Varium

Play the Right Way

AI Enablement Program

Program Overview For Partners

The Opportunity

Organizations are adopting AI faster than they can govern it. Licenses are bought before anyone knows where the value is. Tools go live before policies exist. Auditors, clients, and regulators are starting to ask how AI is governed, and most organizations cannot answer with documentation.

The result is a widening gap between what AI promises and what organizations can safely and provably do with it. That gap is the opportunity. It is largest in regulated industries, where the stakes are highest and the in-house capacity is thinnest: financial services, mortgage and real estate, healthcare-adjacent firms, and professional-services practices.

What The Program Is

The Varium AI Enablement Program is a complete portfolio for adopting AI well, organized as five plain-language movements. A customer can enter at any movement, buy a single offering, or take the full portfolio. Each piece stands on its own, and each one makes the next easier.

Movement	What It Does
Find it	Identify where AI creates value and where the organization is exposed.
Use It	Get teams productive with practical, hands-on enablement on the AI tools they actually use.
Secure It	Train the workforce for safe use and harden the environment for defensible deployment.
Govern It	Put the policy, framework, and oversight in place that an auditor or regulator expects to see.
Run It	Sustain the program over time with retained support, fractional AI leadership, or fully managed operations.

Who It Serves

Regulated and compliance-minded organizations that are already using AI, often more than they realize, and need to do it safely, provably, and with measurable value. The typical customer is a mid-market firm with real exposure and limited in-house AI capacity: a law or accounting practice, a financial-services or mortgage firm, or any organization facing an audit, a client questionnaire, or a new regulatory expectation.

What Makes It Different

Most providers sell one layer. Training firms teach tools. Security shops harden environments. Consultancies write policies. Managed-service providers run operations. The Varium program connects all of them into one through-line, pairing the two halves that are usually sold separately:

- **The value side of AI** - finding and capturing opportunity.
- **The trust side** - security, governance, and sustained operations.

For a regulated customer, having one partner carry both is rare and valuable.

Why Now?

The timing is driven by real, dated pressure. Fannie Mae and Freddie Mac AI-governance requirements take effect August 2026. EU AI Act AI-literacy obligations carry enforcement from August 2026. Auditors are beginning to test AI controls as soon as a customer's own policy mentions them. Organizations that move now are ahead of the question. Those that wait will be answering it under pressure.

Where Partners Fit

The program is built to be delivered with partners. Whatever a partner brings to the table (selling reach, delivery capacity, a vertical specialty, or an existing customer base) there is a defined way to participate and share in the value. The companion documents show how:

- **SKU Catalog for Partners** - every offering, who buys it, and where it fits.
- **Partner Opportunity Map** - the ways to participate and what each one requires.
- **How to Engage** - how to start the conversation.

Next Step

Review the **SKU Catalog for Partners** to identify which offerings match your capabilities and customer relationships. Use it to map your entry point into the program before the discovery conversation.

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SKU Catalog For Partners

The Catalog

The following is a clean summary of every offering in the program. Use it to spot which offerings match your capabilities and your customer relationships, and to know which door to knock on inside a prospect.

Find It

Offering	Customer	Delivery	Price Range	Buyer
AI Opportunity Assessment	Any organization that wants value before commitment	Fixed-fee discovery, 2-4 weeks	$5,000 - $20,000	COO, CFO, or Business Unit Leader
AI Governance Readiness Assessment	Organizations that suspect risk but cannot scope it	Short fixed-fee diagnostic	$2,500 - $5,000	CISO, VP IT, or Chief Compliance Officer

Use It

Offering	Customer	Delivery	Price Range	Buyer
Claude AI Enablement	Document-heavy professional teams	Instructor-led, 4 sessions	~$2,000 per cohort	HR / L&D, or Department Head
M365 Copilot AI Enablement	Microsoft-first organizations with Copilot licenses already paid for	Instructor-led, 4 sessions	~$2,000 per cohort	HR / L&D with IT or M365 owner

Secure It

Offering	Customer	Delivery	Price Range	Buyer
AI Security and Data Protection Training	Organizations with a training mandate or an audit ahead	E-learning baseline + optional instructor-led workshop	$3,500 - $7,500 build + annual refresh	CISO mandates; HR / L&D administers
Infrastructure Preparation and Hardening	Regulated firms deploying AI into sensitive environments	Fixed-fee or day-rate project	$10,000 - $40,000 scoped	CTO, VP Engineering, or IT Director

Govern It

Offering	Customer	Delivery	Price Range	Buyer
AI Use Policy Authorship	Regulated firms that need a defensible policy	Fixed-fee authoring engagement	$4,000 - $8,000	General Counsel or Chief Compliance Officer
AI Governance Program	Regulated organizations facing audits or client questionnaires	Branded document suite plus implementation	$7,500-$15,000 license + $10,000-$25,000 impl.	CCO, General Counsel, or CISO
FRAME-Aligned Mortgage Governance	MISMO-member mortgage lenders and servicers	Engagement plus ongoing support	$15,000 - $35,000 + ongoing support	Chief Risk Officer, CCO, or Head of Servicing

Run It

Offering	Customer	Delivery	Price Range	Buyer
Ongoing Compliance Retainer	Any customer past a first engagement	Annual retainer, tiered	$6,000 - $24,000 per year	Compliance Operations, or COO / CFO
vCAIO (Virtual Chief AI Officer)	Regulated mid-market firms with real AI exposure	Monthly retainer, tiered	$4,000 - $15,000 per month	CEO or board, often with the CISO
Managed AI Governance Services	Organizations that prefer a managed model	Monthly managed subscription	$3,000 - $15,000 per month	IT Ops, Compliance Ops, or COO

How to Read This Catalog as a Partner

If your strength is customer relationships and selling, look at where your contacts sit:

- Contacts in compliance and legal - Govern It and Find It offerings.
- Contacts in IT and engineering - Use It and Secure It offerings.

If your strength is delivery capacity, match your team's skills to the categories:

- Trainers - Training offerings.
- Security and cloud engineers - Development offerings.
- Advisors - Consultative offerings.
- Operations teams - Support offerings.

If your strength is a vertical, the FRAME-Aligned Mortgage offering and the sector-tailored governance program are built for specialization. If your strength is scale, the Run It offerings are recurring and grow with the customer.

Next Step

Use the **Partner Opportunity Map** to translate your strengths into a defined participation role.

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Partner Opportunity Map

The Six Ways to Participate

Role	Partner Brings	Varium Brings	Revenue Shape
Referral Partner	A warm introduction to a customer who needs the program	Full sales and delivery motion	One-time referral fee on closed business
Co-Sell Partner	Active selling alongside Varium into your accounts, joint pursuit, and account relationships	Solution design, pricing, delivery, and co-branded materials	Share of bookings on jointly closed deals
Delivery Partner	The people who deliver one or more offerings under the program, to Varium's standard	Methodology, materials, enablement, and quality bar	Delivery margin on the work executed
Scale Partner	Capacity to run recurring or high-volume offerings, especially the Run It layer	Program design, tooling direction, and brand	Recurring margin on sustained engagements
White-Label Partner	Your own brand and customer relationship; you present the program as your own offering	The underlying program, delivered or enabled behind your brand	Your margin on your pricing, against a wholesale arrangement with Varium
Vertical Specialization Partner	Deep expertise in one industry and the relationships that come with it	The program core and sector-tailored offerings such as FRAME-Aligned Mortgage Governance	Blend of co-sell and delivery margin within your vertical

How to Qualify for Each Role

Role	What You Need to Qualify
Referral Partner	Relationships with regulated or compliance-minded organizations. No delivery capability required.
Co-Sell Partner	An account base in the target sectors and a sales team that can carry a joint pitch.
Delivery Partner	Trained delivery staff in the relevant category - Training, Development, Consultative, or Support - and a willingness to meet the program's delivery standard.
Scale Partner	An operations capability, service-level discipline, and the ability to staff ongoing engagements at scale.
White-Label Partner	An established brand in a target market and the commercial maturity to own the customer relationship.
Vertical Specialization Partner	Demonstrable depth and credibility in the chosen sector.

Worked Example: AVISTA

The following is an illustration of how a partner uses this map. It applies the framework to AVISTA as an example. Specifics would be confirmed with AVISTA directly.

AVISTA is a regional IT services and cloud firm with established relationships among mid-market financial and professional-services clients, a capable cloud and security engineering team, and a recurring managed-services business.

Where AVISTA sells well

I·Its relationships sit with IT and operations leaders, which lines up with the Use it and Secure it offerings, and its compliance-minded client base opens the door to Govern it. So AVISTA is a strong **co-sell partner** on Infrastructure Hardening, the enablement offerings, and the governance program.

Where AVISTA delivers

Its cloud and security engineers can execute Infrastructure Preparation and Hardening to the program standard, so AVISTA is also a **delivery partner** for that Development offering.

Where AVISTA scales

Its existing managed-services operation, with the service-level discipline that requires, is the natural home for the Run it layer. AVISTA is a strong **scale partner** for Managed AI Governance Services and a delivery base for vCAIO and the retainer.

Where AVISTA could specialize

If a meaningful share of AVISTA's clients are mortgage lenders or servicers, it could add a vertical specialization role around FRAME-Aligned Mortgage Governance, timed to the August 2026 GSE requirements.

AVISTA’s likely fit, in one line: co-sell on enablement, security, and governance; deliver the hardening work; and scale the Run It layer through its managed-services operation, with an optional mortgage-vertical specialization.

A partner with a different shape - a training company with no operations arm, for example - would read the same map and land somewhere else entirely: delivery partner on Training offerings, co-sell on enablement SKUs, and no scale role. That is the point of the map: the same framework routes each partner to the roles that fit what it actually brings.

Next Step

Once you can see your likely roles on this map, review **How to Engage** to understand what onboarding looks like, what to bring to the first conversation, and how quickly you can move from discovery to active partner.

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How to Engage

The Engagement

The following is a practical guide to starting a partner conversation with Varium: what to bring, what onboarding looks like, and what to expect from the relationship.

Before the First Conversation

You do not need a finished plan. You do need a clear picture of what you bring. Come ready to talk through four things:

- **Your customers** - which industries and roles you have relationships with, and roughly how many organizations.
- **Your capabilities** - what your team can sell, deliver, or operate, mapped loosely to the four categories: Consultative, Training, Development, Support.
- **Your motion** - how you go to market: direct sales, referrals, managed services, or under your own brand.
- **Your likely roles** - your read from the Partner Opportunity Map: where you think you fit.

What Onboarding Looks Like

The path from first conversation to active partner is short and staged:

Stage	What Happens	Output
Discovery Conversation	A working session to confirm your fit, the roles that make sense, and the offerings to start with.	A shared view of where you participate.
Partner Agreement	A simple agreement that sets out the roles, the revenue arrangement, and the standards that apply to anything you deliver.	Signed agreement.
Enablement	For co-sell and referral roles: sales materials and joint-pitch support. For delivery and scale roles: training on the methodology, materials, and quality bar.	Your team ready to pitch or deliver.
First Engagement	Start with one offering and one customer, jointly, so both sides learn the motion on real work before scaling.	Proof of concept and confidence to scale.
Grow	Add roles and offerings as the relationship proves out.	Expanded partner scope.

What to Expect from the Relationship

What You Get	What It Means
A clear lane	You will know exactly which offerings you carry, which Varium carries, and how revenue flows.
Support that matches your role	Selling partners get sales enablement. Delivery partners get methodology and training. Scale partners get program and operational direction.
A protected standard	The program's value depends on consistent delivery. Anything delivered under it meets a shared quality bar. That standard protects your customers and your reputation as much as Varium's.
Room to grow	Most partners start in one role and add others. The relationship is built to expand as trust and results accumulate.

A Note on Timing

Some offerings have a clock. Fannie Mae and Freddie Mac AI-governance requirements take effect August 2026. EU AI Act AI-literacy obligations carry enforcement from the same month. Partners with relationships in mortgage, financial services, or other regulated sectors have a near-term window where demand is immediate and the field is still open.

Next Step

Bring the four things above - your customers, capabilities, motion, and likely roles - and reach out to your Varium contact to schedule a discovery conversation. If you do not yet have a contact, request one through your usual Varium channel and reference the **AI Enablement Program** partner track.