CYLANCE
PARTNER PROGRAM

Cylance® Partner Program Benefits

SALES	LEAD GENERATION AND SALES ASSISTANCE	EMERALD	PLATINUM	GOLD	NATIONAL
Discounts	Return for Your Efforts	Highest	Higher	High	Higher
Sales lead assignment	Access to qualified leads prioritized by your region, program authorization, and certification level.	x	x		x
Free internal use licenses for Partner Internal Lab Environment	Free trial accounts that are available to partners and their employees, allowing you to benefit from Cylance products at work and home. NOTE: Free trial seats vary by partner type and level and are restricted access only. Contact Cylance sales for details.	x	x		x
NFRs for customer trial use	One year trial up to 500 seats for customer training/ POC use. Contact Cylance sales for details.	x	x	30 day trial	x
Regional Partner Manager, Inside Sales or Distributor support	Assistance from your Cylance channel and sales teams with prospecting and co-selling.	x	x	x	x
Regional Partner SE support	Support from Cylance Sales Engineering for training and proof of concept tests. Accounts and opportunities managed by the Cylance SMB team will also receive full phone support.	x	x		x
Strategic field account planning and mapping	Cylance sales teams support your customers and identify those that need a preventative solution. Alignment between sales teams is critical for success.	x	x		x
Sales recognition and annual awards	Cylance offers annual partner awards for recognition of top strategic partner achievement against objectives. We also offer quarterly recognition for the top regional sales reps within strategic partners.	x			
Teaming agreement	Sales strategy formalized through a deal contractual by deal teaming agreement. Teaming agreements are best suited for strategic named accounts where there will be a long-term engagement that will supercede the criteria of the Deal Registration Program. In those scenarios where a long-term understanding of the customers' business is required, a teaming agreement will align the partner and Cylance for extended selling periods in complex sales and IT environments.	x	x	x	x
Volume incentives and rebates	Semi-annual rebate initiatives based on volume targets set by Cylance.	x			x
Partner Portal	Sales tools, deal registration, other programs, and access to Cylance's Marketing and Technical resources.	x	x		x
Deal registration	Cylance's comprehensive Deal Registration Program allows partners to align resources when the timing is right for a customer to consider Cylance as a solution.	x	x		x
Renewal Incumbency program	High deployment rate incumbency on renewals, assigning those customers to the partner for renewal and updates when the contract expires. Partners will be eligible for renewal discounts based on their program tier.	x	x		x

MARKETING AND COMMUNICATIONS	DEMAND GENERATION AND FIELD MARKETING SUPPORT	EMERALD	PLATINUM	GOLD	NATIONAL
Proposal-based MDF	Requests for MDF spend will be reviewed and approved on a case-by-case proposal basis.	Two joint activities per quarter	x		x
Promotions and incentive programs	Participate in Cylance sales incentives and promotions, including campaigns, ads, and events associated with promotions.	x	x		x
Cylance-sponsored trade shows	By invitation only, interact with prospects alongside Cylance staff at trade-shows. Certain events may require financial contribution from the partner for a joint sponsorship.	x			
Cylance Partner Advisory Council	By invitation only, attend C-level advisory council events.	x			
Joint Press Releases	By invitation only, enjoy joint press coverage with Cylance.	x			x
Field Marketing support	Cylance's Channel Markerting team will help hone your message, positioning, and lead generation activities.	x	x		x
Cylance Partner Newsletter and News Flash	Monthly newsletters and news flash emails that highlight new or upcoming products, market news, updates to the partner program, spiffs, new sales and marketing tools, etc.	Cylance will spotlight partners' sales teams and executives	x		x
Market information	Cylance research, including market trends, customer preferences and market share data.	x	x		x
Competitive Analysis	Cylance software comparison data which is a great resource if you're in a competitive bid and need to de-position the competition.	x			x
Sales Tools	PDF product slicks, sample ads, email templates, white papers, PowerPoint presentations, videos, and case studies.	x	x		x
Brand Usage	Branding guidelines for the use of Cylance logos and materials and representation of the brand. Leverage the Cylance brand to enhance your image.	x	x		x
Website promotion	Partner logo promotion on the Cylance website.	x			
Partner Program Identity Kit	Branded program banners and content for display on websites and for use in marketing materials.	x	x		x

TECHNICAL + SALES SUPPORT AND TRAINING	ENABLEMENT AND TECHNCIAL SUPPORT THROUGOUT THE SALES CYCLE	EMERALD	PLATINUM	GOLD	NATIONAL
Technical support	Cylance experts answer your technical questions.	x	x		x
Roadmap briefing	What's coming next at Cylance.	x			
Business planning	Quarterly business and annual reviews with distributors to jointly plan for the future and learn from the past.	Annual by quarter			Quarterly
Partner Technical Advisory Board meeting	By invitation only, attend Partner Technical Advisory Board meetings.	x			x
Annual partner event	Annual sales, training and networking events.	x	x		x
Executive sponsors	Dedicated executive sponsors for guidance and assistance.	x			
Technology Alliance partner incentives and solution selling	Integrations with other technology vendors and OEM partners, making it easy for Cylance channel partners to offer suites of fully-integrated solutions. Cylance will offer training on APIs, connectors, and joint sales incentives aimed at partners and their customers.	x			
Product roadmap presentations to F500 customers	Request that Cylance provide insight into product strategy and share the long-term vision with your strategic accounts.	x			
Cylance e-store	Access to the Cylance e-store for purchase of branded Cylance goods intended to extend brand awareness.	x			
Growth numbers	Recognition of partners that solve difficult customer problems and who score the highest in new business growth within the Channel program.	x			
Installation of CylancePROTECT - 80% deployed agents within 180 days of purchase	Partners whose customers average 80%+ deployment rates will be eligible for renewal discounts for those accounts for the same term as the next renewal contract.	x	x		x
COMMUNITY BUILDING AND NONPROFIT	**EXTEND YOUR EXPERTISE TO YOUR COMMUNITIES**	**EMERALD**	**PLATINUM**	**GOLD**	**NATIONAL**
Free one-year subscription for non-profit of partners' choice	Hit the volume threshold for your partner level and be eligible to nominate a non-profit end-user organization or eligible local law enforcement agency to be the beneficiary of a free one-year subscription. Non-profit status must meet the criteria of regional government regulations. Renewals will be reviewed on a case-by-case basis.	x	x		x
Case studies and user groups	Partners can recommend that Cylance build a case study or include the customer in a regional customer users' group by nominating the customer project for a Cylance Cyber Vigilance Award.	x	x		x

Go to www.cylance.com/partnerprogram to learn more, and apply to become a partner.

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