering our reseller partners with the marketing resources and collaborative support they need to succeed. Let's work together to drive awareness and accelerate the adoption of Goldilock Security's game-changing FireBreak solutions.

Sales support: Empowering your sales success through collaboration

At Goldilock Security, we are deeply invested in your sales success. Our comprehensive Sales Support programme is designed to equip you with the tools, resources, and collaborative partnerships needed to help partners navigate complex cybersecurity sales cycles, overcome objections with technical authority, and close high-value deals for FireBreak solutions.. We believe in working hand-in-hand to maximise your sales potential.

Key collaborative sales enablement resources

Deal registration and opportunity protection: Securing your hard work

- **Streamlined Online Portal Integration:** Leverage our integrated deal registration module within the Partner Portal (managed via the distributor) for a seamless and efficient process. This allows you to register qualified opportunities and secure protection against direct competition.
- **Clear and Transparent Guidelines:** Access clearly defined deal registration guidelines outlining eligibility criteria, protection periods, and approval processes, ensuring fairness and transparency for all partners. We encourage open communication with your distributor regarding deal registration strategies.

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- **Collaborative Opportunity Qualification:** Work closely with your distributor to jointly qualify opportunities, leveraging their market insights and Goldilock's product expertise to ensure a higher likelihood of success.
- **Joint Opportunity Reviews (for Expert Resellers):** Expert Partners benefit from the opportunity to participate in joint opportunity review sessions with Goldilock sales and technical teams, providing strategic guidance and collaborative win strategies for significant deals.

Pre-sales and engineering support: Your technical advantage

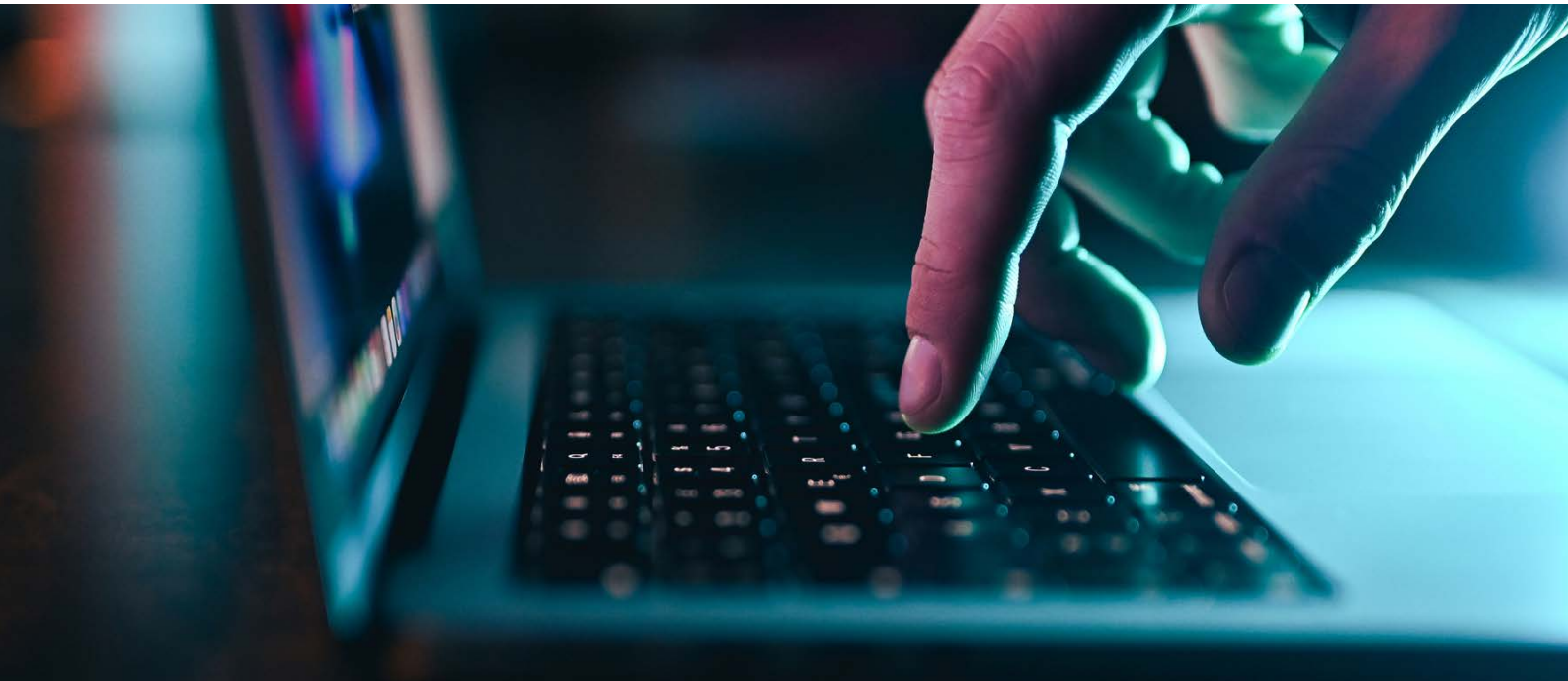
- **Distributor-Based Technical Expertise:** Our Authorised Distributors house trained pre-sales engineers who possess a strong understanding of Goldilock FireBreak solutions. They are your first point of contact for technical inquiries, solution architecture guidance, and initial customer presentations. We foster a collaborative environment where distributors work closely with you to address technical aspects of sales engagements.
- **Joint Technical Workshops and Webinars:** Participate in joint technical workshops and webinars hosted by Goldilock and our distributors, designed to deepen your technical understanding and enhance your ability to articulate the value of our solutions to customers.
- **Access to Goldilock Technical Specialists (via Distributor Escalation):** For complex technical requirements or specialised expertise, your distributor can facilitate access to Goldilock Security's technical specialists and engineering team. This collaborative escalation path ensures you have the necessary support for even the most intricate customer scenarios.
- **Collaborative Solution Design Assistance (for Expert Resellers):** Expert Partners can engage in deeper collaborative solution design sessions with Goldilock's pre-sales engineering team for strategic and large-scale deployments, ensuring optimal integration and customer satisfaction.

Access to demo equipment and seed units: Experience and showcase the power of Goldilock

- **Distributor-Managed Demo Pool:** Authorised Distributors will maintain a pool of demo equipment available for reseller use. Work closely with your distributor to access demo units for customer presentations, proof-of-concept (POC) deployments, and internal training purposes.
- **Seed Unit Not For Resale (NFR) Programme (for Qualified Partners):** Qualified partners, particularly Expert Resellers with a proven track record and strong pipeline, are eligible for seed units free of charge or highly discounted rates. These units allow partners to gain hands-on experience and showcase the tangible benefits of Goldilock FireBreak solutions to prospective clients.
- **Virtual Demo Environments:** Explore access to virtual demo environments that allow you to showcase the functionality and management interface of Goldilock solutions remotely, expanding your reach and demonstration capabilities. Goldilock will collaborate on the development and maintenance of these virtual environments.
- **Joint Demo Days and Events:** Partner with your distributor and Goldilock to host joint demo days or events for potential customers, leveraging our collective expertise and resources to create impactful demonstrations.

Comprehensive sales tools and collateral: Your arsenal for success

- **Goldilock Navigator (Battlecards):** Access concise and impactful "Navigator" (battlecard) documents providing key differentiators, competitive positioning, and effective objection handling strategies for specific competitive scenarios. These are designed to equip your sales team with the critical information needed to win against the competition. We encourage feedback and collaboration on the content and effectiveness of these battlecards.



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- **Detailed Product Collateral:** Leverage a wide range of sales collateral, including brochures, datasheets, white papers, and case studies, clearly articulating the features, benefits, and value proposition of Goldilock FireBreak solutions. This content will be regularly updated and readily available through the Partner Portal. We welcome suggestions for new collateral that would be beneficial for your sales efforts.
- **Competitive Positioning Guides:** Gain access to comprehensive guides outlining Goldilock's strategic positioning against key competitors, highlighting our unique advantages and providing effective messaging to articulate our superior value. We will collaborate with distributors to ensure this positioning is relevant to local market dynamics.

Back-end rebates: Rewarding your success and commitment

- **Performance-Based Rebate Programmes:** As an Expert Reseller, you'll be eligible for attractive back-end rebates based on achieving pre-defined sales targets and other performance metrics, such as new customer acquisition and consistent sales growth. These rebates are designed to reward your commitment and drive increased profitability.
- **Joint Goal Setting and Reviews:** We believe in a collaborative approach to setting rebate targets and reviewing performance. Together with your distributor, we will establish realistic and mutually beneficial goals, and conduct regular reviews to track progress and identify opportunities for optimisation. This ensures that we are aligned and working towards shared success.
- **Transparent Rebate Calculation and Payout:** Enjoy clear and transparent calculation and payout processes for all earned rebates, providing you with predictable and timely rewards for your success. Your distributor will typically manage the payout process in accordance with agreed-upon terms, ensuring a smooth and efficient experience.

At Goldilock Security, our robust and collaborative Sales Support programme is designed to be your ultimate partner in success. By equipping you with cutting-edge tools, comprehensive resources, and unparalleled support, we empower you to not only sell our innovative FireBreak solutions effectively but also to build lasting customer relationships and achieve remarkable sales growth. Together, we can drive mutual growth, dominate the market, and lead the way in cybersecurity innovation. Join us in this journey to unlock your full sales potential and achieve extraordinary success.

Incentives and rewards: Recognising and fuelling your success

At Goldilock Security, we are passionate about celebrating your dedication and achievements. Our dynamic Incentives & Rewards programme is meticulously crafted to maximise your earning potential, energise your sales teams, and accelerate growth for our pioneering Firebreak solutions. We are dedicated to making your partnership with Goldilock Security both highly profitable and deeply rewarding.

Competitive reseller margins based on partner tier: Rewarding your investment and expertise

- **Tiered Margin Advantages** - Unlock industry-leading reseller margins aligned to your partner designation (Authorised or Expert). Expert Partners, with proven advanced technical capabilities and strategic market positioning, receive premium margin structures across the entire Goldilock FireBreak portfolio.
- **Margin Enhancement Opportunities** - Maximise profitability through special margin uplifts for strategic vertical wins (e.g., critical national infrastructure, smart transportation, secure remote operations) and high-value deals. Sustained performance is directly rewarded to encourage long-term success.
- **Unlock Exceptional Profitability with Value-Added Services** - Dramatically elevate your margins by delivering critical services around Goldilock FireBreak deployments, including expert implementation, tailored configuration, advanced cybersecurity hardening, and proactive maintenance support. By positioning yourself as a trusted full-service provider, you not only amplify customer loyalty but also transform every sale into a long-term, high-value revenue stream.

Special Promotions and Sales Performance Incentive Funds (SPIFFs): Energising your sales engine

- **Joint Sales Promotions and Incentives** - Benefit from strategically designed sales promotions and incentives offered collaboratively by Goldilock and our distributors. These may include targeted discounts, special bundles, or performance-based rewards aimed at accelerating sales cycles and driving revenue. We will work closely with distributors to communicate and execute these promotions effectively
- **Sales SPIFF Programmes** - Co-invested programmes between Goldilock and distribution help motivate and reward your frontline sales teams with flexible SPIFFs. From cash bonuses to premium experiences; tied to new wins, competitive takeouts, and performance milestones.
- **Partner Recognition Awards** - Be celebrated for your outstanding contributions and results through our annual Partner Recognition Awards. Honours include accolades for top sales performance, fastest year-over-year growth, most innovative marketing campaign, and exceptional customer satisfaction-showcasing your leadership within the Goldilock Security community.

By delivering a diverse, transparent, and motivating suite of incentive structures, Goldilock Security ensures your teams are inspired to excel, your business is positioned for robust growth, and your partnership with us is both lucrative and fulfilling. We are unwavering in our commitment to your success-rewarding your achievements is at the heart of our collaborative philosophy.

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Seize the market: The Goldilock Partner advantage

Top-tier resellers aren't just keeping pace with the evolving cybersecurity landscape; they're defining its future. Goldilock Security offers you a unique opportunity to join their ranks, leveraging groundbreaking technology and a partnership ethos designed for mutual, exponential growth. Here's why the most forward-thinking resellers are choosing Goldilock to achieve unprecedented success:

Sell the undeniable: Offer cybersecurity that truly eliminates threats

- The Unmatched Power of Physical Isolation - Goldilock FireBreak isn't another layer of software; It represents a fundamental disruption in cybersecurity. Our patented technology delivers hardware-enforced cybersecurity that physically disconnects critical assets at the flick of a switch, creating an absolute air gap. This isn't about simulated security or probabilistic defences, – it's about the definitive elimination of network-based cyberattack surfaces. Offer your customers provable, irrefutable protection that transcends traditional limitations.
- Transform Security Conversations - Move beyond the endless cycle of detect and respond. With FireBreak, you empower customers to proactively neutralise entire classes of threats, simplifying their security posture and offering a level of assurance previously unattainable. This allows you to engage in strategic, high-level conversations focused on true resilience, not just risk mitigation.
- Become the Innovation Leader - Position your company as a visionary in the cybersecurity space, offering a solution that truly disrupts the status quo. Lead with innovation, not imitation, and attract customers seeking the ultimate level of protection for their most critical operations.

Unlock untapped market demand, recurring revenue and premium margins

- Address the Urgent Needs of Critical Infrastructure and Beyond - The threat landscape is increasingly targeting Critical National Infrastructure (CNI), legal and judicial systems with highly sensitive data, complex rail transport networks, vital water utilities, the energy sector, advanced manufacturing, and healthcare. These industries face unprecedented regulatory scrutiny and the potential for catastrophic consequences from cyberattacks. They are actively seeking and investing significantly in next-generation, robust protection like FireBreak.
- Unlock High-Margin, Long-Term Engagements - Goldilock FireBreak is a premium, high-value solution that allows you to secure substantial upfront margins. Furthermore, the unique nature of our technology often leads to longer sales cycles with stickier customer relationships and opportunities for recurring revenue through support, maintenance, and expansion.
- First-to-Market Advantage in a Blue Ocean - Be among the pioneers in offering true cyber-physical security. This first-mover advantage allows you to establish strong market leadership, capture significant early market share, and build a reputation as the go-to provider for this essential layer of defence.

Experience a channel-first commitment that directly translates to your bottom line

- Ironclad Deal Registration - Your Opportunities Are Sacred: We don't pay lip service to being channel-first; it's ingrained in our DNA. Our comprehensive and rigorously enforced deal registration program provides absolute protection for the opportunities you cultivate, eliminating channel conflict and ensuring you reap the rewards of your efforts.
- Structured Rewards for Predictable Profitability - Our clearly defined and rewarding partner tiers (Authorised and Expert) are designed to maximise your profitability. Benefit from competitive margins, volume incentive rebates (VIR) managed through distribution, and performance-based back-end rebates that directly correlate with your success.
- Accelerated Growth Through Dedicated Support - We provide you with the resources and support you need to thrive. This includes dedicated pre-sales engineering support via our team and distributors, a rich library of sales tools and collaborative marketing support, including co-funded demand generation activities.

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Forge a true partnership built on mutual success and shared vision

- **Strategic Alignment from the Top Down** - Goldilock Security is committed to building genuine partnerships. Benefit from direct engagement with our executive team, ensuring strategic alignment and a shared vision for success. Your insights and feedback directly influence our product roadmap and programme development.
- **Collaborative Go-to-Market Strategies** - We work hand-in-hand with you to develop tailored go-to-market strategies that leverage your unique strengths and market expertise. This collaborative approach ensures optimal market penetration and accelerated growth.
- **Co-Funded Demand Generation for Tangible Results** - Our commitment goes beyond providing materials. We actively invest alongside you through co-funded Market Development Funds (MDF) for targeted campaigns, lead generation initiatives, and joint marketing activities that drive real results.
- **Dedicated Partner Success Management** - You'll have a dedicated partner manager who serves as your advocate within Goldilock, providing proactive support, facilitating communication, and ensuring your needs are met every step of the way. We are invested in your long-term success and are here to help you break new ground – together.

Unlock the secret to dominating the next era of cybersecurity, Goldilock Security empowers you to offer what others can't. By partnering with Goldilock, you gain access to cutting-edge technology trusted by NATO and critical infrastructure sectors worldwide, enabling your customers to instantly sever cyber threats before they spread. Join the elite circle of resellers who are transforming cybersecurity defences and capturing premium profits by delivering a solution that is not only powerful and unique but also simple to deploy and scale. Elevate your portfolio, dominate your market, and reap the rewards that come with offering what others simply cannot.

How to join the winning team

Step 1: Apply through your preferred Goldilock Authorised Distributor, it's quick, easy, and your first step toward unlocking new revenue streams.

Step 2: Complete the Goldilock Authorised Reseller onboarding to get certified and armed with the tools to win fast.

Step 3: Drive sales success, sharpen your technical edge, and rise to Expert Partner status, with premium benefits and elite recognition.

Step 4: Start delivering Goldilock FireBreak and own the conversation on unbeatable cyber-physical security.

Your next big opportunity starts now

Contact partners@goldilock.com or connect with your Goldilock Distribution Manager today.

The future of cybersecurity is being written — **and we want you to be part of it.**

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Disconnect to protect, on demand.

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