

Managed Service Partner Enablement Model



MSP Enablement Activities by Trusona

- Provide access to all sales and service-related documentation.
- Conduct 3 separate training sessions for the MSP:
 - Sales – how to qualify, position and sell the product
 - Implementation – how to deliver and configure the product
 - Support – how to provide 1st line support, triage for Trusona issues & escalate to Trusona
- Free implementation of the targeted Trusona product(s) for the mutually agreed upon number of MSP's employees and/or lab environment prior to deployment with a customer.
- Make local sales and pre-sales resources available to MSP to support sales presentations, scope requirements and agree commercial proposals.

Project Delivery

- MSP will be the primary point-of-contact for its customer.
 - MSP will assign a Project and/or an Account manager for every project delivery.
 - Trusona will assign appropriate resources to the project to form part of MSP's Project Delivery Team.
 - Trusona's project delivery resources will be provided free of charge – MSP is entitled to charge on these resources to the end customer generating strong margins for MSP on professional services.
- 1) First joint customer project** – Trusona will serve as the lead implementor for this project, with assigned MSP resources watching over Trusona's shoulders for on-the-job-training
 - 2) Second joint customer project** – MSP will take the lead in this implementation, with Trusona watching closing over MSP's shoulders to provide them necessary support
 - 3) Subsequent customer projects** – MSP will implement independently and will call Trusona for any complex issue that may need attention

Post-Delivery Support

- Trusona's licence fee (see Billing & Collections Section) includes support.
- Tier-1 support will be provided by the MSP
 - MSP tracks support ticket in their customer reporting system
 - MSP will triage the issue (i.e. is issue Trusona related?)
 - MSP will be responsible for all customer communication
- Trusona will provide Tier-2+ support to MSP
 - Where issue is Trusona related, MSP will open a support ticket with Trusona
 - Trusona will track its "child" ticket to closure with the MSP
- Helpdesk Support
 - Trusona will provide unlimited 'how-to' type Helpdesk support to MSP via its support line

Billing & Collections

- MSP bills customer for the contracted Trusona Annual Licence Fee. MSP retains 28% of the fee and sends Trusona 72% of the of the fee.
- MSP will be responsible for any renewal paperwork, invoicing and revenue collection with its customer