Channel Partner Program Overview

Nullafi provides valuable data security solutions, programs, training, and enablement that you need to drive revenue. Our products, protected by 9 patents and counting, deliver the sensitive data protection your customers want and need to help them significantly improve their security posture, drive agility in their business, and give them a competitive advantage — all while helping you maintain a true trusted advisor status. With a rock-solid team, innovative approach, unique patented technology, and aggressively expanding marketplace, Nullafi is the solution of choice for channel partners.

Nullafi Business Proposition

Our attractive margins, decreased cost of sales, and subscription-based pricing model provide a recurring revenue stream year after year and help deliver the profit you need to manage a successful business.

The Nullafi Channel Partner Program consists of four tiers — Platinum, Gold, Silver, and Authorized. Channel partner levels are recognized with a range of benefits for each tier and give you the flexibility to determine your desired level of commitment to Nullafi.

Nullafi offers its channel partners the following business benefits:

Excellent Product-Market Fit

While companies have secured much of the user workflow (e.g., protecting endpoints, networks, and application access), there hasn't been an easy way — until now — to control the visibility of the data itself within the applications themselves. The result? Unfettered, unwarranted, and over-privileged access, leading to a precipitous rise in data loss. In fact, Gartner estimates that inadequate management of identities, access, and privileges will account for 75% of security incidents by 2023. Nullafi solves that problem by intelligently recognizing and obfuscating sensitive data in transit, before it gets to the user's device — no matter where it originates, what field it's in, or how it's labeled. Your clients get simple-yet-powerful controls to granularly manage, monitor, and block data access for any user in any application.

Strong Sensitive Data Protection Market

Allied Market Research estimates that the global data security market was worth about $19 billion in 2021 and is expected to hit $54.23 billion by 2027. An annual growth rate sustained for many years at almost 18% makes it one of the

hottest areas within IT. With a unique approach to protecting data, Nullafi is well-positioned to grab a solid share of this market.

Technology Leadership

Nullafi has pioneered an innovative approach that allows your clients' users to see only the data they need to see, giving your clients unprecedented control over data access. With rave reviews from analysts, nine patents already granted (including inventions for desensitizing dynamic data, methods of continuously monitoring data integrity, as well as inventions that cover containing and nullifying the impact of data loss events) and key partnerships already established, Nullafi is well-positioned to transform data security as we know it.

Recurring Revenue Stream

Nullafi engagements provide a high-value recurring revenue stream and help our partners identify additional project and service opportunities within the customer's organization.

Profitable Line of Business

Nullafi does business through the channel at attractive margins, is easy to do business with, and delivers a Channel Partner Program that decreases partner cost of sales.

Strategic Position with Accounts

Nullafi operates in the rapidly growing, high-profile sensitive data protection and security market. By delivering a premier, market-leading solution, you are able to further strengthen your long-term relationships and establish a lasting toehold with a product that customers will never want to disable.

Complements Current Security Solutions

Nullafi has created proprietary data security software that allows organizations to leverage and enhance the capabilities of existing security solutions to help improve the overall security posture of any size environment.

Fast Time to Value

We allow you to provide a highly accurate sensitive data protection solution to your customers in a fraction of the time normally associated with other methodologies, providing your customers with immediate time to value. Our average deployment cycle is one half-day (or less) for a single employee trained in network technology.

What Makes Us The Right Choice

Nullafi® Shield™ provides proprietary data access controls so your clients can quickly, easily, and comprehensively protect their sensitive data. It's a fast, easy way to detect and redact sensitive data, automate policy enforcement, and eliminate risks such as data leakage, inadvertent access, and improper downloading — all while allowing business to continue without interruption.

Nullafi intercepts data at the network level, it works with any application, any data, anytime, anywhere, with no integration necessary, providing your clients with a data safety net for their entire suite of corporate applications. Nullafi offers the ability to set up the solution in "discovery" mode to observe what data is flowing through the network, and can then be quickly activated to protect clients once they understand their exposure. In this way, Nullafi's seamless, all-in-one approach both discovers and remediates data security issues — giving clients the visibility and control they deserve.

By simply changing a single configuration file in the client's network, they'll be able to detect and redact sensitive data to solve data privacy, security, and access challenges. Imagine easily mitigating third-party data risk, insider threat, improper data exposure, and related compliance headaches.

No Application Integrations Needed. Seriously.

Since we sit at the network level, we can protect any application without needing a single integration.

No Agent Either

No need to worry about deploying to endpoints, enforceability, or device controls.

Flexible Deployment Model

Our solution can run either as SaaS or hosted in your clients' environments, so there's no need for them to worry about latency, third-party data risk, or downtime.

Next Steps

Learn more about our company and solutions by reading the product data sheet and corporate overview.

Ready to replace your customers' patchwork obfuscation with a single solution to ensure users only see the data they need to see in any app they use? Request more information; we'd love to hear from you!

About Nullafi

Nullafi is a fast-growing provider of data security software that helps customers quickly, easily, and comprehensively detect and redact sensitive data, automate policy enforcement, and eliminate risks such as data leakage, inadvertent access, and improper downloading — all while allowing business to continue without interruption. With Nullafi, users see only the data they need to see, giving organizations unprecedented control over data access. The company serves primarily mid-market companies, technology resellers, and application developers in North America. With rave reviews from analysts, multiple patents granted, and key partnerships already established, Nullafi is well-positioned to transform data security as we know it. For more information, visit www.nullafi.com.