



VAULT ISV Partner Onboarding Program

To ensure a seamless onboarding experience for Independent Software Vendors (ISVs) joining the VAULT ecosystem, the following program is designed to set clear expectations, foster collaboration, and accelerate time-to-value for all partners:

Phase 1: Introduction and Alignment

Goal: Establish a strong foundation and clear partnership objectives.

1. Welcome and Orientation:

- Welcome email with an introduction to VAULT's ecosystem, values, and support team.
- Access to the VAULT Partner Portal with documentation, tools, and resources.

2. Kickoff Meeting:

Discuss ISV's goals, target markets, and integration opportunities.
Align on mutual expectations, success metrics, and go-to-market (GTM) strategies.

3. Partnership Agreement:

• Finalize partnership agreements, including referral/reseller terms, revenue-sharing models, and exclusivity clauses (if applicable).



Phase 2: Technical Enablement

Goal: Equip the ISV with tools and resources to integrate their software with VAULT's hardware

1. Technical Documentation & Resources:

- Provide SDKs, APIs, and integration guides tailored to VAULT Connect, VAULT GoWork, and VAULT ProKit solutions.
- Deliver sample code and use-case scenarios to simplify implementation.

2. Hardware Demo Kits

 Send demo units (VAULT Connect Case, Pro Stand, or GoWork kits) to the ISV for integration and testing.

3. Integration Support:

- Schedule technical workshops or Q&A sessions with VAULT's engineering team.
- Provide access to a dedicated VAULT technical contact for troubleshooting and questions.

4. Testing & Certification:

- Conduct joint testing to ensure the ISV's software performs seamlessly with VAULT hardware.
- Issue VAULT-certified partner badges upon successful completion.

Phase 3: Go-to-Market Collaboration

Goal: Empower the ISV with marketing and sales support to drive joint success.

1. Marketing Resources:

- Co-branded marketing materials, case studies, and product demos.
- Pre-built social media templates and press release guidelines for announcing the partnership.

2. Sales Enablement:

- VAULT to provide training for ISV's sales team on VAULT hardware benefits.
- Offer referral programs or reseller margins for ISV-led sales.

3. Joint GTM Planning:

- Align on GTM strategies, including target industries and customer profiles.
- Plan joint webinars, events, or trade show appearances to showcase the partnership.





Phase 4: Ongoing Support and Growth

Goal: Strengthen the partnership through continuous collaboration and innovation.

1. Dedicated Partner Manager:

 Assign a VAULT Partner Manager to maintain regular communication, track KPIs, and provide updates on new opportunities or features..

2. Partner Portal Updates:

 Regularly refresh content, including product updates, success stories, and partner-exclusive resources.

3. Feedback Loop:

 Conduct quarterly business reviews (QBRs) to evaluate performance, share feedback, and identify growth opportunities.

4. Innovation Collaboration:

- Invite ISVs to participate in VAULT's roadmap discussions to align on future innovations.
- Explore custom development opportunities to address unique ISV customer needs.

Phase 5: Recognition and Scaling

Goal: Highlight the partnership's success and scale opportunities globally.solutions.

1. Partner Recognition:

- Feature the ISV on VAULT's website, in newsletters, and at industry events.
- Provide awards or badges for exceptional partnership contributions.

2. Scaling the Partnership:

- Expand into new verticals or regions, leveraging VAULT's and the ISV's networks.
- Explore additional hardware and software integrations for growth.

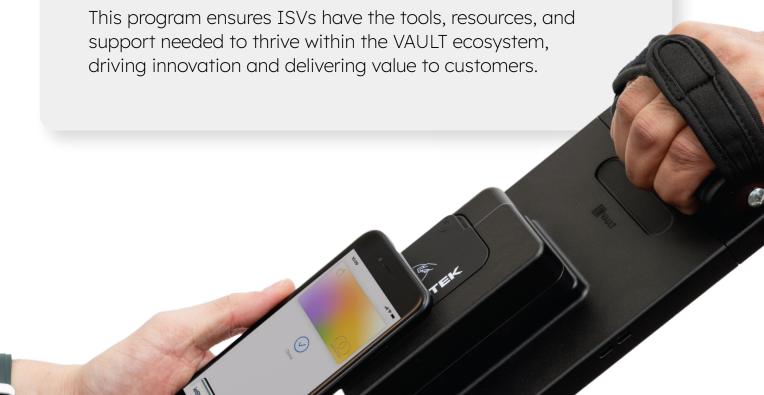
3. Continuous Improvement:

 Revisit and optimize partnership strategies based on mutual growth and changing market needs.



Key Deliverables for ISV Partners

- Onboarding timeline and roadmap.
- Hardware demo kits and access to development tools.
- Technical, marketing, and sales enablement resources.
- Regular collaboration opportunities with VAULT's technical and GTM teams.





Kevin Kuluvar KevinK@psbhq.com

608-320-1567

