



Protect • Comply • Thrive



**IT Governance
partner programme**



Contents

Welcome to the IT Governance partner programme	3
Partner types	4
Partner benefits	5
Partner requirements	10
Why partner with us?	12
Application process	15

**IT GOVERNANCE IS
A LEADING GLOBAL
PROVIDER OF IT
GOVERNANCE, RISK
MANAGEMENT AND
COMPLIANCE SOLUTIONS,
WITH A SPECIAL FOCUS
ON CYBER RESILIENCE,
DATA PROTECTION, PCI
DSS, ISO 27001 & CYBER
SECURITY.**



Welcome to the IT Governance partner programme

With the UK Government backing the Cyber Essentials scheme and the EU having released the General Data Protection Regulation (GDPR), there has never been a better time to partner with IT Governance.

IT Governance continues to be the market leader in IT governance, risk management and compliance solutions, with a special focus on cyber resilience, data protection, PCI DSS, ISO 27001 and cyber security. With cyber security becoming a top business priority, and increasing demand for specialist services, we have considerably expanded our portfolio of products and services over the past few years, whilst also deploying the technology necessary to deliver our solutions globally. Partnering with us will give you full access to this portfolio and will enable you to deliver these products and services to your clients with full support.

In an increasingly punitive and privacy-focused business environment, we are committed to helping our partners protect themselves and their customers from the perpetually evolving range of cyber threats. Our deep industry expertise and pragmatic approach helps our partners and clients improve their defences and make key strategic decisions that benefit their entire business.

It is our mission to help partners and their clients to **protect, comply** and **thrive**.

The following pages will give you an in-depth insight into the IT Governance partner programme. You will learn about the types of partnership available, and the benefits and requirements of the programme.

Welcome	3
Partner types	4
Partner benefits	5
Partner requirements	10
Why partner with us?	12
Application process	15



Welcome	3
Partner types	4
Partner benefits	5
Partner requirements	10
Why partner with us?	12
Application process	15

OUR DEEP INDUSTRY EXPERTISE AND PRAGMATIC APPROACH HELPS OUR CLIENTS IMPROVE THEIR DEFENCES AND MAKE KEY STRATEGIC DECISIONS THAT BENEFIT THE ENTIRE BUSINESS.

Partner types

We understand that partners of IT Governance have very different requirements when it comes to working together to deliver products and services to their customers. That is why we give potential partners the flexibility of choosing between becoming an affiliate or a reseller partner.

Option 1: Affiliate

The IT Governance affiliate programme enables you to monetise your website audience by offering your visitors direct access to best-in-class products and services that are pragmatic and fit-for-purpose.

With low levels of effort and no upfront costs, you are in complete control of building your new revenue stream at a pace that you are comfortable with.

As an affiliate, you'll have access to the IT Governance affiliate window where banners and logos are available for display on your website. Commission is paid for all sales coming from your website.



Option 2: Reseller

As a reseller, you will maintain your customer relationships and have full control over the entire sales and application processes on their behalf. Reseller partners receive discounts on IT Governance products and services and you are free to add a mark-up on this as you see fit. Reseller partners also receive a range of extra benefits. Please see overleaf for details.

*IT Governance can manage sales directly if the reseller wishes to refer customers instead. These partners will receive a commission after a sale has been closed.



Partner benefits

There are a number of benefits for partners working with IT Governance, whether you are an affiliate or reseller partner.

- Welcome 3
- Partner types 4
- Partner benefits 5
- Partner requirements 10
- Why partner with us? 12
- Application process 15

Partner Benefits	Affiliate	Reseller
General		
Affiliate Window	✓	
Dedicated account management		✓
Access to the Cyber Essentials CyberComply portal		✓
Regular partner communications and guidance		✓
Cyber Essentials pocket guide		✓
Marketing		
Banners and logos	✓	✓
Hosted landing pages	✓	✓
Co-branded collateral		✓
White labelled collateral		✓
Sales Support		
End user focused materials		✓
New opportunity registration		✓
Account protection		✓
Place on partner page		✓
Financial		
Discounts		✓
Commissions	✓	✓
Credit facilities		✓
Technical		
Access to content library		✓
Training & enablement		
Discounted training & certification		✓
Access to webinars & training videos	✓	✓
Partner events		✓



Welcome	3
Partner types	4
Partner benefits	5
Partner requirements	10
Why partner with us?	12
Application process	15

OUR COMPREHENSIVE RANGE OF PRODUCTS & SERVICES, COMBINED WITH FLEXIBLE AND COST-EFFECTIVE DELIVERY OPTIONS, PROVIDES A UNIQUE, INTEGRATED ALTERNATIVE TO THE TRADITIONAL CONSULTANCY FIRM, PUBLISHING HOUSE, PENETRATION TESTER OR TRAINING PROVIDER.

GENERAL

Affiliate window

All registered affiliates will gain access to our affiliate window where they will be able to choose from a range of IT Governance products to advertise on their website or to promote via email and social media. All visitors are automatically tracked on the affiliate window for 90 days and commissions stemming from any sales on the IT Governance website will be automatically attributed to the partner.

Affiliates will also be able to conduct real-time reporting on traffic, transactions and commissions earned.

Account management

We pair our reseller partners with an account manager to act as their primary point of contact. The account manager will help resellers with ongoing sales requests and deliver all of the required marketing and sales support materials. When necessary, the account manager will put the partner in touch with other members of our staff.

Cyber Essentials CyberComply Portal

Resellers wishing to sell Cyber Essentials will be automatically set up on our CyberComply portal. They will then have the ability to manage their Cyber Essentials customers through the certification process directly on the portal. Cyber Essentials customers who have come through an affiliate will receive login details to the CyberComply portal and will manage the certification process themselves. We will provide technical support.

Partner communications

We regularly communicate relevant information to our partners. This includes new product and service information, product updates, customer case studies & testimonials, white papers, and any partner programme updates.

Cyber Essentials pocket guide

We are offering all new reseller partners a free copy of the Cyber Essentials pocket guide, written by IT Governance founder, Alan Calder. This short book is a non-technical explanation of Cyber Essentials, which makes it easy for anyone to understand the scheme and how to meet its requirements.



Welcome	3
Partner types	4
Partner benefits	5
Partner requirements	10
Why partner with us?	12
Application process	15

MARKETING

We are committed to helping our partners drive demand for our IT governance, risk management and compliance solutions.

Banner and logos

Affiliates will automatically be able to download all of the relevant banners and logos they need from the IT Governance affiliate window. Reseller partners can obtain appropriate banners and logos from their IT Governance account manager to match those products and services that they have chosen to promote and sell.

Landing pages

We offer support to all our reseller partners and affiliates that meet our commission targets in setting up landing pages for the IT Governance products and services that they wish to sell. These could be landing pages on the IT Governance website or on the partner's website itself. All landing page requirements are subject to review and must be approved by IT Governance before going live.

Co-branded collateral

Co-branding of collateral is available to our reseller partners. This will involve the use of both the IT Governance and partner logo. This assures potential customers that the products and services provided by one of our partners comply with IT Governance best practices. It also confirms that the partner is authorised to sell IT Governance's products and services. All partners must comply with our branding guidelines.

Note: All certificates will only be branded with the logo of the certification and accreditation bodies. They will not be co-branded.

White labelling

White labelling is available to our reseller partners but is dependent on their business model and potential activity level. This will be reviewed on a case-by-case basis and confirmed in writing. Reseller partners with white labelling privileges will be able to remove the IT Governance logos and branding from marketing collateral but must retain the integrity of the information provided.

Note: All certificates will only be branded with the logo of the certification and accreditation bodies. They will not be white labelled.



Welcome	3
Partner types	4
Partner benefits	5
Partner requirements	10
Why partner with us?	12
Application process	15

**IT GOVERNANCE HAS
WIDE RANGING DATA
PROTECTION EXPERTISE
TO HELP ORGANISATIONS
ADEQUATELY PREPARE
FOR THE EU GDPR.**

SALES SUPPORT

We endeavour to assist our partners in securing and closing opportunities.

End-user focused materials

To help reseller partners drive demand for our products and services, we will provide whitepapers, blogs, end-user or sector-focused marketing materials, sales presentations, relevant industry news, case studies, and datasheets. As a reseller partner, you will also be supported in the creation of materials if and when it is required.

New opportunity registration

We aim to protect our partners' opportunities so that they can be nurtured and closed without interference from us or other partners of IT Governance. If registered opportunities come directly to us, we will inform the partner and discuss how we can work on the opportunity together. These opportunities will be protected for a period of 90 days.

We cannot prevent potential customers from coming through an affiliate website and buying direct online even if they have been registered as a new opportunity.

Account protection

We protect the accounts of our reseller partners on the sales of IT Governance products and services. A reseller partner that makes the initial sale is the preferred reseller to renew the customers' services and to sell them further products and services. We inform our reseller partners when their customers are due for renewal so that resellers can effectively manage the customer relationship.

In order to receive account protection, the reseller must be active as a partner and comply with all the contractual obligations highlighted within the partner agreement.

Place on partner page

All reseller partners are listed on our partner page so that customers can choose whether to work directly with us or with one of our partners.



Welcome	3
Partner types	4
Partner benefits	5
Partner requirements	10
Why partner with us?	12
Application process	15

FINANCIAL

Discounts

Reseller partners are entitled to discounts on all IT Governance services. These discounts will vary depending on the products and services that are sold. Extra discounts can be negotiated depending on the activity level of the partner and in agreement with the channel development manager.

Commissions

Affiliate partners will receive 10% commission on all customer sales that we receive from their promotional activities. All visitors are automatically tracked in the affiliate window for 90 days, and commission stemming from any sales on the IT Governance website will be automatically attributed to the responsible affiliate partner. With an average order value of £250, our affiliate partners quickly earn sizeable monthly commission payments. Reseller partners wishing to refer their customers directly to IT Governance will receive commissions rather than upfront discounts.

Credit facilities

Credit facilities are available for reseller partners but these are approved on a case-by-case basis.

TECHNICAL

Access to the content library

All partners have access to our content library. This includes whitepapers, sales and marketing materials, product information, datasheets, blogs, videos, and other useful information.

TRAINING & ENABLEMENT

Discounted training and certification

Our registered reseller partners receive discounts on all IT Governance products and services. This is designed to help our partners become trained and certified in the solutions that they resell.

Access to webinars & training videos

All partners will be invited to the free IT Governance webinars and given access to a range of staff awareness training videos. These cover a whole range of topics to help inform our partners and their customers about IT governance, risk management and compliance solutions.

Partner events

All partners will be invited to attend our partner focused events that are run regularly across the UK. These events are designed to help inform and educate our partners about the IT Governance portfolio and the recent changes within the industry. We also give partners the opportunity to host the event and present themselves to the other attendees.



Welcome	3
Partner types	4
Partner benefits	5
Partner requirements	10
Why partner with us?	12
Application process	15

HAVING LED ISO 27001 IMPLEMENTATIONS SINCE THE INCEPTION OF THE STANDARD, OUR STRONG GLOBAL CYBER SECURITY PRESENCE GIVES US THE KNOWLEDGE AND INSIGHT TO PROVIDE VALUABLE ADVICE, TAILORED TO MEET ANY ORGANISATION'S SPECIFIC NEEDS OR BUDGET.

Partner requirements

Partners must fulfil the following requirements in order to maintain their status as an IT Governance partner and the associated benefits.

Partner Requirements	Affiliate	Reseller
General requirements		
Partner agreements	✓	✓
Company details	✓	✓
Financial requirements		
Annual revenue targets		✓
Certification requirements (advisory)		
Cyber Essentials		✓
ISO 27001		✓

GENERAL

Partner agreements

Partners are required to work in accordance with the terms and conditions of the partner agreement outlined either during the application process or within the affiliate window.

Company details

We require all partners to update their company information and contact details as necessary. The partners' dedicated account manager will review and update the partner details on occasion, but the responsibility remains with the partner.

FINANCIAL

Annual revenue targets

During the application process, we will agree with you a minimum target volume to be sold for the first year of the partner agreement. Revenue targets vary from partner to partner and are reviewed annually. Partners who do not achieve their minimum sales targets will come under review and we will work closely with them to help improve their numbers.



Welcome	3
Partner types	4
Partner benefits	5
Partner requirements	10
Why partner with us?	12
Application process	15

CERTIFICATION

Cyber Essentials

We advise that all of our reseller partners become certified in Cyber Essentials in order to resell the IT Governance Cyber Essentials schemes and products to their customers. Partners can receive Cyber Essentials certification with us at a discounted rate.



The Cyber Essentials certification is a government-backed cyber security certification scheme. It defines basic cyber security measures – the five security controls – that, according to the government, could prevent “around 80% of cyber-attacks”.

Cyber Essentials is a mechanism for organisations of any type and size to demonstrate to their customers, investors, insurers and others that they have taken essential precautions to secure their information against the majority of cyber risks.

ISO 27001

It is also advisable that reseller partners wishing to sell IT Governance’s ISO 27001 services should be certified to the ISO 27001 standard.



ISO/IEC 27001:2013 (ISO 27001) is the international standard that describes best practice for an information security management system (ISMS). Accredited certification to ISO 27001 demonstrates that an organisation is following international information security best practices.



Welcome	3
Partner types	4
Partner benefits	5
Partner requirements	10
Why partner with us?	12
Application process	15

Why partner with us?

Expert knowledge

IT Governance is a leading global provider of IT governance, risk management and compliance solutions, with a special focus on cyber resilience, data protection, PCI DSS, ISO 27001 and cyber security.

IT Governance’s founder, Alan Calder, and fellow director, Steve Watkins, were the first people in the UK to successfully implement an ISMS compliant with BS 7799, the precursor to ISO 27001. Their experience led to the creation and publication of *IT Governance: An International Guide to Data Security and ISO27001/ISO27002*, the definitive compliance guide to the ISO 27001 standard. Today this book is the basis for the Open University’s postgraduate course on information security.

With cyber security becoming a top business priority and an increasing demand for specialist services, IT Governance has considerably expanded its portfolio of products and services over the past few years, while also deploying technology to innovate its offerings and enable the delivery of its solutions globally.

It is our mission to help partners and their clients to **protect, comply** and **thrive**.



WE PRIDE OURSELVES ON OUR ABILITY TO SERVE AN INTERNATIONAL CUSTOMER BASE AND DELIVER A BROAD RANGE OF INTEGRATED, HIGH QUALITY SOLUTIONS GLOBALLY, WHILE MEETING REAL-WORLD NEEDS OF TODAY’S ORGANISATIONS, DIRECTORS AND PRACTITIONERS.



Welcome	3
Partner types	4
Partner benefits	5
Partner requirements	10
Why partner with us?	12
Application process	15

Satisfied customers

We have successfully helped over 400 companies achieve ISO 27001 certification and prove their compliance to one of the world's most demanding management standards.

As a CREST accredited, official certification body, we have successfully certified over 250 companies to either Cyber Essentials or Cyber Essentials Plus.

Customer testimonials

"The service IT Governance provided to us is outstanding. I have been impressed with every single aspect of the way you have assessed our infrastructure for the Cyber Essential Scheme. The service delivery has been to the highest standard and they have been flexible in our needs." – [Kit Lai - General Manager, Pearl Linguistics Ltd](#)

"IT Governance was able to provide us with an excellent training course on CISSP. Geraint Williams was able to convey the material in a very comprehensive manner but at the same time highlighting key points and emphasising our individual weaknesses. The training was not about just passing the test but also about understanding the material to further develop our knowledge in the security field." – [Nikolaos Pavlidis, University of Bedfordshire](#)

"As an IT Security Value Added Distributor, certifications such as Cyber Essentials are of huge importance to our strategy, not just for our operational security but also to demonstrate to our customers that we practice what we preach. We are extremely proud of this achievement as it represents the hard work we have put into improving and maintaining our security infrastructure over the last fifteen years." – [Chris Payne, Senior Technical Consultant - Infinigate](#)

"Here we are, just 6 months after we started the project and the outcome has been described by the auditor as 'a delight to audit'. Much of this has been down to the mentoring and coaching style IT Governance has used to steer us to our goal." – [David Gilbert, Global Business Development Manager, Goal Group of Companies](#)



Case studies

Our case studies tell the story of how our expert consultants have helped companies to achieve industry best practice, compliance and certification.

We have helped hundreds of organisations globally to comply with the requirements of Standards and frameworks and to gain all the business benefits of this process.

Browse our client engagements and you'll find examples of work from thorough, knowledgeable and collaborative professionals determined to solve your business challenges and create value.

<http://www.itgovernance.co.uk/case-studies.aspx>

Welcome	3
Partner types	4
Partner benefits	5
Partner requirements	10
Why partner with us?	12
Application process	15

Specialist services and solutions for IT governance, risk management, compliance and information security.

Case Study

Appletree Communications Ltd: Moving beyond PCI DSS compliance

Appletree Communications provides organisations with multi-layered front- and back-office support from its various support centres, including subscriber management systems, automated billing and payment processing systems, which evolved through supporting blue-chip broadcasters in the pay TV industry. Appletree's core services involve subscriber management, processing, storing and encrypting customer data, activating and deactivating services associated with their accounts, as well as billing and payment processing services.

Having grown its subscription volumes beyond the transaction level required for a PCI SAQ, the company was keen to progress to the highest level of PCI compliance as a service provider. Appletree also decided to use the opportunity to boost its credentials while extending the payment gateway and payment processing arm of the business.

BACKGROUND The company recognised that achieving Level 1 PCI compliance would build and maintain customer loyalty, while showing prospective clients its commitment to customer and payment data security.

The company has a data centre in Manchester, a call centre in Mauritius and a development office in Bury, all of which were within the scope of the PCI compliance exercise.

Appletree's main challenge was to find a cost-effective route to compliance. With a fairly small team, the company was required to draw on limited resources to fulfil the requirements of the Standard. IT Governance was a perfect fit because of its focus on providing inexpensive and flexible compliance solutions that can help organisations of any size or budget. As a Qualified Security Assessor (QSA), IT Governance has been certified by the PCI Security Standards Council to validate an organisation's adherence to the PCI DSS.

PROCESS **Assessment and project approach**

An initial consultation and gap analysis by IT Governance highlighted the areas that required attention and provided a roadmap for the implementation project. IT Governance also advised on the

Case Study - Working Methodology_1_20131203 www.itgovernance.co.uk Page 1

Specialist services and solutions for IT governance, risk management, compliance and information security.

Case Study

Pervasive Health protects data with ISO27001

Handling sensitive health data requires the implementation of rigorous technology, standards and processes. For Pervasive Health, it's business as usual, as they empower health enterprises and professionals to discover health insight every day. Pervasive Health chose IT Governance to help them gain ISO27001 accredited certification for the organisation's US and European operations - making their platform the first in the field to achieve this.

BACKGROUND Pervasive Health is a US company with a global customer base that provides the breakthrough platform for health, *Aperiva*. *Aperiva* is powerful and secure, allowing health enterprises and professionals to connect evidence-based insight to health practice anywhere. The platform saves doctors and clinicians time and money with fast, smart access to a unified source of all patient information. Data is natively stored in standard health concepts that any health professional will be familiar with, rather than in proprietary data structures. Any health professional can author, publish, and share health insights on the platform. Health insights take raw health data, and transform that into what you need to know, when you most need to know it. The Pervasive Health team capitalises on experience from multiple industry sectors including healthcare, telecoms, banking, algorithmic trading, and airline. As a result, the *Aperiva* platform is a thoroughbred, incorporating best-of-breed technologies to handle big data, privacy, Personally Identifiable Information (PII), Protected Health Information (PHI), HIPAA, authentication, permissions, auditing, data encryption, global scalability and unified operations management.

Rinaldo Tempo, Information Security Manager at Pervasive Health, was responsible for implementing ISO27001, working with colleagues in Chicago, an important and growing life sciences hub in the USA. ISO27001 is the best practice specification that helps businesses and organisations throughout the world to develop a best-in-class Information Security Management System (ISMS). Information and information systems are vital to all organisations. ISO27001 sets out specific

Case Study - Pervasive Health_1_1_201312 www.itgovernance.co.uk Page 1

Specialist services and solutions for IT governance, risk management, compliance and information security.

Case Study

The voice of security: top voice biometric specialist secures ISO27001 re-certification

VoiceVault is a specialist industry leader in the provision of voice-based biometric identity verification solutions and services (see below). With operations in the United States and the United Kingdom, the company has a global customer base of public and private organisations, such as government agencies, financial institutions and healthcare companies. Keeping information secure is at the heart of their business, so they know the value of information security, and how a robust Information Security Management System (ISMS) and certification to ISO27001 can demonstrate this to their clients.

BACKGROUND Although VoiceVault is in the business of information security technology, they are not specialists in ISO27001. Having already been through the certification process, they knew how much work it could potentially involve in a relatively tight timescale. An external agency that could lead the project, with minimal interruption to business as usual, was called for and IT Governance fit that profile neatly.

Biometrics are automated methods of recognising a person based on a measurable physiological, anatomical or behavioural characteristic. They are now seeing wide adoption as technology matures and new methods of securing systems becomes ever increasingly important.

VoiceVault is an industry leader in voice biometrics, with a rapidly growing global customer base and specialist partners such as Angel in the US and DataPoint in the UK. VoiceVault provides a more convenient, practical and secure alternative to PINs, passwords or security tokens. As well as verifying an individual's identity over the phone or the Internet, VoiceVault can be employed across a diverse range of business applications, including procurement, payment authorisation and corporate security.

Case Study - VoiceVault_1_1_201312 011 published 03/11/13 www.itgovernance.co.uk Page 1

WE HAVE SEEN MORE THAN 400 CONSULTANCY CLIENTS SUCCESSFULLY CERTIFICATED TO ISO 27001 AND OVER 250 COMPANIES ACHIEVE CYBER ESSENTIALS CERTIFICATION.



Welcome	3
Partner types	4
Partner benefits	5
Partner requirements	10
Why partner with us?	12
Application process	15

Application process

Getting started

1. Choose your preferred partner type – The first step is to decide whether you wish to become an affiliate partner or a reseller partner. If you are unsure or need more information, we are more than happy to discuss the options with you further.

2. Get in contact – To start your application please get in touch with us via email at partners@itgovernance.co.uk

Alternatively, you can contact us using the details below:

IT Governance Ltd, Unit 3, Clive Court, Bartholomew's Walk, Cambridgeshire Business Park, Ely, Cambs, CB7 4EA, United Kingdom

t: +44 (0) 845 070 1750

e: servicecentre@itgovernance.co.uk

Affiliates

1. Affiliate window – Following approval you will be provided with a link to our affiliate window page. Here you will be able to review the Privacy Policy and User Agreement before creating your account. On creation you will have immediate access to all of the promotional materials to get you started.

Resellers

1. Credit account application form – Prospective reseller partners will be required to fill out a credit application form and undergo credit checks before being approved to resell our products and services.

2. Agree and sign partner agreement – Following credit approval, we will draw up the partner agreement for you to review and sign. The agreement will highlight the products and services that you are authorised to resell, as well as your expected sales targets.