

Loom Fusion Partner Program Overview

Built for Channel Growth. Powered by Innovation.

At Loom Security, we've reimagined what it means to be a security partner in a complex, ever-evolving digital world. Our Loom Fusion Partner Program is a purpose-built, channel-first initiative that empowers VARs, MSSPs, consultants, and technology integrators to scale smarter, faster, and without competition from the vendor. We're not here to compete with you, we're here to build with you.



Program Pillars

◆ Channel-First Commitment

- No internal direct sales. No channel conflict. Ever.
- We're 100% committed to a partner-first go-to-market strategy.
- Dedicated channel resources for West, Central and East regions sourcing opportunities.

◆ Comprehensive Service Catalog

Gain access to Loom's complete suite of:

- Advisory Services
- Strategic Professional Services
- Managed Platform Services

This enables you to deliver end-to-end cybersecurity solutions tailored to your clients' needs without the overhead of building from scratch.

◆ Enablement & Technical Support

We provide hands-on enablement to help partners accelerate time-to-value:

- Sales and technical training
- Co-delivery and integration support
- Deal registration and solution packaging

◆ Built-In Innovation via Loom Labs

Every partner receives exclusive access to Loom Labs, a fully managed sandbox environment for:

- Platform and integration testing
- Proof-of-Concept (POC) validation
- Joint development and interoperability
- Early access to next generation new technologies

◆ Marketing Support and Incentives

Drive growth with partner-centric marketing resources:

- MDF opportunities
- Joint campaigns and co-branded assets
- Customizable incentive programs aligned to your success metrics
- The Loom Lens Methodology

◆ Additional Highlights Key Differentiators, Alliance Technology Programs

Our services are delivered through the **Loom Lens methodology**, a user-centric approach to posture management that starts from the inside out focusing on people, processes, and outcomes rather than compliance frameworks or toolsets. We don't just secure users; we secure personas including:

- **User personas:** employees, contractors, partners
- **Company personas:** clients engaging with digital assets or networks
- **Machine personas:** service accounts, applications, APIs, and IoT devices

This methodology aligns cybersecurity services across five critical control points:

Identity • Device • Cloud • Application • Data

Rather than starting with compliance frameworks and working backwards, Loom starts with personas and user experience driving a more intuitive, contextual, and effective security strategy. This approach not only breaks down organizational silos but also unifies fragmented toolsets, giving teams full visibility and control across the entire security landscape.

With Loom, you gain a strategic partner who delivers the tools, context, and insights to simplify complexity, enhance collaboration, and scale confidently.

◆ Strengthening Technology Alliances — Resell Ready, Margin Friendly

As a managed platform services company, Loom Security is no longer directly reselling technologies in our ecosystem. Instead, we **redirect resell opportunities to our channel partners** boosting reach, margin, and relevance for everyone involved.

Our **alliance and channel partners** benefit through:

- **Branded Influence Opportunities:** We actively track and attribute internally sourced opportunities as well as upsell and expansion opportunities and align them with the right channel partners to maximize value. Through “better together campaigns”, we co-develop go to market programs not only with Loom Security but, complementary technology alliance partners within our alliance stack creating joint stories that resonate with customers. Loom Labs plays a key role in validating integrations and showcasing real-world interoperability, helping solve complex, cross platform challenges and accelerating time to value for all parties.
- **First-Mover Access:** Our partners gain early visibility into emerging technologies before they hit the broader market.
- **Markup Advantage:** Partners can resell Loom services alongside alliance technologies, creating bundled offerings that unlock additional margin and markup potential.
- **Accelerated Time-to-Market:** Through our channel-first outreach, new alliance solutions are introduced to market faster via trusted VAR and MSSP networks.
- **Service Attachment:** Whether implementation, posture management, or ongoing operations, our services wrap tightly around the tech, making go-to-market simple and frictionless.

Let's Grow, Together

Whether you're expanding your cybersecurity portfolio, launching new services, or enhancing your technical capabilities, Loom Security is here to accelerate your success.

The Fusion Partner Program isn't a one-size-fits-all model. It's a collaborative growth engine. We recognize that every partner has unique strengths, priorities, and even overlaps in offerings. Instead of competing, Fusion is designed to align where you want us, fill the gaps where you need us, and build truly differentiated "better together" stories that resonate with your clients.

Here's how we make it work:

Custom GTM Alignment: We co-create tailored strategies focused only on the areas you want Loom engaged.

Gap-Filling Expertise: From advisory to managed services, we step in where it matters most.

Better Together Storytelling: Joint solutions that amplify value, win client trust, and accelerate sales.

Incentive Programs & Flexibility: Creative, results-driven programs to help move the needle faster.

Future-Ready Collaboration: A program built to evolve with shifting markets, client needs, and partner priorities.

At Loom, we don't just talk about partnerships, we live them. Together, we'll innovate, scale, and capture opportunities that neither of us could achieve alone.

That's Fusion. That's growth, together.