



CYBEREASON PARTNER OVERVIEW

Partner Toolkit Winter 2018



INTERVIEW

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WHY BECOME A CYBEREASON PARTNER?

NEW REVENUE STREAM

Augment your company's existing offerings with Cybereason's platform. Some companies offer Anti-virus(AV) or Next-gen Anti-virus (NGAV), others offer Endpoint Detection and Response (EDR), and others offer active monitoring services (AM). Cybereason offers all of these in a single managed platform, which we call our Cybersecurity Data Analytics Platform. If you're looking to expand your portfolio in any of these areas, Cybereason can help.

ATTRACT AND RETAIN CUSTOMERS

Your customers are looking for a provider that can offer them the latest and greatest cyber analytics technologies. Cybereason is dedicated to working closely with our partners to bring in new business and keep customers happy. Being a Cybereason partner, you will have access to marketing and customer success resources.

SAVE TIME, ENABLE YOUR TEAM

You have different accounts that you have to balance, and your team has time constraints they must manage. Cybereason's platform is rated #1 by Gartner for technical quality. Using Cybereason, your team will be able to spend less time monitoring and worrying about your technology, allowing you to expand operations and revenue.

CONSOLIDATE SOLUTIONS

Some cybersecurity companies specialize in a single area, whether it is attack prevention, detection, response, or monitoring. Using multiple products becomes expensive.

Cybereason is designed to help you consolidate solutions, which saves your company overhead and increases your margins.

HOW TO GET STARTED

STEP 1 – REVIEW THE PARTNERSHIP LEVELS AND SIGN AN AGREEMENT

For full levels, pricing and packaging, please review the options on page 05 of this document.

The standard Cybereason Reseller Agreement can be found here in [MS Word Document format](#). Send to your Channel Director with any changes tracked to get started.

Once you have signed an agreement, you'll be eligible for all of the benefits and resources available in the Cybereason Partner Community, as well as whatever special benefits are available at your partner level. You can always change your partner level if your business needs change.

STEP 2 – MEET YOUR CHANNEL DIRECTOR

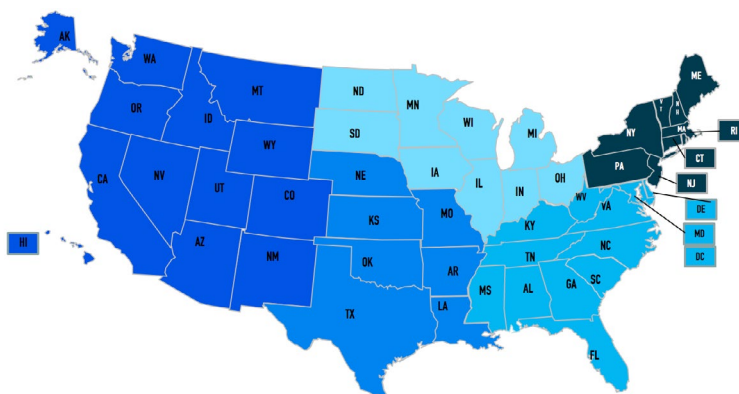
Cybereason has dedicated Channel Director's living and working in your area. These individuals are there to support our partners bringing in new business. They can help with preparation and demos, answering questions, and even getting promotional campaigns set up for your organization.

EUROPE, MIDDLE EAST AND AFRICA

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NORTH AMERICAN REGIONS



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STEP 3 - REGISTER FOR THE PARTNER COMMUNITY

Cybereason has a Partner Community portal to help our partners manage their Cybereason prospects and accounts. Currently, our process is that your company should have a single “Deal Registrar” point-of-contact who creates and manages all your leads, accounts, and opportunities in the portal. If you need more than that, we can accommodate; please speak to your Channel Director for more information.

We have created this simple [Partner Intake Form](#) to help us provision accounts. Once you fill out the intake form, expect to receive an invitation to the Partner Community within 1-2 business days.

STEP 4 - TRAINING & EDUCATION

We have created an onboarding & certification program to help you get started selling, as well as put together a Partner Toolkit that has all the materials you should need to get started.

TRAINING AND CERTIFICATION

Cybereason has an online e-learning platform that can teach your team everything they need to know to start effectively selling our products. We have different courses for different members of your organization:

- » Cybereason Partner - Cybereason Overview
- » Cybereason Partner - Product Training (Protect, Hunt, Command)
- » Cybereason Partner - Sales Training
- » Cybereason Partner - Pre-sales/Technical Training
- » Cybereason Partner - Installation & Setup Training
- » Cybereason Partner - Support Training
- » Cybereason Partner - Integration Training

In order to be certified, at least one person from your company (or more depending on your partner level) must complete the Overview, Product, Sales, and Pre-sales/Technical training. The other training programs are there for your benefit as you grow and need to enable more self-service in your organization.

RESOURCES

Cybereason wants to help you to successfully sell our products, whether with guidance from our team, or autonomously. We've created a Partner Toolkit which includes:

- » Cybereason Positioning Guide
- » Cybereason Selling Guide
- » Detailed Product Collateral
- » Case Studies
- » Customizable Pitch Deck
- » Cybereason Strategies, Programs & Incentives Guide (updated quarterly)
- » Cybereason Guidelines to Receive Marketing Development Funds (MDF)

The Partner Toolkit can be found in the Partner Portal, and can also be [downloaded directly here](#).

PARTNER LEVELS AND ASSOCIATED BENEFITS

BENEFITS	Authorized	Gold	Platinum
PARTNER ONBOARDING			
PARTNER PORTAL ACCESS	✓	✓	✓
DEAL REGISTRATION (\$50K ACV+)	✓	✓	✓
SALES AND PRE-SALES SUPPORT	✓	✓	✓
FREE ONLINE SALES AND PRE-SALES TRAINING	✓	✓	✓
PARTNER DEMONSTRATION LICENSE	Eligible	Eligible	Eligible
CHANNEL DIRECTOR SUPPORT	✓	✓	✓
QUARTERLY PARTNER REVIEWS	⊖	✓	✓
DEMAND GENERATION			
CAMPAIGNS AND PROMOTIONS	✓	✓	✓
CO-BRANDED MARKETING COLLATERAL	Upon Request	Upon Request	Upon Request
CYBEREASON CERTIFIED PARTNER LOGO	Upon Training Completion	Upon Training Completion	Upon Training Completion
CYBEREASON CORPORATE EVENTS	By Invitation	By Invitation	By Invitation
PUBLIC RELATIONS SUPPORT	✓	✓	✓
JOINT PRESS COVERAGE	⊖	By Invitation	By Invitation
PARTNER CO-MARKETING PLAN	⊖	✓	✓
MARKETING DEVELOPMENT FUNDS	\$	\$\$	\$\$\$
WEBSITE LOGO PLACEMENT	By Invitation	By Invitation	✓

PARTNER REQUIREMENTS AND DISCOUNTS

BENEFITS	Authorized	Gold	Platinum
REQUIREMENTS			
ANNUAL REVENUE TARGETS (ACV)	Up to \$1 Million	\$1- \$5 Million	\$5 Million+
# OF SALES CERTIFICATIONS (COMING SOON)	1	2	3
# OF PRE- SALES CERTIFICATIONS (COMING SOON)	1	2	3
SALES FORECAST & BUSINESS REVIEWS	—	Yes	Yes
# OF ANNUAL DEAL REGISTRATIONS	4	8	12
ANNUAL DEMAND GENERATION ACTIVITIES	—	2	4
DISCOUNTS AND INCENTIVES			
ANNUAL REVENUE TARGETS (ACV)	Up to \$1 Million	\$1- \$5 Million	\$5 Million+
RESELLER LIST PRICE DISCOUNT PERCENTAGE	15%	20%	25%
INCREMENTAL DEAL REGISTRATION DISCOUNT (ADDITIONAL %, \$50K ACV MINIMUM)	20%	20%	20%
ELIGIBLE TOTAL DISCOUNT FOR DEAL REGISTRATION	35%	40%	45%
SPECIAL PRICING ELIGIBILITY	✓	✓	✓
PROMOTIONAL INCENTIVES	✓	✓	✓



Cybereason, creators of the leading cybersecurity data analytics platform, gives the advantage back to the defender through a completely new approach to cybersecurity. Cybereason offers endpoint detection and response (EDR), next-generation antivirus (NGAV), and active monitoring services, all powered by its proprietary data analytics platform. The Cybereason suite of products provides unmatched visibility, increases analyst efficiency and effectiveness, and reduces security risk.

To contact Cybereason, visit Cybereason.com or email hello@cybereason.com