CYLANCE™
PARTNER PROGRAM

Americas Edition

February 2017

Program Overview

The Cylance® Partner Program offers award-winning products and a broad spectrum of consulting services built on advanced technology, which come with a wealth of support and benefits that help our partners succeed. Cylance's unique patented approach, leveraging artificial intelligence and machine learning combined with a lightweight endpoint agent, allows partners to generate high value and margin through strategic services. The result is a solution that does not require infrastructure, and predicts and prevents malware from day one, reducing the aperture of risk to less than 1% of systems.

Partnership Types

Solution Provider Partners

Cylance Solution Provider partners resell Cylance products and consulting services. Solution Provider partners include value-added resellers, national resellers, and distributors. There are four levels of Solution Provider partners:

Emerald Partners

Cylance Authorized Advisors

The highest level of commitment is rewarded with the highest level of benefits. Emerald partners are Cylance evangelists who are business advisors to their customers. Emerald partners are heavily invested in Cylance via training, accreditation and certification, as well as substantial business planning and growth targets. They benefit from the highest incentives and rebates the program offers.

Platinum Partners

Cylance Trained Advocates

Cylance Platinum partners receive substantial benefits based upon their increasing commitment to selling Cylance products and consulting services. They are advocates for Cylance solutions with customers.

Gold Partners

Cylance Associates

Referral and entry-level partners start as associates at the Gold level and receive phone sales support. Gold partners are also eligible for support on a deal-by-deal basis.

National Partners

Cylance Authorized Providers

Cylance National partners are advisors and advocates with specialized reach into the SMB, mid-market and enterprise segments. National partners have extended sales teams, Cylance-trained security technical teams, and aggressive growth goals. They benefit from dedicated staff, funding, and volume incentives.

Cloud Partners

Cylance Cloud partners offer cloud subscription services to customers. Cloud partners are MSPs, MSSPs, SaaS, PaaS, IaaS, and Connected Services Providers. Please refer to the Cloud/MSSP Program Guide for details.

Technology, System Integrator, and Alliance Partners

Cylance works with Technology, System Integrator, and Alliance partners to develop joint solutions that enhance the security of your hardware, software, and applications. Each partner will have a separate agreement with Cylance.

OEM Partners

Cylance works closely with OEM partners to develop business solutions that optimize security for your products, and we provide customized resources and support. Each partner will have a separate agreement with Cylance.

Distributor Partners

Cylance Distributor partners extend our reach and help Solution Provider and Cloud partners configure Cylance solutions. Distributor partners provide readiness, sales training and activation, technical and sales support, and account management for cloud services. Distributor partners also offer credit services, marketing support, training, and access to dedicated sales representatives. Each partner will have a separate agreement with Cylance.

Partner Requirements

Please refer to the Benefits and Requirements sections of this document for details. Partners are required to:

- Reach program level revenue goals in order to maintain status
- Participate in business planning and reviews based on partner type and level
- Achieve required training, accreditations, and certifications according to partner level within a reasonable time period
- Participate in periodic Cylance surveys
- Abide by Cylance Rules of Engagement
- Install CylancePROTECT® in a lab environment

Partner Benefits

For the complete list of Cylance Partner Program benefits, please refer to the benefits matrix at the end of this document.

Financial Incentives:

- Deal registration which rewards partners with increased margin for investment
- Sales incentives and spiffs that drive growth
- Proposal based Marketing Development Funds (MDF) to enable demand and lead generation
- Volume incentives and eligibility for rebate plans

Cylance Consulting is Available To Ensure that Projects Get Done and To Jointly Offer a World-Class Customer Engagement:

With expertise across six practice areas and seven vertical markets, Cylance Consulting can support partner growth into new security service markets and help manage a variety of engagements with the following offerings:

- ThreatZERO™ and ThreatZERO Prevention Assurance deliver on the promise of prevention in CylancePROTECT, ensuring that customers are utilizing the full capabilities of the product.
  - Cylance will offer partner-led consulting training to focus partners interested in delivering ThreatZERO Services.
  - Training requirements will be published in March 2017, and training will begin in the second half of 2017.
- Additional advanced services offered through partners for staff augmentation and jointly offered under a Master Services Agreement:
  - Incident Containment and Compromise Assessments
  - Industrial Control Systems
  - IoT / Embedded Systems
  - Red Team Services
  - Training

Cylance Also Offers Managed Security Service Providers (MSSP) a Number of Benefits and Tools:

- A separate program guide is available for partners offering managed and monitored services.
- Please contact your Cylance Regional Partner Manager or partnersupport@cylance.com for details.

Partner Portal

Cylance Emerald, Platinum, National, and Cloud partners gain access to our partner resource portal which provides the Deal Registration Program and tool, sales resources, pricing, incentives, marketing guidelines and assets, training, and enablement.

Partner Communications

The Cylance Partner Program provides a regular monthly cadence of partner communications through partner-focused newsletters, emails, and webinars.

Field Sales and Marketing Support

Emerald, Platinum, National, and Cloud partners are supported by field sales, marketing, and inside sales. Gold partners receive inside sales and/or distributor phone support.

Terms and Conditions

Cylance Partners are required to accept both program and portal terms and conditions as set forth in the Cylance Partner Program Contract and Cylance Partner Portal Terms and Conditions. Partner performance will be reviewed on an annual basis and partners may be releveled within the program based upon results.

Cylance Partner Program Benefits and Requirements		Emerald	Platinum	Gold	National
Benefits					
Discount With Deal Registration* 100 Endpoint Minimum	CylancePROTECT and Other Cylance Branded Products	36%	26%	10%	26%
Discount Without Deal Registration*		10%	10%	10%	0%
	100-2499 seats				4%
	over 2500 seats				0%
Discount With Deal Registration* 250 Endpoint Minimum Discounts May Vary By Region	ThreatZERO	25%	20%	10%	20%
	ThreatZERO Prevention Assurance	25%	20%	10%	20%
Discount Without Deal Registration*		10%	10%	10%	0%
	250-2499 seats				4%
	over 2500 seats				0%
Discount With Deal Registration*	Cylance Consulting Services — Incident Containment (Response) and All Other Services; Via Markup or Rebate	20%	20%	10%	20%
Discount Without Deal Registration*		0%	0%	0%	0%
Requirements					
Product Revenue Target Minimums	North America, USD	$2,500,000	$500,000	$150,000	$10,000,000
Baseline Renewal Discounts	▪ Cylance offers a full incumbency designation for renewals to partners in good standing. ▪ Incumbent partners are entitled to deal registration and the applicable deal discounts for renewals. ▪ In cases where partners were given nonstandard pricing, renewals may be eligible for special pricing with advance approval from Cylance Sales Management. ▪ To qualify for discounts, partners must support customers with deployment rates of 70% within the first 180 days of purchasing Cylance products and consulting services. ▪ Cylance support teams will support customers with any questions and will help provide reports of deployment percentages.* *Please see the Cylance support terms for the latest information.	36%	26%	10%	26%

***Assigned Partner (Cylance assigns a lead, partner is eligible for registration)**
Cylance will send partners leads, designating key certified partners as the best source for customers to test and purchase Cylance. Deals with 1,000 seats and under where Cylance assigns a partner to an account will be eligible for deal registration discounts for Emerald and National partners.

Sales	Lead Generation and Sales Assistance	Emerald	Platinum	Gold	National
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 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 contractual deal-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 product and consulting services, 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 (70% deployed agents within 180 days of purchase)	Partners whose customers average 70%+ 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. Number of seats allowed and 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

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