

## BigID Launches Partner Program

Written by Alice Marshall  
19 September 2019

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Data protection startup BigID sets eyes on resellers with the Momentum VAR program, a first such program from the company aimed to encourage partners to add its data discovery and privacy offerings to their portfolio.



According to the company, the VAR program will help meet the need for privacy and compliance in more regulated verticals such as retail, communications, banking and insurance. As such, it should help customers deal with the growing number of privacy regulations in place around the world, such as Europe's own General Data Protection Regulation (GDPR) and, across the pond, the California Consumer Privacy Act (CCPA).

BigID solutions leverage machine learning technology to help businesses discover the personal information of customers, partners and employees in all structured and unstructured data on the network. Following discovery, the solution protects, tags and manages all data on a petabyte scale.

As for the actual program, BigID offers partners a full enablement kit and a dedicated portal. Resellers get access to a deal registration program, training, sales management tools and a joint marketing program with webinars, events, collateral and related activities. Partners can expand capabilities in areas such as privacy, security enforcement and governance, risk and compliance (GRC).

BigID products also offer integration with existing 3rd party security enforcement and data

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governance solutions, creating further opportunities for VARs. The vendor platform comes complete with an app store for data privacy, security and governance offerings.

The company hopes the program will accelerate sales and presence in the European market, among others.

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