



Programs

DEAL REGISTRATION

The ThreatConnect deal registration program is designed to provide financial incentive and deal protection to partners who proactively identify, qualify, and close new ThreatConnect business. Once approved, deal registration provides the partner with an exclusive discount for 120 days.



Eligibility

1. ThreatConnect has sole discretion for determining eligibility.
2. Must be an approved ThreatConnect partner.
3. A deal is not eligible for registration if the prospective customer has already been identified or engaged by ThreatConnect or another Reseller Partner.
4. Pre-sales effort must have been made to qualify the opportunity, such as but not limited to qualifying the deal, meeting with decision makers, helping the customer quantify budget, and assisting the customer with project requirements which include the ThreatConnect platform. Supporting documentation of pre-sales effort must be provided on request.
5. The registered partner must be actively engaged with the customer and working with them to provide sales support as needed.
6. The partner must provide ThreatConnect with progress updates on the opportunity as applicable.
7. Deal Registration can only be awarded to the first partner meeting the criteria.



Process

1. **Prequalify:** Seek out a new opportunity to sell ThreatConnect to your prospects and customers.
2. **Register:** Requests for deal registration must be submitted via our Partner Hub.
3. **Get Approved:** A member of the ThreatConnect Partner Team will follow up with you within 1-3 business days regarding your approval.

Required Information

Partner

- > Partner Company
- > First Name
- > Last Name
- > Phone
- > Email

End-User Information

- > Customer Account Name
- > Primary Contact Name
- > Primary Contact Phone
- > Primary Contact Email

Opportunity Information

- > Estimated Close Date
- > Approximate Deal Value

Terms & Conditions

- > **Approval:** Once submitted, the partner will be contacted within 2 business days to verify the details of your submission. Deal Registration is subject to approval and ThreatConnect reserves the right to deny, suspend, rescind, or terminate deal registration at its sole discretion.
- > **Term Length:** Deal Registration will be valid for 120 days beginning on the approval date.
- > **Registration Discount:** The registration discount will follow the renewal year over year.
- > **Deal Extensions:** Deals not closed within 120 days may be eligible to receive an extension. Extensions must be approved prior to the deal's original expiration date and will be granted at the sole discretion of ThreatConnect.
- > **Re-Registration:** Deals may be re-registered after the expiration by the same reseller or a new reseller pending further development of the opportunity. Re-registered opportunities will be treated as new opportunities and will be subject to the same criteria.

Marketing Development Funds (MDF)

Certified partners may request Marketing Development Funds (MDF). MDF are allocated to partners with the intention of generating leads, educating customers, or creating new business opportunities and can be used to reimburse partners up to 50% of qualified activities. The amount of MDF is not based on a partner's revenue, but rather the perceived value of the marketing activity. Partners are encouraged to work with their Partner Marketing Manager to find creative and innovative ways to reach their customer base.

MDF Procedure

1. **Contact:** To get started, contact your Channel Account Manager and submit the required information listed below.
2. **Plan:** Work with your CAM to coordinate timelines for activity and agree on metrics that will be used to gauge the campaign's success.
3. **Initiate:** Marketing activities are expected to be primarily led and managed by the partner, but we're always happy to provide any support we can.
4. **Get Reimbursed:** Send an itemized invoice of the marketing activity within 30 days of the activity's completion date back to your Partner Marketing Manager.





Required Information

Partner Information

- > Partner Company:
- > First Name:
- > Last Name:
- > Phone:
- > Email:

Campaign Information

- > Activity Name & Description:
- > Total Price of Marketing Activity:
- > Amount of MDF Requested:
- > Expected ROI or Goals:
- > Metrics to be Used:
- > Any Supporting Documentation

MDF Terms & Conditions

1. Must be a Certified Partner.
2. Marketing funds may only be used to promote ThreatConnect products and services.
3. Marketing activities must be approved prior to initiating the activity.
4. Appropriate metrics must be used to track marketing activities.
5. Metrics will be mutually agreed upon in advance.
6. The use of MDF is subject to approval and ThreatConnect reserves the right to approve or deny MDF requests at its discretion.
7. An itemized invoice of all marketing activities as well as proof of performance must be provided by the Partner within 30 days of incurring expense to be eligible for reimbursement.
8. Use of the ThreatConnect logo and other creative content must adhere to the ThreatConnect Brand Guidelines.

Register a Deal

Call 1.800.965.2708 or visit threatconnect.com/partner-hub



Designed by analysts but built for the entire team (security operations, threat intelligence, incident response and security leadership), ThreatConnect's intelligence-driven security operations platform is the only solution available today with intelligence, automation, analytics, and workflows in a single platform. Centralize your intelligence, establish process consistency, scale operations, and measure your effectiveness in one place. To learn more about our threat intelligence platform (TIP) or security orchestration, automation, and response (SOAR) solutions, visit ThreatConnect.com.



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