



PartnerPersona™ Program

Partner with the Industry Leader

DigitalPersona is the leading provider of biometric authentication solutions used by more than 90 million people worldwide.

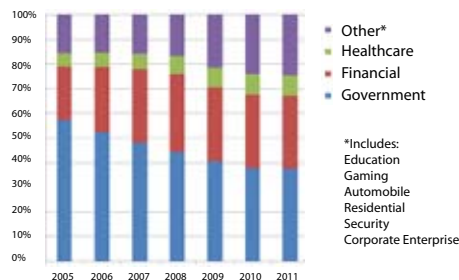
DigitalPersona's end-to-end fingerprint authentication solutions prove cost effective compared to other mechanisms such as smart cards or tokens. The advantage of fingerprint authentication solutions, such as DigitalPersona, is that it increases network security while maintaining convenience and ease-of-use.

By partnering with DigitalPersona you combine your Microsoft expertise to deliver proven fingerprint authentication solutions. Include your professional services offering to receive incremental revenue for those environments that require complex implementations.

The Emerging Market

DigitalPersona is a CRN recognized Emerging Vendor in a market poised for growth. According to Frost & Sullivan, annual worldwide non-AFIS fingerprint revenue forecasts will exceed \$2.2 billion by 2011.

Total Biometrics Market: Percent of Revenues by Vertical (World), 2005-2011



Note: All figures are rounded; the base year is 2006. Source Frost & Sullivan

DigitalPersona's solutions are designed for verticals such as Finance, Healthcare and State/Local government that want to improve network security and regulatory compliance while resolving password management problems.

Program Overview

Our goal is to increase partner sales revenue and enable you to provide the highest quality of support to your customers. Select the level that best fits your business needs: Authorized entry level, or commit to value-add requirements that are offered at the Premier level.

Relative to the program level you choose DigitalPersona offers you an array of benefits that will complement your business model.

Program Benefits & Requirements

Benefits:	Authorized	Premier
Access to DigitalPersona support resources	✓	✓
Incentive programs provide incremental bonuses for reps	✓	✓
Access to secure partner portal with an array of tools to help promote and sell DigitalPersona products	✓	✓
Monthly partner newsletter	✓	✓
Discounted product for evaluation purposes	N/A	✓
Discounted product for internal use	N/A	✓
Account registration program to register your critical deals	N/A	✓
Participation in beta programs	N/A	✓
Sales leads	Select	✓
Co-marketing programs that contribute to revenue growth	Marketing Tools	MDF
Joint account development at every step of the sales process	Phone	In-person
Training for sales and tech reps to effectively position our solutions	Web Modules	Instructor-led
Requirements:		
Timely reports: leads, pipeline/forecast	N/A	Quarterly
Overall business review	N/A	Quarterly
Meet pre-determined revenue goals	N/A	Quarterly
Technical training	Web-based (recommended)	Instructor-led
Web-based sales training	Self-paced (recommended)	Required
Co-marketing	Tools and Collateral	Pre-approved MDF

How to Join?

Apply on-line today at www.digitalpersona.com/partners and begin receiving the benefits of an authorized partner. All authorized partners purchase through an approved DigitalPersona Distribution Partner. Allow 24 – 48 hours to receive your electronic welcome kit. Contact us at channelsales@digitalpersona.com to learn more about how you qualify for the Premier level.



digitalPersona®

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