



Veza Identity Partner Program

Join Veza to accelerate your growth with the leader in Intelligent Access.

Dear Veza Partners,

Welcome to the Veza Identity Partner Program (VIPP)! We're excited to have you as part of our growing ecosystem. At Veza, we believe that identity security is the foundation of modern security, and our partners are essential to helping organizations secure what matters most.

We are committed to building a 100% partner-first motion that fuels growth, fosters collaboration, and ensures high-margin opportunities for our partners. Whether you're a Value-Added Reseller (VAR), Global System Integrator (GSI), Cloud Service Provider (CSP), or Technology Alliance Partner, we recognize your investment in time, expertise, and resources, and we're here to ensure your success.

What You Can Expect from Veza

As a VIPP partner, you'll have access to:

- ✓ **Deal Registration & Protection** – Ensuring pricing integrity and protecting your investment.
- ✓ **Sourced & Co-Sell Motions** – Whether you bring us the opportunity or engage alongside us, we recognize and reward your contributions.
- ✓ **Enablement & Training** – Role-based technical and sales certifications to help you differentiate in the market.
- ✓ **High-Margin Partner Services** – Exclusive rewards and support to help you build and scale identity-focused services.
- ✓ **Marketing & Demand Generation** – MDF, joint field events, and go-to-market support.
- ✓ **Executive & Strategic Collaboration** – Participation in our Partner Advisory Board, Quarterly Business Reviews (QBRs), and executive briefings.
- ✓ **Seamless Product Integrations** – With over 250 out-of-the-box integrations, including CrowdStrike, AWS, Snowflake, and HashiCorp.

We are redefining how partners win with identity security by delivering a modern, scalable, and profitable partner program. Together, we'll help organizations transform their security posture, bridge the gap between IT and security operations, and drive real business impact.



Let's get started! If you have any questions or need support, don't hesitate to reach out.

Tom Barsi, SVP of Channels and Ecosystem



Veza At-A-Glance

Veza is the Identity Security company, helping organizations secure access across the enterprise, including cloud infrastructure, data systems, SaaS apps, and on-prem apps. Powered by the Access Graph, Veza's platform delivers visibility and control of permissions so that organizations can finally achieve least privilege. Global enterprises like Wynn Resorts, Expedia and Blackstone trust Veza for privileged access monitoring, cloud access management, data lake governance, SaaS access security, automated access reviews and access provisioning.

Founded in 2020, Veza is headquartered in Los Gatos, California, and is funded by Accel, Bain Capital, Ballistic Ventures, GV, Norwest Venture Partners, and True Ventures. Visit us at veza.com and follow us on LinkedIn, X/Twitter, and YouTube.

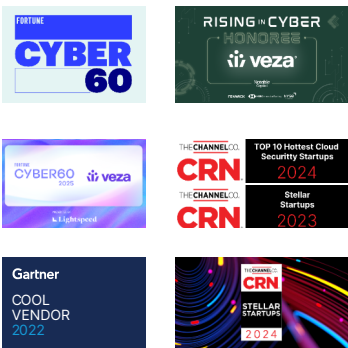
Certifications



Partners



Awards



Maximize Your Value

86%

reduction in time to complete access certifications for data in GitHub, AWS, custom apps and more

INTUIT

1 Day

to integrate a custom application as compared to 45 days with a legacy IGA vendor



30 Mins

to auto-create certifications for monitoring 400 apps and 86,000 Snowflake tables



The world's most trusted companies use Veza



Driving Growth Through Partnership

At Veza, we believe that strong partnerships are the foundation of scalable success. A well-structured partner program creates a mutually beneficial relationship, ensuring that partners receive financial incentives, sales and technical enablement, and go-to-market support that drives real business impact.

The Veza Identity Partner Program (VIPP) is built to empower our partners—Value-Added Resellers (VARs), Global System Integrators (GSIs), Cloud Service Providers (CSPs), and Technology Alliances—by providing a structured and profitable engagement model that protects and rewards their investment.

A Partner Program Designed for Growth & Scale

VIPP is designed to scale across multiple engagement models that align with our partners' evolving business needs:

Sell Model

Resell Veza's platform, refer opportunities, or offer identity security as a managed service.

Co-Sell Model

Drive joint opportunities with Veza to deliver added value through services, implementation, and advisory expertise while securing deal protection.

Service Model (Future)

Enable partners to develop and deliver high-margin identity security services with Veza's technology at the core.

Build Model (Future)

Collaborate with partners to co-develop solutions that integrate seamlessly into enterprise environments.

More Than Just Transactions – A Long-Term Partnership

VIPP is more than just a framework for transacting business—it's a platform for collaboration, growth, and innovation. Through strategic partner enablement, demand generation, and ongoing business alignment, we foster relationships that extend beyond any single deal.

As a VIPP partner, you gain access to:



Financial incentives

Competitive margins, deal registration discounts, and market development funds (MDF).



Exclusive enablement training

Tailored sales and technical pathways, demo environments, and certifications.



Co-Marketing and demand generation

Joint marketing campaigns, field events, and digital marketing support.



Strategic collaboration and business planning

Participation in Veza's Partner Advisory Board, quarterly business reviews, and executive briefings.



Enhanced deal protection

Priority deal registration, co-sell motions, and access to Veza's channel ecosystem.

As we expand VIPP, we remain committed to providing our partners with the tools, resources, and opportunities that align with market trends, customer needs, and business growth objectives. Together, we'll transform how organizations secure their identities and control access at scale.

Let's grow together. Welcome to Veza.

Veza Partner Program Framework

Type	Detail	Discount Off List	Partner Types
Baseline / Transacted	Standard Pricing	10% off the list price	Resell and Integration
Partner Sourced	Deal Registration Pricing (<i>Value Creation - Sourced</i>)	30% off the list price	Resell and Integration
Partner Co-Sell	Deal Registration Pricing (<i>Veza Sourced - Partner Co-Sell</i>)	30% off the list price	Resell and Integration
Influenced	Services Led (SI Focused)	N/A	Service's Led / GSI / Boutiques
Renewals	Incumbency	*Partner shall be entitled to the same discounts and margins as the original sale with commensurate protection	All Partners

Program Requirements	Definition	Reseller / Integration	Services-Led / Consultation
Signed Agreement	Partners must agree to and accept the terms of the Veza Partner Program Agreement.	✔ Yes	✔ Yes
Joint Business Plan and Executive Review	Partners are required to develop a joint business plan that details sales, marketing, technical and enablement milestones. This business plan will be reviewed periodically.	✔ Yes	✔ Yes
Sales Training	Have and maintain a minimum number of salespeople who have completed Veza Sales Training.	✔ Yes; 2 Sales	✔ Yes; 2 Sales
Technical Training	Have and maintain a minimum number of technical staff who have completed Veza Technical Demo Training and Validation.	✔ Yes; 2 Engineers	✔ Yes; 2 Engineers
Named Sales Engineer	A named vendor sales engineer to be the lead technical resource for Veza opportunities	✔ Yes	✔ Yes
Named Executive Sponsor	A named vendor executive sponsor that will interface with the named Veza Executive	✔ Yes	✔ Yes

Deal Registration Guidelines

Deal Registration is a key component of the Veza Identity Partner Program, ensuring that our partners—whether Resellers, System Integrators (SIs), or Technology Alliances—are recognized and rewarded for their investment in driving customer success. Whether partners engage with Veza directly or through an authorized distributor, Deal Registration allows them to formally notify Veza of a partner-led (Sourced) or co-sell opportunity and secure pricing protection.

Sourced vs. Co-Sell Partner Engagement

Sourced Deals

A partner originates and owns the customer engagement, bringing Veza into the deal. The partner is the primary driver of the opportunity, and upon approval, receives incremental partner benefits and margin protection.

Co-Sell Deals

Veza initiates the opportunity, but the partner plays a critical role in driving customer engagement, delivering services, and adding value in ways that Veza alone cannot. We recognize this investment—of time, money, and resources—and provide deal protection to ensure alignment and profitability.

System Integrator (SI) Influence & Deal Submission

For System Integrators (SIs) who provide advisory, implementation, or managed services, we offer a streamlined process to submit deals for influence metrics and credit through the Veza Partner Portal. This ensures SI partners are formally recognized for their role in shaping and closing opportunities, helping to track and measure joint impact.

Sourced Influence

The SI identifies the opportunity, engages the customer, and influences the technology decision, bringing Veza into the deal.

Co-Sell Influence

Veza initiates the deal, and the SI provides key services such as advisory, design, integration, or managed services that enhance the customer's success with Veza.

All registered deals that meet program criteria qualify for influence credit and, when applicable, incremental partner benefits. Additionally, Deal Registration is a required step prior to requesting special pricing, helping both Veza and our partners maintain structured, transparent, and predictable engagement in the market.

Incumbency / Renewals

Veza subscriptions require renewal at the end of their term to ensure customers continue receiving the full benefits of our identity security platform. Partners and distributors who originally sold the subscription may receive incumbent pricing advantages, reinforcing consistent, fair, and competitive pricing for customers at the time of renewal. This advantage applies to both renewals and upsell opportunities, allowing partners to maintain and expand their customer relationships.

To preserve partner incumbency, the following conditions apply:

- ✓ **Active Partner Status** – A lapse in or termination of a partner’s agreement with Veza may result in the loss of incumbency rights.
- ✓ **Timely Renewal Processing** – Any renewal not booked prior to the subscription expiration may forfeit incumbency advantages.

By ensuring seamless renewals and ongoing customer engagement, partners can maximize long-term value while helping customers maintain a secure and compliant identity security posture with Veza.

Eligibility

Opportunity Size

No minimum size or value

Product

All Veza Products are eligible

Territory

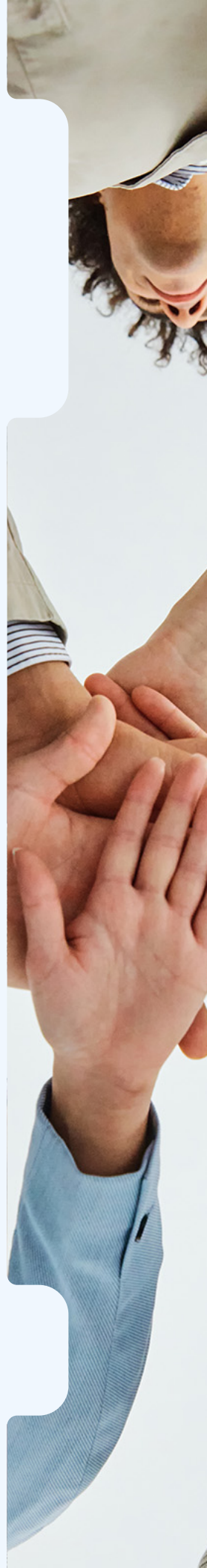
Partners may only register opportunities within the area they are authorized to operate. Partners can request approval of a deal registration for an opportunity outside of their authorized area.

Eligibility

Partners must be under a valid Veza Partner Agreement at the time the deal closes.

Discounts

The deal registration discounts apply on top of standard discounts of license sales (net-new, upsell or cross-sell). The specific deal reg discounts by tier can be found on the Veza Partner Portal.



Deal Registration Process

Online Registration

All deal registrations must be submitted via the Veza Partner Portal

Acknowledgement

Once the deal registration has been submitted, the partner will receive a notification that the deal registration form has been received by Veza

Partner Sourced Validation and Approval / Rejection

Veza is committed to ensuring a fair, transparent, and efficient deal registration process for our partners. Within five (5) business days, Veza will review the submitted deal registration to determine if any reasons for denial exist (refer to the denial criteria below). If no issues are found, a Veza Account Executive will engage with the partner to further qualify the opportunity using Veza's sales methodology. At that time, after further conversation the Account Executive will convert the deal from a lead to an opportunity.

Within 20 business days, Veza and the partner will work together to qualify the opportunity with the customer. Partners can track the status of their opportunities in the Veza Partner Portal.

In the event of a deal registration conflict, Veza will conduct a thorough review, gathering relevant facts to determine the appropriate outcome. Final decisions will be made at the sole discretion of the Veza Channel Leader for the respective geographic region.

Veza is committed to supporting our partners with a structured and predictable process, ensuring deal protection, fair engagement, and a seamless partner experience.

Denial of a Deal Registration

- Opportunity Already Registered – The deal has already been registered and remains valid under another Veza partner.
- Existing Veza Sales Engagement – The opportunity is already active in Veza's sales pipeline, with significant engagement from Veza within the last 180 days. If this is the case, please talk to your Account Executive about the Partner Co-Sell Program.
- Lack of Partner Engagement – The partner does not actively collaborate with Veza to qualify and progress the opportunity with the customer.

Exceptions & Escalation

If an exception is warranted, it will be escalated to the SVP of Channels & Alliances for review. Partners will receive a final decision within five business days of escalation.

Partner Co-Sell Validation and Approval / Rejection

Validation & Approval Process:

- Within five (5) business days, Veza will review the opportunity and determine if the identified partner is the best fit for co-sell engagement. This decision is made at the discretion of the Veza Account Executive, ensuring that the partner's investment in time, money, and resources is protected.

If approved, the Veza Account Executive will:

- Engage with the partner to outline roles, expectations, and next steps for co-selling.
- Align on a joint customer engagement plan, ensuring a seamless collaboration between Veza, the partner, and the customer.
- Formally register the partner in the opportunity within the Veza Partner Portal for tracking and deal protection.

Over the next 20 business days, Veza and the partner will work together to qualify the opportunity, align sales motions, and drive the deal forward. Partners can track the status of their co-sell opportunities within the Veza Partner Portal.

Conflict Resolution

In the event of a co-sell conflict (e.g., multiple partners being considered for the same opportunity), Veza will conduct a thorough review, gathering all relevant facts before making a decision. Final determinations will be made at the discretion of the Veza Channel Leader for the respective geographic region.

Commitment to Partner Success

Veza enters co-sell partnerships in good faith, ensuring that partners are recognized and protected for their contributions. By maintaining a structured and predictable co-sell process, we drive stronger customer outcomes, partner profitability, and long-term success in the identity security market.

Veza is dedicated to ensuring deal protection, strong partner collaboration, and a streamlined sales process to drive success for both our partners and customers.

Timeframes & Partner Exclusivity

Once a partner's deal registration is approved, they gain exclusive rights as the registered partner of record for 180 days. If the opportunity results in a closed deal, the partner is eligible for the applicable discount based on their Veza program tier.

Extensions & Sales Collaboration

A registered deal may be extended at the discretion of the Veza Partner Manager, based on factors such as customer engagement, sales cycle length, and ongoing partner activity. Extension requests will be reviewed and processed within (5) five business days.

Veza and the partner will align on a plan of action to ensure an efficient and productive sales cycle. This includes:

- Clearly defining roles & responsibilities throughout the deal cycle.
- Ongoing collaboration between Veza sales teams & partner managers for deal progression.
- Support for special pricing requests when additional customer discounts are required.

Deal Registration Termination

An approved deal registration may be terminated for the following reasons:

- The customer discontinues consideration of Veza as a solution.
- The opportunity exceeds the maximum deal registration timeframe without an approved extension.
- The opportunity no longer meets Veza's deal registration criteria.
- The partner does not actively engage in progressing or closing the deal.

Policy Updates

Veza reserves the right to modify Deal Registration Terms & Conditions at any time to ensure alignment with market dynamics, partner engagement best practices, and business priorities.

Veza is committed to fairness, transparency, and ensuring that partners receive the recognition and protection they deserve for their investment in customer opportunities.

Market Development Funding

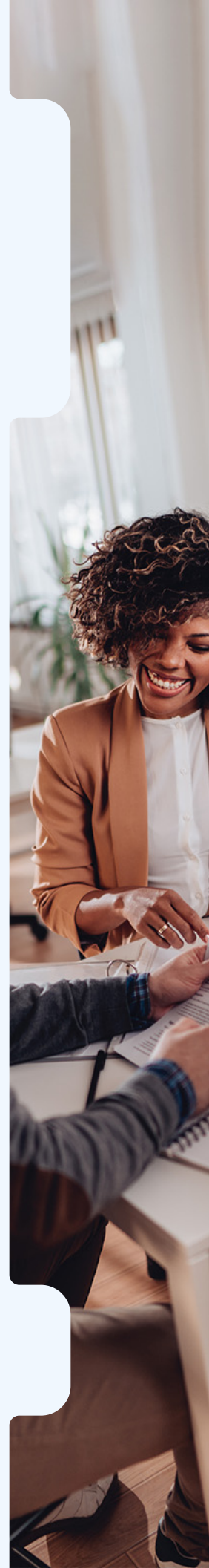
Limited Market Development Funds (MDF) are available to eligible partners to support a variety of ROI producing activities that will help create pipeline, demand generation, and awareness of Veza Products within their respective markets.

MDF Eligibility

Authorized Veza Partners are eligible to participate in the proposal based MDF Program. Factors that will be considered when assessing fund applications include fund availability, favorable past performance and future forecast pipeline generation as well the merits of the proposal based on measurable ROI.

MDF Qualifying Activities

- Sponsorship of third-party conferences, events and webinars
- Partner-hosted end-user events and webinars
- Demand generation campaigns
- Promotional merchandise
- Collateral or content creation or syndication (e.g. case studies, whitepapers, research/ surveys)
- Sales incentives
- Training and enablement
- Reimbursable expenses that do not fall within these guidelines will be evaluated on a case-by-case basis



MDF Process

MDF proposals must be submitted at least 45 days prior to the activity and must be approved before committing to or engaging in the activity.

Partners initiate their request for MDF assistance through their partner relationship manager who will assess the application with the Veza Partner Marketing team.

If approved, the agreed activity, the expected outcomes and ROI, the amount to be reimbursed, the deliverables from each party, the proof of performance requirements and basic terms and conditions will be documented and signed by both parties. Reimbursement will range from 50% to 100% of the cost of the activity as agreed when approved.

Once approved and signed, Veza and the partner will work through logistics and resources required to execute the activity.

When the approved activity has been completed, the partner submits an invoice to their partner relationship manager along with proof of performance, as outlined in the MDF agreement, for reimbursement.

Veza Identity Partner Program

About Veza

Veza is the identity security company. Identity and security teams use Veza to secure identity access across SaaS apps, on-prem apps, data systems, and cloud infrastructure. Veza solves the blind spots of traditional identity tools with its unique ability to ingest and organize permissions metadata in the Veza Access Graph. Global enterprises like Wynn Resorts, and Expedia trust Veza to visualize access permissions, monitor permissions activity, automate access reviews, and remediate privilege violations. Founded in 2020, Veza is headquartered in Los Gatos, California, and is funded by Accel, Bain Capital, Ballistic Ventures, GV, Norwest Venture Partners, and True Ventures. Visit us at veza.com and follow us on LinkedIn, Twitter, and YouTube.

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