



1+1 = 3:

Partnering for greater share of wallet



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A NETFLIX FILM

Absen



NASDAQ CONGRATULATES
CORO
ON SECURING
\$80M IN FUNDING

coro.net





Fastest Growing Cybersecurity Company In The US

coro.net

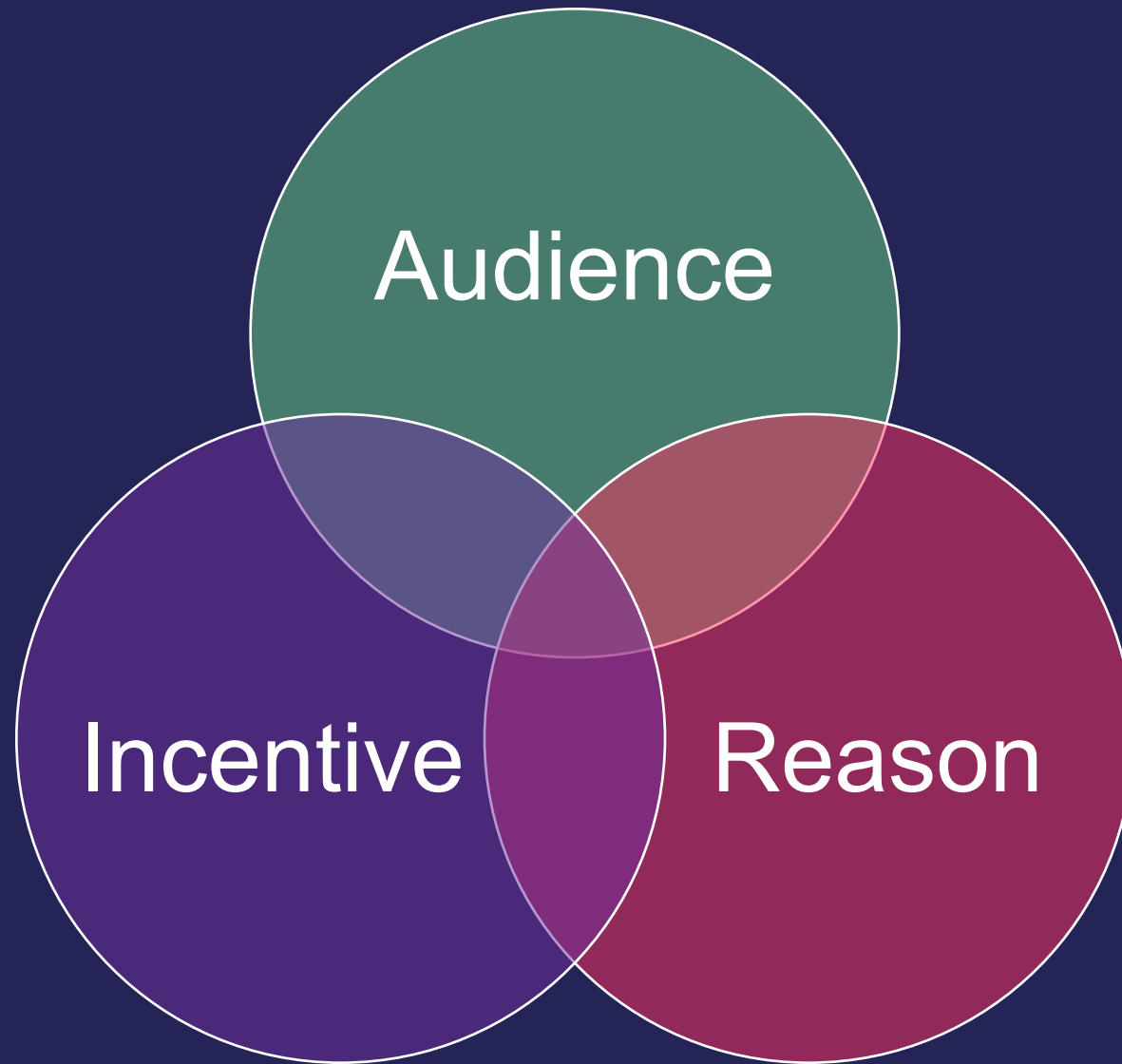
Nasdaq





WHY PARTNER AT ALL?





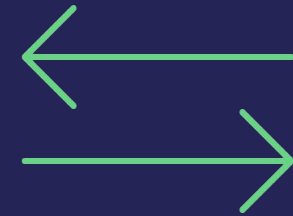
Partnership types



Lead
Exchange



Service
Providers



Extension



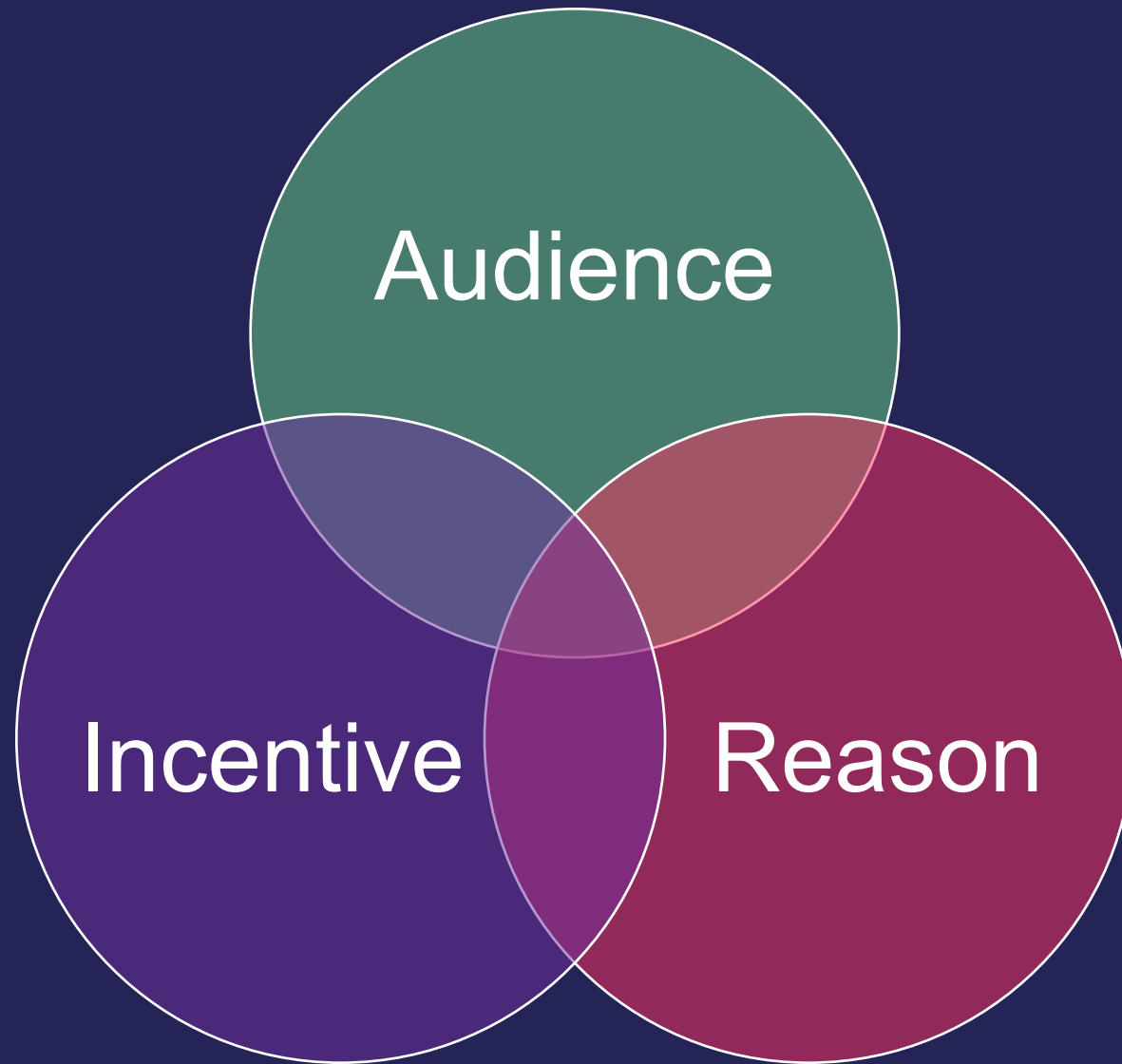
Failure and success: Two case studies



Large PC manufacturer

- 0 → 15,000,000 installations in 18 months
- Dedicated Coro team
- Custom development
- Over \$2M investment







- SaaS Platform
- Automates car dealership compliance
- Over 50% market share in the USA



EXAMPLE

FTC Safeguard Rule's impact on car dealerships

The Safeguards Rule requires covered financial institutions to develop, implement, and maintain an information security program with administrative, technical, and physical safeguards designed to protect customer information.



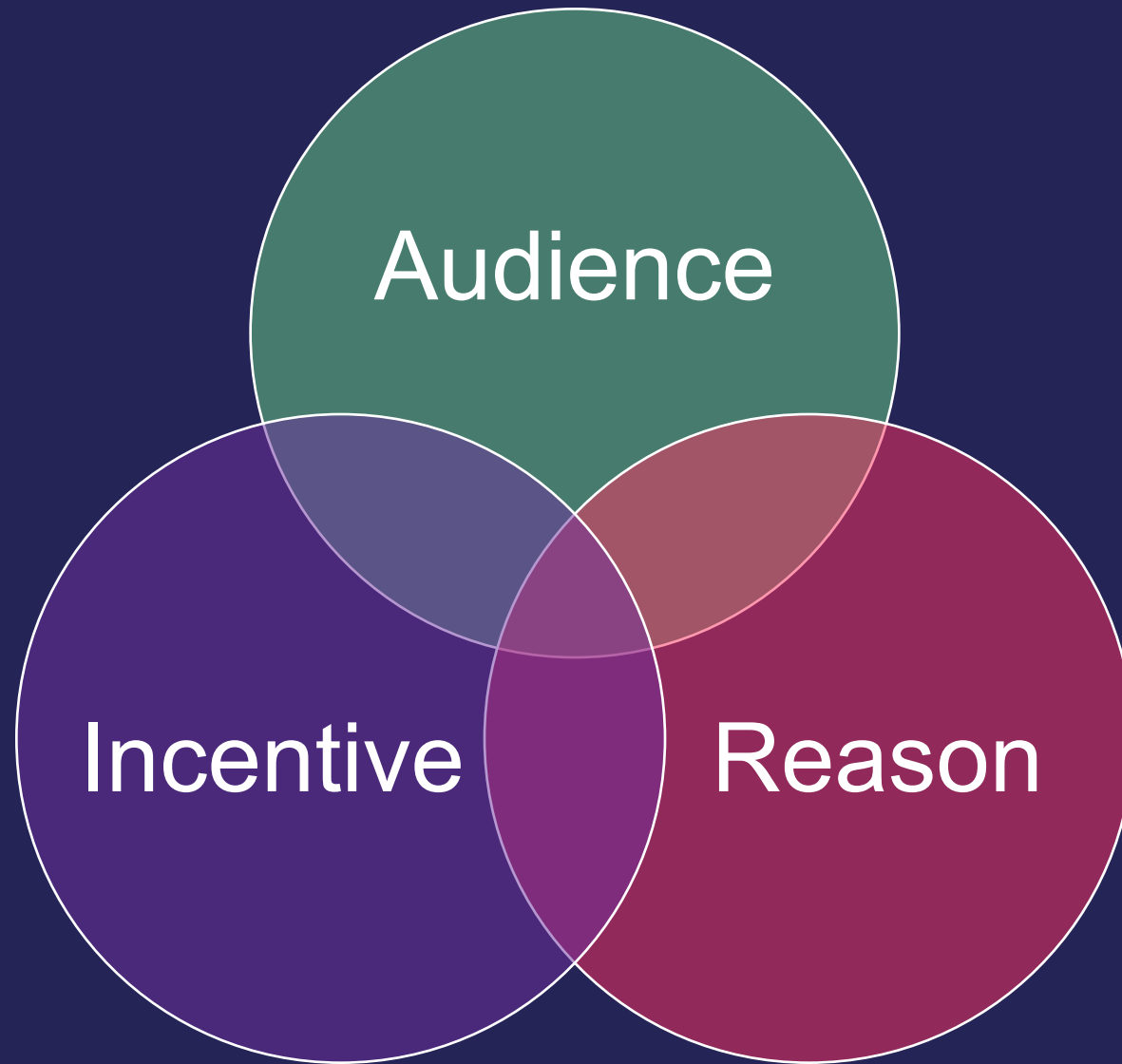
The Rule defines customer information to mean:

“

Any record containing nonpublic personal information about a customer of a financial institution, whether in paper, electronic, or other form, that is handled or maintained by or on behalf of you or your affiliates.

”





KPIs

For the Partner Program:

- Number of partners
- Activation rate
- Partner retention
- Partner engagement
- Y/Y Growth

For the partners:

- Partner Sourced Revenue
- Partner Influenced Revenue
- Number of Active Deals
- Cost of Acquisition (All in!)



What do you need to succeed?



Sourcing Team

Strategy
Identification
Negotiation
Contract



Relationship Team

Executive Sponsorship
Ongoing Relationship Review



Revenue Team

Sales Support
Tech Support (SE)
Marketing Support



Questions?

