



# Partner Application Form

## Company Details

Company Name	
Location	
Primary Contact and Phone Number	

## Coverage

Which geography does the Reseller cover/propose to cover?	
How effective is the geographic coverage?	
Number of Locations?	

## Staffing

<b>Sales</b>	
Total Number of Sales Representatives in the Company	
Number of Sales Reps currently holding certifications from security vendors	
<b>Pre-Sales</b>	
Total Number of Systems Engineers in the Company	
Number of SE's currently holding certifications from security vendors	
How many SE's are there to support each product set? (Product to SE Ratio)	
<b>Post-Sales</b>	
Total Number of Consultants or PS in the Company	
% of Consultants currently holding certifications from security vendors	
How many Consultants are there to support each product set? (Product to Consultant Ratio)	

## Sales and Technical Accredited or Certified Personnel

Total Number of Positive Technologies Certified Sales Professionals	
Total Number of Positive Technologies Technical Accredited or Certified Personnel	
How many Positive Technologies Professional Services Consultants do you have?	

**Portfolio**

<b>Complementary Products</b>	
Number of Competitive Products	
% of total business revenue from these products	
Name of 5 Complementary Products	
% of total business revenue from these products	
<b>Competitive Products</b> <small>(please list all products which may be competitive to our solutions)</small>	
<b>IT Security Focus</b>	
% of total business revenue from Security based products	
<b>Professional Services</b>	
% of total business revenue from Professional Services Business	
<b>Installed Base</b>	
# of customers purchasing \$30+K last 12 months	
<b>Case Studies</b>	
# of new case studies in past 12 months	
<b>References</b>	
# of active references available to prospective customers	

**Sales & Marketing**

Average Sales Cycle – Months between Enquiry to Invoice	
Average Deal Size \$	
# of New Accounts per Quarter	
Sales Forecasting Frequency - Current practice with existing Complementary vendors	
Sales Reporting Frequency - Current practice with existing Complementary vendors	
Marketing Spend of New Business - \$ per quarter	
Number of Marketing Campaigns per quarter	
Number of MDF claims per quarter across all vendors	
Number of new case studies produced per quarter	
Total Number of Customers/End Users in your Marketing Database	
Total Number of Customers/End Users supported by Sales, Technical and Marketing Teams	

Once completed, please send this form back to [PositiveChannel@ptsecurity.com](mailto:PositiveChannel@ptsecurity.com)