



# ThreatConnect Channel Partner Program

# Table of Contents

**Introduction** . . . . .3

**Why ThreatConnect?** . . . . .4

**Program Overview** . . . . .5

    Levels & Discounts. . . . .5

    Requirements & Benefits. . . . .6

**Description of Benefits** . . . . .7

**Programs** . . . . .9

    Deal Registration . . . . .9

    Benefits . . . . .10

**Partnership Requirements** . . . . .12

**Program & Tier Changes** . . . . .13

**Contact Information** . . . . .14

**About ThreatConnect** . . . . .14





## Introduction

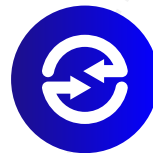
The ThreatConnect Partner Program was built in an effort to help our partners grow their business through selling the ThreatConnect platform. Currently thousands of organizations use ThreatConnect to improve effectiveness, take a proactive approach to security, and better protect their businesses.

By joining the ThreatConnect Partner Program, you gain access to everything you need to successfully sell ThreatConnect to your customers. Our sales, marketing, and training resources are designed to strengthen your position as your customer's trusted security expert, and help differentiate you from your competitors.

At ThreatConnect, we know we're stronger together than we are apart. We look forward to partnering with you to deliver a more secure, more intelligent, and more efficient cybersecurity infrastructure to your customers.

**Welcome to the ThreatConnect Team!**

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Why ThreatConnect?

Program Overview

Description  
of Benefits

Programs

Partnership  
Requirements

Program &  
Tier Changes

# Why ThreatConnect?



## Better Protection from Cyber Threats

Designed by analysts but built for the entire time (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.



## Built for All Security Teams

The ThreatConnect platform can be used by security teams of all sizes. ThreatConnect's cloud, dedicated cloud, and on premises editions are designed to suit every organization – no matter the size.



## Make the Most of Existing Technologies

The ThreatConnect Platform was built to be open and extensible. With 350+ apps and Integrations, we strive to integrate the tools and technologies in our customers' existing ecosystem, and work with vendors across every category to make security easy and effective.



Why ThreatConnect?

Program Overview

Description  
of Benefits

Programs

Partnership  
Requirements

Program &  
Tier Changes

# Channel Partner Program Overview

The ThreatConnect Partner Program is a two level program designed to reward each partner's level of time and commitment. Our tiers – Certified and Referral – come with their own set of criteria and are reviewed annually.

This guide provides you with a detailed explanation of the ThreatConnect Channel Program and how to get started. Please take the time to review it carefully and contact us at [channelsales@threatconnect.com](mailto:channelsales@threatconnect.com) if you have any questions.



## Partner Levels

### The Referral Partner

The Referral tier is for entry-level partners. These partners have expressed interest in reselling ThreatConnect and are open to working with us to find new sales opportunities. With fundamental knowledge of the ThreatConnect platform, they are recognized as a ThreatConnect partner. The minimum requirements to becoming a Referral partner are the signing of a MNDAs and a single transaction agreement with the goal of establishing and building a mutual active pipeline to advance into the higher tier.

#### Benefits:

- > Dedicated Channel Account Manager
- > Partner Hub Access
- > Deal Registration Additional 15% Discount
- > **Standard Product Discount 7%**





## The Certified Partner

The Certified tier is for partners who have demonstrated the ability to proactively sell ThreatConnect. These partners have expertise in using and selling the platform, and consistently strive to achieve the highest level of customer satisfaction. Certified partners have exceeded our highest revenue goals, continue to invest in ThreatConnect training, and actively promote ThreatConnect to their customers.



### Requirements:

- > Revenue Goals
  - \$1+ million annually
- > ThreatConnect Training
  - Once per year
- > Purchases Directly from ThreatConnect

### Benefits:

- > Dedicated Channel Account Manager
- > Partner Hub Access
- > Deal Registration Additional 15% Discount
- > Renewal Notifications
- > Lead Distribution
- > MDF Eligible
- > Partner Incentive Programs
- > Listed on the ThreatConnect Website
- > Co-branded Marketing Materials
- > Sales Training
- > Technical Training
- > Field Training
- > Discounted Products for Internal Use
- > **Standard Product Discount 15%**



Why ThreatConnect?

Program Overview

Description  
of Benefits

Programs

Partnership  
Requirements

Program &  
Tier Changes

# Explanation of Partner Benefits

## Dedicated Channel Account Manager

Each Certified partner has a designated ThreatConnect Channel Account Manager (CAM). The CAM is your main point of contact at ThreatConnect. Working closely with your CAM ensures you're making the most of every sales opportunity.

## Renewals

The ThreatConnect Platform is sold as an annual subscription. As a Certified partner, you'll receive the opportunity for renewal revenue with every subscription you sell. This provides an excellent opportunity for continued engagement with the customer and an annuity revenue stream. Additionally, subscription renewals will follow the partner where opportunities were originally approved through Deal Registration when approved by ThreatConnect.

## Lead Distribution

Certified partners are eligible to receive qualified prospect leads based on availability and geography. Leads are sent via your CAM with the expectation that you will contact the prospect within one business day. If you are unable to respond to the customer within one business day, you are expected to let your CAM know as soon as possible. Failure to do so may disqualify you from receiving future leads.

## Partner Incentive Programs

Certified partners work with the CAM to develop custom sales incentive programs which are tailored to your organization (or team) and aim to provide additional financial incentives to reward sales activity. Guidelines and success metrics for Partner Incentive Programs must be mutually agreed upon by ThreatConnect and the Partner before the activity begins.



## Training

Certified partners are required to attend periodic ThreatConnect training to maintain partnership status.



**Sales Training** is provided to help identify potential sales opportunities and teach best practices from ThreatConnect sales experts. This training is conducted online.



**Technical Training** better familiarizes you with the features and functionality of the ThreatConnect platform. This training is conducted online.



**Field Training** is available to Certified partners at no additional cost. Please contact your CAM for additional information or to schedule on-site training.

## Discounted Products for Internal Use

All Partners may purchase a reasonable number of ThreatConnect products at a discount. Partners should contact their CAM for more information.





Why ThreatConnect?

Program Overview

Description  
of Benefits

Programs

Partnership  
Requirements

Program &  
Tier Changes

# 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 Information

- > 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

1. **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.
2. **Term Length:** Deal Registration will be valid for 120 days beginning on the approval date.
3. **Registration Discount:** The registration discount will follow the renewal year over year.
4. **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.
5. **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 was 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.



Why ThreatConnect?

Program Overview

Description  
of Benefits

Programs

Partnership  
Requirements

Program &  
Tier Changes

# Partnership Requirements

## Signed Partner Agreement

As part of the ThreatConnect Partner Program enrollment process, you will be required to sign an Authorized Reseller Agreement and must adhere to the ThreatConnect Reseller Partner Policies and Guidelines.

## Promotion of ThreatConnect

ThreatConnect encourages all partners to promote the partnership with us on their website. Certified Partners are required to do so with the ThreatConnect logo and company description.

## Joint Marketing Plan

All Certified ThreatConnect Partners are required to work in coordination with their ThreatConnect partner marketing contact to develop marketing campaigns.

## Joint Business Plan

Certified Partners must complete a joint business plan which must be updated on a quarterly basis. Partners will work with their CAM to develop and implement their business plan, which should include discussion of revenue goals, review of the current relationship, and additional go-to-market strategies.

## Primary Contact

All ThreatConnect Partners must identify a primary contact to support the relationship with ThreatConnect.



Why ThreatConnect?

Program Overview

Description  
of Benefits

Programs

Partnership  
Requirements

Program &  
Tier Changes

# Program & Tier Changes

ThreatConnect reserves the right to alter the ThreatConnect Partner Program at our discretion. ThreatConnect will provide Partners with at least thirty-days (30) written notice of any program changes. If the Partner disagrees with any change or modification, they may choose to terminate their participation in the program.

## Partner Changes

ThreatConnect will review each participating partner's compliance at least once per year, and reserves the right to re-tier partners who exceed, or no longer meet, their given criteria.

## Moving Up

ThreatConnect allows partners to move into a higher tier provided they meet the criteria for that tier. Please contact your Channel Account Manager and request your advancement to a higher tier if you feel you are eligible.

## Moving Down

If a partner fails to meet or maintain the criteria for their designated tier level, they may be moved into a lower tier. If you are moved into a lower tier, a Channel Account Manager will notify you prior to the change. You will then have 30 days to meet the requirements of your current tier in order to maintain your status.



## Contact Information

**MOHAMMED HAMIDIDDIN**  
Director of Channel Sales

**E:** mhamididdin@threatconnect.com

**M:** 703.967.7955

### Partner Hub

[threatconnect.com/partner-hub](https://threatconnect.com/partner-hub)

### Support

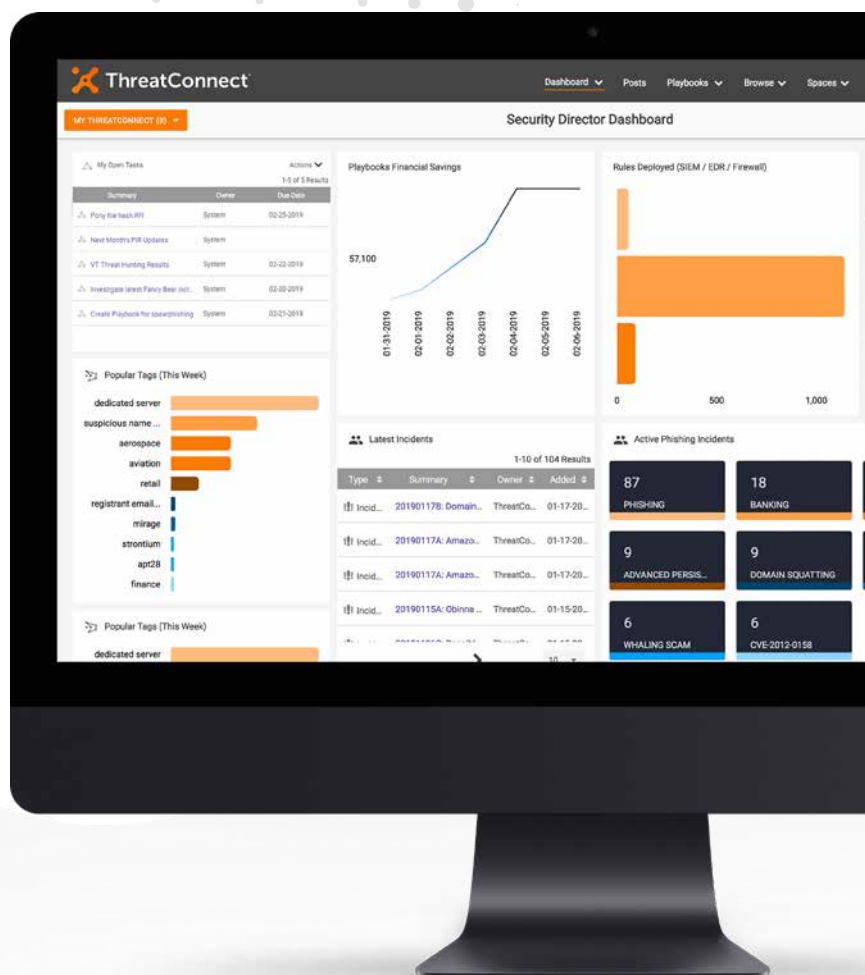
[support@threatconnect.com](mailto:support@threatconnect.com)

### Deal Registration

[threatconnect.com/register-deal](https://threatconnect.com/register-deal)

### Purchase Orders

[var.purchase@threatconnect.com](mailto:var.purchase@threatconnect.com)



## About ThreatConnect

ThreatConnect, Inc. provides a proactive and efficient approach to security by enabling enhanced detection, shortened response, and reduced risk. 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. To learn more about our threat intelligence platform (TIP) or security orchestration, automation, and response (SOAR) solutions, visit [www.ThreatConnect.com](https://www.ThreatConnect.com).



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