

Privacyware Partnering Methods

(version 6)



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Introduction to Privacyware Products

Privacyware currently markets four products within the Privacyware Product Family:



Privatefirewall™ — Windows desktop firewall and endpoint defense software.

Key Features Include:

- Inbound/Outbound Packet Filtering
- Port Scanning
- Comprehensive Application and URL Control
- Stealth Mode makes PC invisible on the Internet
- Detailed reports for Internet, System, and Email traffic
- Email Anomaly Detection mitigates impact of malware targeting email clients
- Process Monitor

Also available with eTrust™ PestPatrol® Anti-Spyware and eTrust™ AntiVirus from Computer Associates.



EndPoint Security Console™ — Enables administrators to centrally install, manage and configure Privacyware Desktop Defense applications on any Windows endpoint (workstation or server) within a specific domain.



ThreatSentry™ — Award-winning Host IPS + Application Firewall for IIS Web Servers. Shipping version 3.0 ThreatSentry defends IIS Web servers against known and new attacks. An ISAPI filter hosted in MMC, ThreatSentry compares server requests to a knowledgebase and an evolving system baseline to detect and block untrusted activity. Supports Windows Server 2000/2003, IIS 5/6. Easily installed, configured and administered - requires nominal administrative overhead or support.



Adaptive Security Analyzer™ — Adds a remarkable data analytics capability for virtually any type of collected information (host session and application logs, firewall logs, network traffic information, IDS alerts, SIM/SEM data, and more). This solution enhances the value of existing IT investments by analyzing the data that these products create while in operation.

Privacyware products offer unique licensing options and are uniquely customizable for Privacyware partners. Our products are designed to improve the effectiveness and simplify the implementation of security within a corporate IT enterprise, a small or medium sized business network, or even a home PC.



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Privacyware products are aggressively priced so as to speed an organization's adoption of security solutions, therefore minimizing what has often become an organizational monolithic process -- ROI analysis.

We are "soft" on the IT security budget, and "hard" on the hackers.

Privacyware products are easily tested and do not require "proctored" vendor instruction to comprehend. Privacyware solutions enable partners to deliver services, focusing on their client's business IT security needs, not the configuration headaches that many other security solutions unfortunately create.

Partner Program Options

Privacyware develops relationships with resellers, security solutions providers, systems integrators, and software, technology, and communications firms that are focused on delivering effective and proactive security and compliance solutions.

We are committed to helping our partners respond rapidly to new market opportunities, realize greater profits, and achieve stated business objectives through the license, re-sale, distribution and successful implementation of Privacyware products and intellectual property worldwide.

To learn more about the Privacyware Partner Program, please review the options outlined below — and tell us more about your organization by completing out an online partner profile form. Or speak directly to a Privacyware Partner Manager by calling 732-212-8110 x235, or via email at partners@privacyware.com.

Privacyware Channel Partner (Reseller/Distributor/VAR/Integrator)

The Privacyware Channel Partner Program gives you access to exciting new markets and sales opportunities by enabling you to offer breakthrough enterprise security solutions. The Privacyware program enables resellers to sell licenses directly to customers, and, if adequately staffed and trained, they can deliver consultancy services, implement solutions, manage ongoing technical support and generally own the customer relationship. Our Channel Partner Team will work hand-in-hand with you business plan development to post-sales support. Get started today by completing an online partner profile form.



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Privacyware Technology Partner (OEM)

Add new and innovative features and functionality to your applications and decrease your time to market by becoming a Privacyware Technology Partner. Privacyware Endpoint Intrusion Prevention (host/desktop/mobile) and Security Data Analysis and Anomaly Intelligence technologies can be embedded directly into your customer applications and products. You'll also receive world-class product development and engineering support to help ensure they get to market fast.



Privacyware Custom Branding Program

MSSPs, ISPs, NSPs, and ISVs — Extend an essential measure of security to customers or subscribers and increase incremental revenue streams through the Privacyware Custom Branding Program. Partners can directly provide Privacyware or their own branded versions of our full line of security software via monthly, annual or other flexible subscription models. Your customers can enjoy the protection, value and peace of mind afforded by Privacyware Proactive Threat Defense and Security Management solutions, and you will realize an almost immediate new profit stream.

Privacyware offers a special program specifically designed for ISPs wishing to add desktop defense (personal firewall, process monitoring, anti-virus, anti-spyware, anti-malware and hacking defense) for their enterprise and personal broadband and dial-up customers. For as little as a dollar or two extra per month, your customers can enjoy the protection, value and peace of mind afforded by Privacyware Desktop Defense solutions, and how you can realize an almost immediate new profit stream with little up front investment or ongoing support expense.

Privacyware Affiliate Program

Become a Privacyware Affiliate and earn referral fees by adding a link from your web site to Privacyware.com. You can earn fees for every unit sale that comes from your site. Click here for more information.

To speak with a Privacyware Partner Representative, submit an online partner profile today. Or speak directly to a Privacyware Channel Manager by calling 732-212-8110 x235, or via email at partners@privacyware.com.



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Exhibit A: Privacyware Partner Resource Center

<http://www.privacyware.com/partners.html>

Partners

Privacyware develops relationships with the emerging and established leaders in software, technology, and information and communications services. To learn more about participation in our strategic alliance program, review the programs outlined below, and tell us more about your organization by completing out an [online partner profile form](#).

Privacyware Affiliate Program
Become a Privacyware Affiliate and earn referral fees by adding a link from your web site to Privacyware.com. You can earn fees for every unit sale of Privatefirewall or ThreatSentry that comes from your site. [Click here for more information](#).

Privacyware Reseller/VAR
The Privacyware Reseller/VAR program gives you access to exciting new markets and sales opportunities by enabling you to offer breakthrough enterprise security solutions. Resellers can sell licenses directly to customers. In addition, if adequately staffed and trained, they can deliver consultancy services, implement solutions, manage ongoing technical support and generally own the customer relationship.

Privacyware Service/Integrator
The Privacyware Service/Integrator program allows you to implement custom-tailored Privacyware solutions for your customers. Our engineering and project management teams will work hand-in-hand with your security solutions specialists from proof of concept to deployment and support. You manage and maintain the solutions relationship directly with your customer.

Privatefirewall Reseller Program
ISPs, NSPs, ASPs, ISVs, and OEMs can extend an essential measure of security to customers or subscribers and increase incremental revenue streams through the Privatefirewall Reseller Program. Partners can directly sell Privacyware or their own branded version of our leading personal firewall solution via monthly or annual subscription models.

Since 1999, Privatefirewall has provided vital online protection for both dial-up and broadband customers. The online community naturally looks first to their service providers for seamless value-add services that not only protect their valuable computing assets, but enhance their online experience overall. For as little as a dollar or two extra per month, your customers can enjoy the protection, value and peace of mind afforded by Privatefirewall, and you will realize an almost immediate new profit stream with little up front investment or ongoing support expense.

[Click here](#) for more information or contact us directly at sales@privacyware.com, or by calling (732) 212-8110 x235.

Privacyware Technology Partner
Add new and innovative features and functionality to your applications and decrease your time to market by becoming a Privacyware Technology partner. Privacyware [Analytic](#), [Intrusion Detection and Prevention](#), & [Endpoint Firewall](#) technologies can be embedded directly into your customer applications and products. You'll also receive world-class product development and engineering support to help ensure they get to market fast.

To speak with a Privacyware Partner Representative, submit [online partner profile today](#).

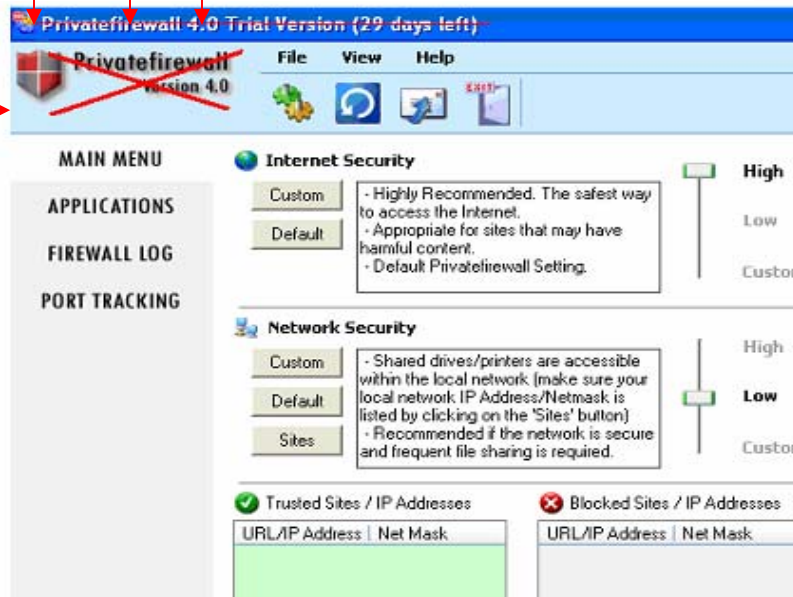


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Exhibit B: Private Label Options

Have your company and "new" product name placed here.

Have your company logo placed here.



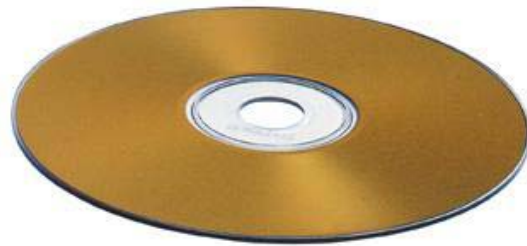
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Exhibit C: Product Packaging Options:

Packaging of Privacyware products can be made simple to meet the needs of the partner. Privacyware does not take care of the packaging, which provides the partner the opportunity to completely brand the solution they plan to sell with the best negotiated costs for any raw materials required.

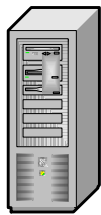
Examples of packaging can include, but is not limited to:

USB Dongles and CD-ROM Media:



Customized Privacyware products can also be built-in to any selected original solution(s) that partners provide to their clients. Products can be pre-installed on workstations and file servers for client convenience providing ease of configuration at the most critical time a new computer is deployed, which is at the beginning of its intended productive use.

Standalone Servers



Server Clusters



Desktop Systems



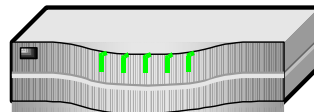
Rackmount



Laptops/Notebooks



Computer Appliances



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