



GeNUA Partner Program



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1 Who is GeNUA?

Since 1992, GeNUA, Gesellschaft für Netzwerk- und Unix-Administration (Network and Unix Administration, Inc.) has specialized in security, design of, and care for corporate networks. GeNUA manufactures security products and also acts as a systems vendor and consultant for complex IT security and network projects. Since its establishment, GeNUA has prided itself on offering its customers the highest degree of competence and reliability. To further extend its position as a leader in the field of Internet security technology, GeNUA is constantly taking on more staff to develop premium technology solutions.

2 What Products Does GeNUA Offer?

Since 1997, GeNUA has been developing products that offer companies customized solutions for secure Internet access or internal network segmentation (firewalls), the construction of a Virtual Private Network (VPN), and link balancing solutions for highly available Internet connections. These are elements of an integrated product program: from the simple packet filter firewall (GeNUScreen) to the multi-level high-end cluster solution (GeNUGate), and from the simple VPN appliance (GeNUCrypt) to the complex VPN platform comprising cryptographic, filter, and application functions for remote machine control (GeNUBox). Our products meet the most stringent security requirements, and are therefore especially targeted at customers who do business in areas where security is critical.

That is one of the reasons why GeNUA products always have up-to-date certification in compliance with the internationally recognized Common Criteria (CC) standard. Regular re-certification highlights GeNUA's absolute commitment to security: the GeNUGate firewall is the only firewall in the world to meet the stringent Common Criteria requirements for level EAL 4+ certification with the additional classification as Highly Resistant.

Detailed information on GeNUA products is available in our brochures and sales folders.

3 Who Are the GeNUA Partners?

As an authorized GeNUA partner, you are responsible for marketing GeNUA products. You are the contact person and on-site expert, and have the expertise to provide customers with competent advice in questions relating to the product family, to present them with solutions, and to implement projects independently.

Our partners are systems vendors, Internet service providers, and consulting companies of all different sizes, with differing strategies and customer bases – from small, regionally active businesses to large international corporations. We are not interested in companies who only wish to quickly resell our products without any deeper knowledge. We are looking for business partners who attach importance to looking after their customers and who are able to comply with the high quality standards set by the GeNUA product family. GeNUA offers two forms of distribution partnership, according to the level of training taken:



3.1 GeNUA Partners

At the distribution partnership entry level, you will be a general GeNUA partner. At this level, following sales training, you will be capable of distributing all GeNUA products. For consulting, implementation, and maintenance you will have recourse to support provided by GeNUA for a fee.

3.2 Specialist GeNUA Partners

Our main model for distribution partnership is the GeNUA partner that has taken technical training and specializes in at least one of the following product lines: GeNUGate (firewall), GeNUScreen (firewall), GeNUBox (VPN) or GeNUCrypt (VPN). As a specialist GeNUA partner your staff will be capable of advising customers, implementing projects, and providing product support. The product line(s) in which you have chosen to specialize will be published on the GeNUA web server, and you will receive higher discounts for these product lines.

4 Why Should You Become a GeNUA Partner?

By working with GeNUA, you will have a competent and strong business partner in all matters of IT security. Becoming an authorized GeNUA partner will revolutionize your sales potential. High quality products, such as those produced by GeNUA, are prized in any countries due to the quality attribute "made in Germany."

GeNUA also offers you the following benefits:

- **Fixed discounts on all GeNUA products:** As our partner, you will receive guaranteed discounts on all GeNUA products and services. Our products are classified in different discount groups according to product type (e.g. hardware only, complete system, software only, degree of complexity). The discounts range from 15 to 30%. Specialist partners receive higher discounts than other partners for the product lines they specialize in.
- **Free support from our team:** As a GeNUA partner, your certified staff will be entitled to consult our support team about our products free of charge. You can contact our team by E-mail during working hours from Monday to Friday (Central European Time).
- **Partner pages on the GeNUA web server:** A special partner area is available on our web server. Here you will find the latest information, our current prices updated daily, and all you need to know about our products.
- **A listing as a GeNUA business partner on the GeNUA website:** You will be listed as an authorized GeNUA partner in the Partner Locator on our web server, enabling you to gain access to new groups of customers.



- **Product queries passed on to you:** We pass the queries and trade fair leads we receive at GeNUA on to you, which also helps you gain access to new groups of customers.
- **Free marketing material:** As part of our distribution support program, you will receive our entire range of information materials and advertising items for distribution, free of charge.
- **Joint marketing campaigns:** We offer you your own space at our trade fair booths. In addition we will participate in your trade shows, make our premises available to you for business partner events free of charge, and supply materials for your marketing campaigns.
- **Joint media work:** GeNUA draws up joint press information kits and case studies together with its business partners, and makes its numerous press contacts available to its partners.
- **Pre-sales support:** In order to emphasize the close relationship between GeNUA and its partners to your customers, GeNUA can send technical sales staff to support you in pre-sales talks and project research, at no cost to you.
- **Low-cost partner systems:** Partners have the opportunity of acquiring GeNUA products for presentations, training, and as a temporary replacement for faulty customer systems at particularly favorable conditions. You can also use these systems for your own business, e.g. to safeguard your company network.
- **Free demo systems:** GeNUA partners have access to a pool of demo systems that can be used free of charge for up to 14 days. GeNUA also offers free access to online demo systems over the Internet.
- **Direct manufacturer training:** Ongoing training of your staff at special rates ensures that your company is always kept up to date with technological developments.

5 What Distribution Model is Used for GeNUA Products?

GeNUA products are distributed principally by authorized GeNUA partners. GeNUA limits its own activities in this field to specific large projects and pilot projects for the launch of new products.

No minimum sales volume or initial purchase quantities are required for the distribution of GeNUA products, and no sales quotas need to be met.

The only requirement is authorization as a GeNUA partner. In general, GeNUA does not grant exclusive rights to sales territories to its distribution partners. In our opinion, this does not make sense in the field of IT security, since each distribution partner has access to a different client base (depending on size and industry sector). However, international distributor rights or exclusive territories may be arranged in individual cases. On the other hand, GeNUA guarantees project rights. GeNUA commits itself not to compete directly with partners in any registered projects.



6 What are Typical Projects for Our Partners?

6.1 Example No. 1: Firewall – Small Project

Your customer, a medium-sized mechanical engineering company with 50 PC workstations, would like to safeguard its Internet connection (2 MBit/s) with a firewall system.

Your customer's staff have access to the Web. They also need to send and receive E-mails and exchange data via an FTP server. Your customer considers virus scanning by the firewall to be unnecessary, as it already has virus scanners running on the servers and workstations. Your customer has comparatively low security requirements and can afford only a simple solution. You recommend a packet filter firewall, and implement GeNUScreen in your customer's network.

6.2 Example No. 2: Firewall/VPN – Medium-sized Project

One of your customers, an internationally active publishing house with a staff of 1,000 in several locations, both domestic and abroad, would like to network its subsidiaries via a Virtual Private Network (VPN).

Previously, they had communicated via a dedicated line. The main office is to be protected by a failsafe, multi-level firewall cluster. Staff need to have Web access, to be able to send and receive E-mails, and exchange data via an FTP server. Before purchasing and installing the system, the customer wishes a thorough analysis and advice on security aspects. You prepare a security analysis based on an appraisal of the current configuration and a requirements analysis of the Internet connection. Working with your customer, you come up with security guidelines that will form the basis of a detailed firewall concept.

Your technicians implement the project independently, using a GeNUGate cluster with GeNUCrypt to connect remote locations.

6.3 Example No. 3: VPN Maintenance Project

One of your customers, a manufacturer of high-tech filling systems for beverages, would like to actively monitor the fault-free operation of its equipment in use around the world as part of its customer service package. Outages would result in considerable losses for its customers. Your customer's service technicians need to be informed regularly of important data from the filling systems. If necessary, they should be able to use control command and solve problems. All machine data and control commands are to be exchanged via an Internet connection, and must be strongly encrypted, since they are critical to the company.

You give your customer advice on potential solutions, and work out a concept jointly with GeNUA. You commission GeNUA to carry out the customer-specific development work required for this project, and then independently implement a VPN maintenance system based on the GeNUBox product.



7 What are the GeNUA Partner Program Prerequisites?

In order to guarantee the long-term high quality of our products and services, we attach more importance to your abilities than to the size of your company or your sales figures. If you are familiar with the Internet and TCP/IP based networks, and are keen to extend your expertise in the area of security, then you are the right business partner for us.

You commit yourself to distributing GeNUA products in a competent manner. That means your trained staff must pass tests for initial certification and re-certification on a regular basis to prove their high technological competence. To qualify as a GeNUA distribution partner, you must have at least two trained employees. At least one of them must complete basic sales training. The other must complete either basic sales training or specialist technical training for at least one of the GeNUA product lines (see section 3.2). The different forms of partner training open to you are detailed in section 8.3.

For basic sales training, a single attendance of a course is all that is required. For basic technical training, on the other hand, a test must be passed in order to gain certification. This certification must be renewed regularly by passing tests for every new product release. Your staff can prepare for these tests by either attending release courses or using course materials for independent study. Thus, your company proves its expertise is up to date.

Any employee who fails a release test three times must repeat the basic training and tests for the product line in question. Otherwise they will lose their certification. You must maintain the minimum number of certified staff (two) required for your status as a distribution partner – failure to complete or pass a release test may result in the loss of not only individual certification, but also of your GeNUA partner status. The same applies in the event of certified staff leaving your company. We offer regular training courses for certification of new staff members. You can check the schedules on the GeNUA web server.

8 What Training do we Offer Our Partners?

GeNUA training courses include both practical and theoretical elements. The range of courses we offer our partners can be summarized as follows:

8.1 Sales Training

GeNUA offers a sales training course called GeNUA Product Fundamentals Training (GPFT). This course is principally aimed at the sales teams of GeNUA partners, but would also be of benefit to your technical staff, giving them an overview of the GeNUA product range and familiarizing them with a few sales points.

The course covers, among other things, a presentation of the GeNUA products, sales techniques, planning of projects and proposals, typical examples of network structures, drawing up of proposals, procedures for more complex projects, and licensing and export issues. There is no test or test certificate.



Instead, course participants receive a participation certificate. Unlike the technical training courses, knowledge acquired in the GPFT does not need to be constantly updated through later release courses and tests. Instead, participants keep up to date with current standards through other channels (trade fairs, partner pages on the GeNUA web server, etc.).

8.2 Technical Training

8.2.1 Basic Courses

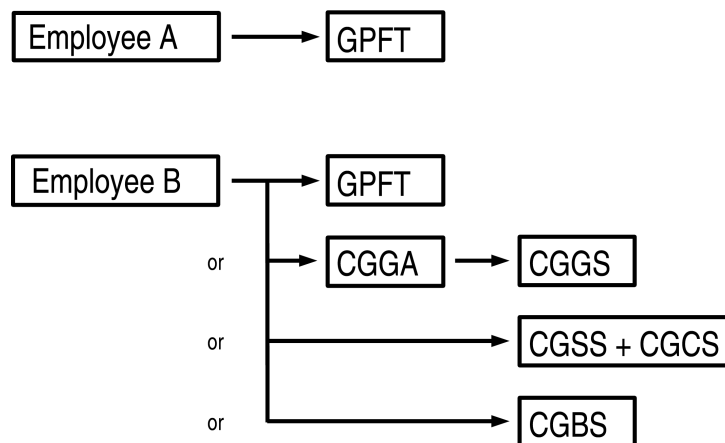
The entry-level courses leading towards specialized technical qualification are the Administrator Courses. Building on these, we also offer Specialist Courses. In both cases, a test must be passed in order to gain certification. For example, to become a Certified GeNUGate Specialist (CGGS), you must first become a Certified GeNUGate Administrator (CGGA). Please note that depending on the complexity of the product in question, Administrator Courses are not offered for all product lines. In these cases, specialist certification can be gained by attending a Specialist Course.

8.2.2 Release Courses

GeNUA offers Release Courses to ensure your staff's expertise is up to date. These courses are planned to coincide with new product releases, and their content focuses on the innovations associated with new products. Just as with basic technical courses the participants must pass a test at the end of the release courses in order to receive the certification. However, in contrast to the basic courses, your staff may choose to study independently and only take the release test to get the certification.

8.3 Minimum Training Requirements

The following diagram gives an overview of the minimum training requirements for GeNUA partner staff:





Explanation:

For other training courses, the first letter stands for Certified, while the second and third letters denote the product line. The fourth letter stands for the level of specialization achieved.

GPFT = GeNUA Product Fundamentals Training

CGGA = Certified GeNUGate Administrator

CGGS = Certified GeNUGate Specialist

CGSS = Certified GeNUScreen Specialist

CGCS = Certified GeNUCrypt Specialist

CGBS = Certified GeNUBox Specialist

9 How Can You Become a GeNUA Partner?

- Present us with your marketing plan. Simply send back the questionnaire attached to this brochure, together with additional information on your company (e.g. a company brochure).
- We will examine your marketing plan, and if appropriate offer you a partnership contract.
- The GeNUA partnership contract describes our mutual obligations and specifies the conditions under which you can become a GeNUA partner.
- You will train at least two of your staff according to the requirements set out in section 7.
- If you meet the requirements for GeNUA partner status, we will immediately confirm this status and permit you to distribute the appropriate products and services.

We look forward to welcoming you as a participant in our partnership program.

PP-WP-1209-2-E

Please do not hesitate to contact us for further information:

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MARKETING PLAN FOR 20 . .

If your company would like to enter into partnership with GeNUA, your first step is to fill out this questionnaire. This will tell us a little about your company, and inform us about your plan for distributing GeNUA products. It will also give us some indications of how we can support you in this endeavor.

Please mail or fax the completed questionnaire to us at the following address or fax number:

GeNUA mbH
Distribution
Domagkstrasse 7
85551 Kirchheim
Germany
fax +49 (89) 99 19 50-999

Company data:

Name of your company: _____

Address: _____

Tel: _____ Fax: _____

Additional locations in: _____

Legal form of company: _____ Commercial register no.: _____

Year of establishment: _____ Web address: _____

Managing director: _____

Main contacts for GeNUA:

On the distribution side: _____

On the technical side: _____

Responsible for marketing: _____



Employee data:

Total number: _____ Technicians: _____

Of these, how many support personnel: _____

Your employees have particular expertise in the following areas:

Volume of sales:

Last year: _____ This year (estimate): _____

Fields of business:

Customer target groups:



How do you intend to market GeNUA products?:

as a trader as a system vendor as a consulting company

as a provider other: _____

Do you already have security products in your range? yes no

If so, which products (product description, manufacturer):

Which partnership status do you envisage?

GeNUA partner

Specialist GeNUA partner, specialised in

Firewall GeNUScreen

Firewall GeNUGate

VPN Appliance GeNUCrypt

Security Platform GeNUBox

In which regions do you hope to distribute GeNUA products?

Do you have plans for GeNUA product advertising activities?

yes no

If so, what are your plans?

1. Mailing to existing customers

2. Mailing for the purposes of attracting new customers

3. Advertisements in _____



**Do you plan trade fair exhibits or events where you present GeNUA products?
If so, which?**

1. _____

2. _____

What support would you like GeNUA to provide for these events?

For 1. _____

For 2. _____

What other support would you like from GeNUA?

Comments:

Date _____ Signature _____