WithSecure Partner Program 2024
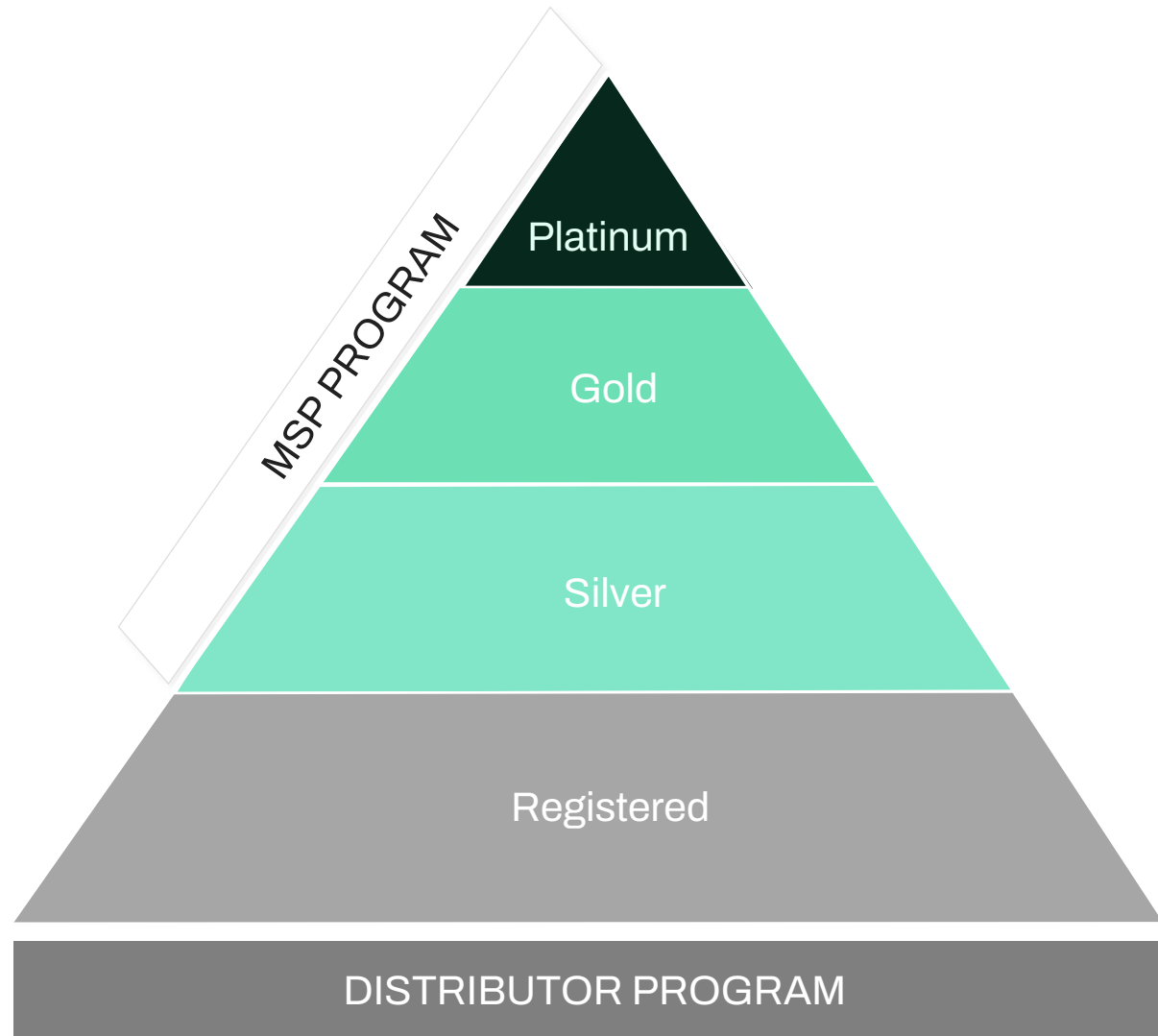
Stefan Petersen

Milan Dörnhöfer

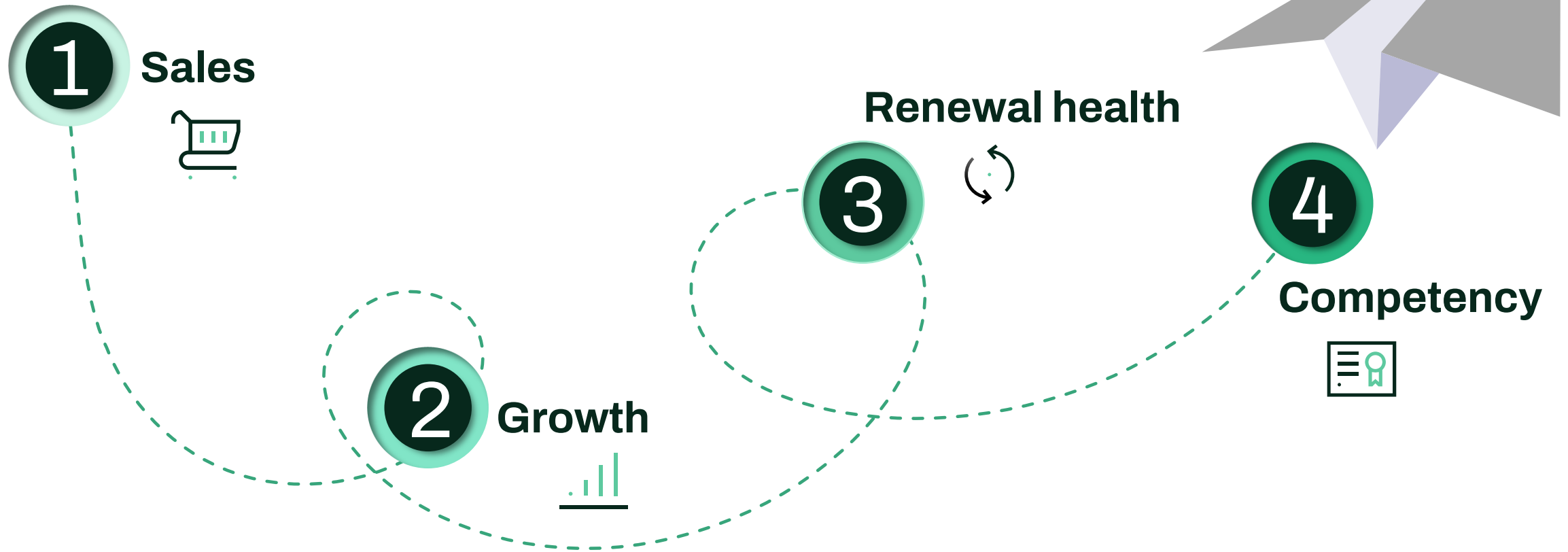# WithSecure Partner Program 2024

Partner Programs

MSP PROGRAM

Platinum

Gold

Silver

Registered

DISTRIBUTOR PROGRAM

W/TH secure

Key performance indicators

1 Sales

2 Growth

Renewal health

3

4

Competency

with secure

Key requirements by Partner Level

WITHsecure | Registered Partner

Partner Agreement

1st Level Support

WITHsecure | Silver Partner

Annual sales 20 000 €

YoY growth 10%

Renewal Target 75%

Certifications 4

WITHsecure | Gold Partner

Annual sales 150 000 €

YoY growth 10%

Renewal Target 85%

Certifications 10
(inc. 2 advanced level)

WITHsecure | Platinum Partner

Annual sales 400 000 €

YoY growth 10%

Renewal Target 85%

Certifications 15
(inc. 2 advanced level)

Business Plan

What's changing

COVERAGE

Full WithSecure portfolio

REQUIREMENTS

New KPIs

More

BENEFITS

Some new benefits
Removed passives
Minor changes to existing

PERFORMANCE REWARDS

New rewards concept

w/TH secure

What's changing

COVERAGE

Full WithSecure portfolio

Benefits

Key benefits by Partner Level

WITH secure | Registered Partner

Marketing & Training Resources

NFR Licenses*
*certification requirement apply

WITH secure | Silver Partner

All **Registered** benefits, plus:

Marketing Co-Op funds

Pre-Sales Support

Portfolio NFR Licenses

Partner Locator

WITH secure | Gold Partner

All **Silver** benefits, plus:

Gold Target Bonus

Marketing Services MDF

Advanced Technical Support

SPHERE invitation

Business Plan

WITH secure | Platinum Partner

All **Gold** benefits, plus:

Platinum Target Bonus

Premium Technical Support with **Technical Service Manager**

Support Manager Escalation

Early access to new customer service features
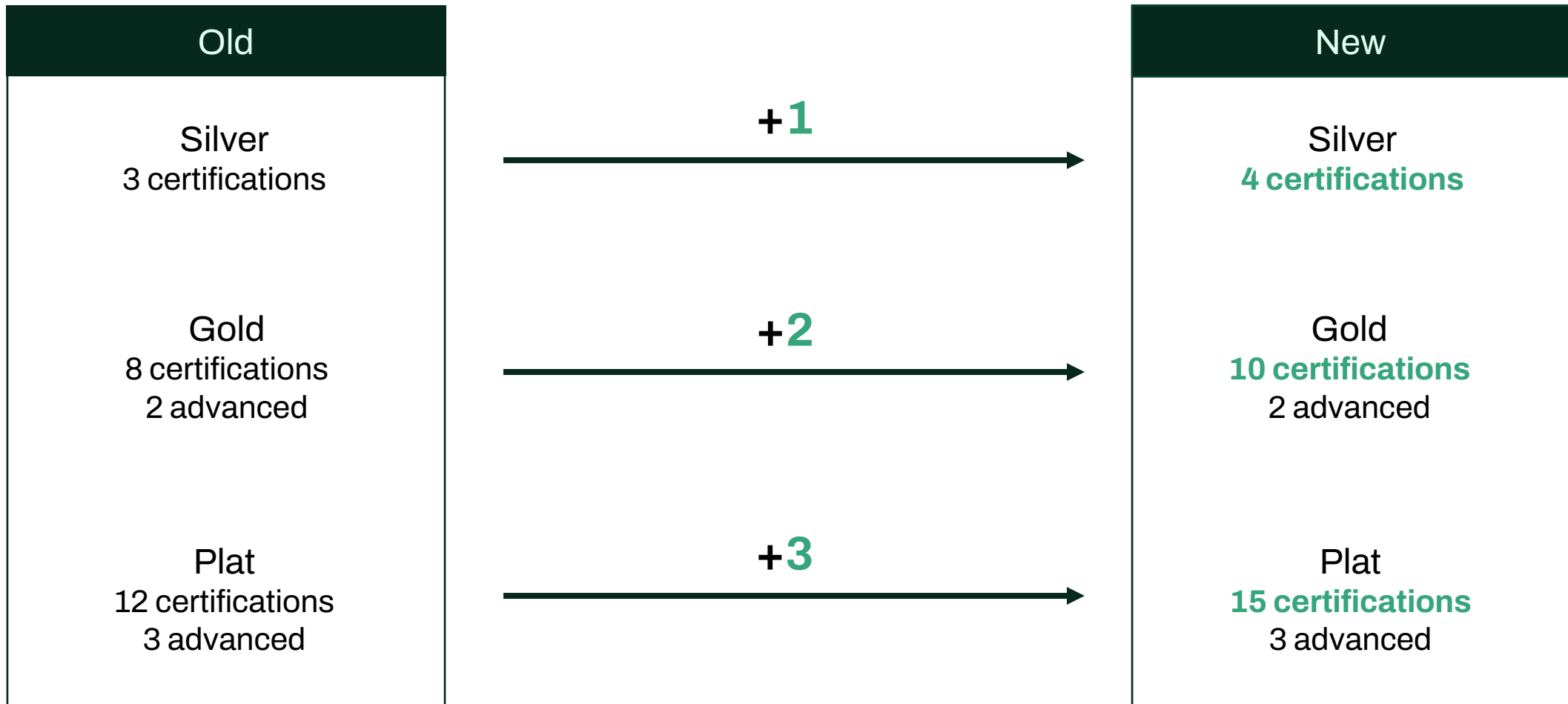
Partner Advisory Board

Portal Services
Partner Forum

WithSecure Academy
Technical Support

Deal Registration
Performance Rewards

Requirements

Certification requirements changes

Old		New
Silver	**+1**	Silver
3 certifications		**4 certifications**
Gold	**+2**	Gold
8 certifications		**10 certifications**
2 advanced		2 advanced
Plat	**+3**	Plat
12 certifications		**15 certifications**
3 advanced		3 advanced

Trainings should include courses from both sales and technical tracks

W/TH secure

ACADEMY - TRAININGS

Training name	Level	Type	Product Family	Notes
EPP & EDR - WithSecure Elements Endpoint Protection and Endpoint Detection & Response Technical Training (Advanced)	Advanced	Technical	Elements	Was WithSecure PSB + RDR Technical Training (Advanced)
EVM - WithSecure Elements Vulnerability Management Technical Training (Advanced)	Advanced	Technical	Elements	Was WithSecure Radar Technical Training (Advanced)
ECP - WithSecure Elements Collaboration Protection Technical Training (Advanced)	Advanced	Technical	Elements	New in April 2023
EDR Attack Vectors 2023(Advanced)	Advanced	Technical	Elements	Originally Webinar course; new in 2023
EVM Deep Dive	Advanced	Technical	Elements	Advanced deep dive into WithSecure; new in 2022 Vulnerability Management
WithSecure PM/CS 15 Technical Training (Advanced)	Advanced	Technical	Business Suite	

Training name	Level	Type	Product Family	Notes
ESC - WithSecure Elements Portal	Basic	Technical	Elements	
EPP - WithSecure Elements Endpoint Protection Technical Training (Basic)	Basic	Technical	Elements	Was WithSecure PSB Technical Training (Basic)
EDR - WithSecure Elements Endpoint Detection and Response Technical Training (Basic)	Basic	Technical	Elements	Was WithSecure RDR Technical Training (Basic)
CSPM - WithSecure Elements Cloud Security Posture Management basic technical training	Basic	Technical	Elements	
EVM - WithSecure Elements Vulnerability Management Technical Training (Basic)	Basic	Technical	Elements	Was WithSecure Radar / VUM Technical Training (Basic)
EVM Hands on - best practices for working with Elements Vulnerability Management	Basic	Technical	Elements	Only available after passing EVM basic tech training
ECP - WithSecure Collaboration Protection Technical Training (Basic)	Basic	Technical	Elements	Was WithSecure Cloud Protection for Office 365 / M365 Technical Training (Basic)
WithSecure PM/CS Technical Training (Basic)	Basic	Technical	Business Suite	Business Suite
WithSecure Linux Security 64 Technical Training (Basic)	Basic	Technical	Peripheral	Business Suite

with secure

WithSecure MSP Partner Program 2024
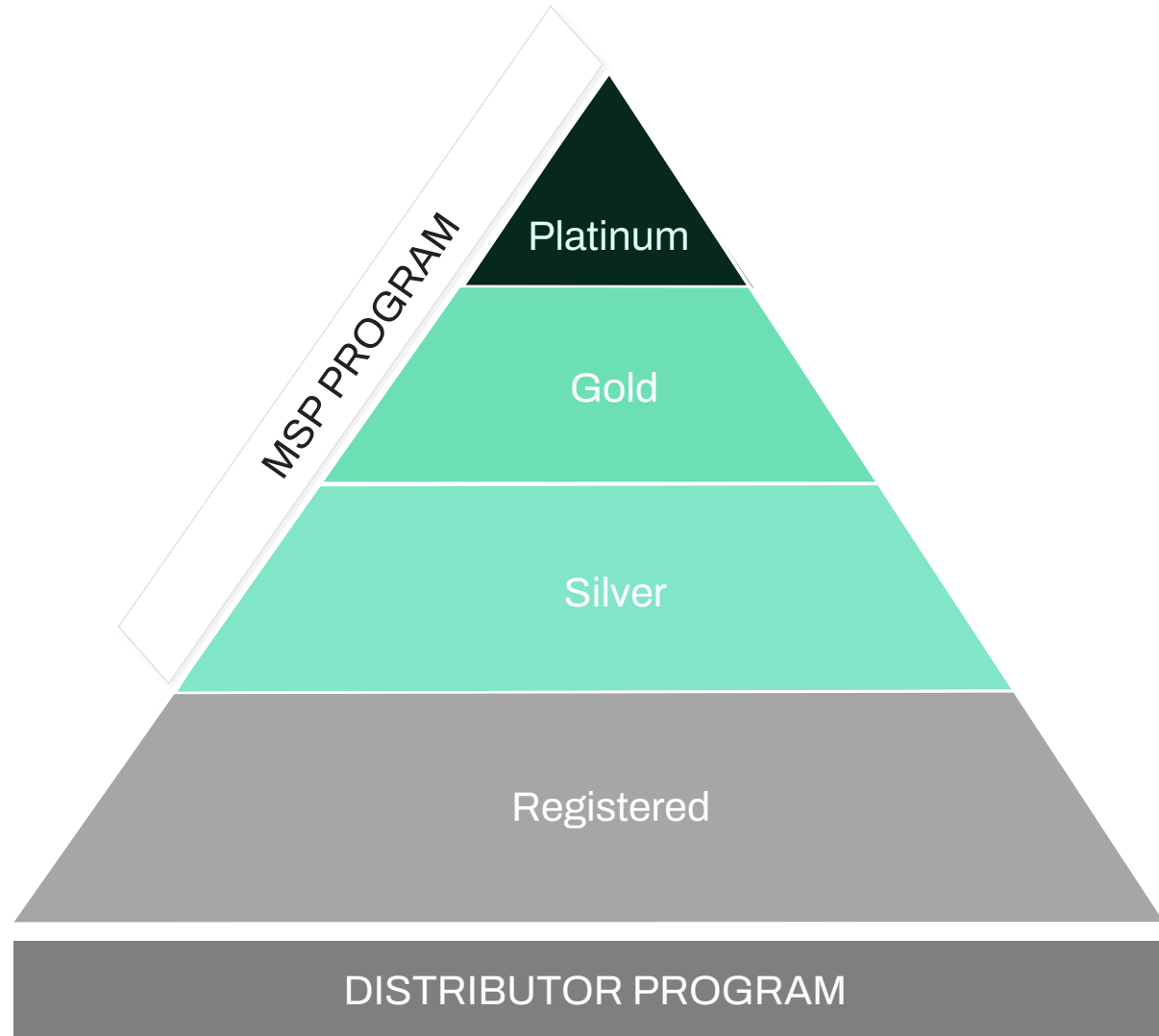
MSP Program changes

PROGRAM BENEFIT	
Elevate to WithSecure	✓
Technical Service Manager	✓
MSP Marketing	✓
Service Creation and Enablement	✓
MSP Partner Locator	✓
MSP Forum	✓
Service description review	✓

PROGRAM REQUIREMENT	
Joint Business Plan	✓.
Existing Managed Service business	✓.
Share of SaaS business	✓.
Assigned Service Owner	✓.
Designated Trainings	✓.
1st & 2nd line support	✓.

DEAL BASED
Unit prices are based <u>on specific deals</u>

VOLUME BASED
Unit prices are based on <u>partner's total volume</u>

ANNUAL

MONTHLY

TOTAL VOLUME

List Price(s): per Product/Service, per Unit

ANNUAL / MONTHLY	TOTAL VOLUME
Direct or Channel	**Channel Only**
Managed Services, Services, Software (All)	**Services, Software** (Elements) *
Recommended Retail Price (RRP) / Standard Discounts	**Country multipliers**

ANNUAL	MONTHLY	TOTAL VOLUME
Yearly (1-3Y)	**Monthly** (Order)	**Monthly** (Quantity and/or Usage) *
Prepaid	**Postpaid**	**Postpaid**
Fixed-Term	**Evergreen**	**Evergreen**

*Services & Usage not yet available in TV GA

with secure

WithSecure Total Volume subscription model is only available for selected WithSecure Elements, as seen in the chart on the right:

Other products not explicitly mentioned in this Subscription Guide are not applicable in this model. They must be acquired under another business model.

Please note that there is only EPP + EDR premium available.

Co-Monitoring and other co-security services will be added later.

WithSecure Elements Product Familty
WithSecure Elements EPP for Computers Standard
WithSecure Elements EPP for Computers Premium
WithSecure Elements EPP for Servers Standard
WithSecure Elements EPP for Servers Premium
WithSecure Elements EDR for Computers
WithSecure Elements EDR for Servers
WithSecure Elements EPP + EDR for Computers Premium
WithSecure Elements EPP + EDR for Servers Premium
WithSecure Elements EPP for Mobiles
WithSecure Elements Vulnerability Management
WithSecure Elements Collaboration Protection (M365)

Will be added later

STATIC
(Order-based)

DYNAMIC
(Usage-based)

Static (order-based) subscription type **requires action from the partner.**

The partner needs to make an order, either manually or over API, to alter* the number of seats available to a customer.

Number of seats remains static each month, unless the partner makes another order to change the volume.

Dynamic (usage-based)** subscription type **requires no action from the partner.**

Number of seats used is automatically identified through the telemetry data of clients connecting to the backend.

Number of seats changes dynamically each month, based on the actual identified usage by the customer.
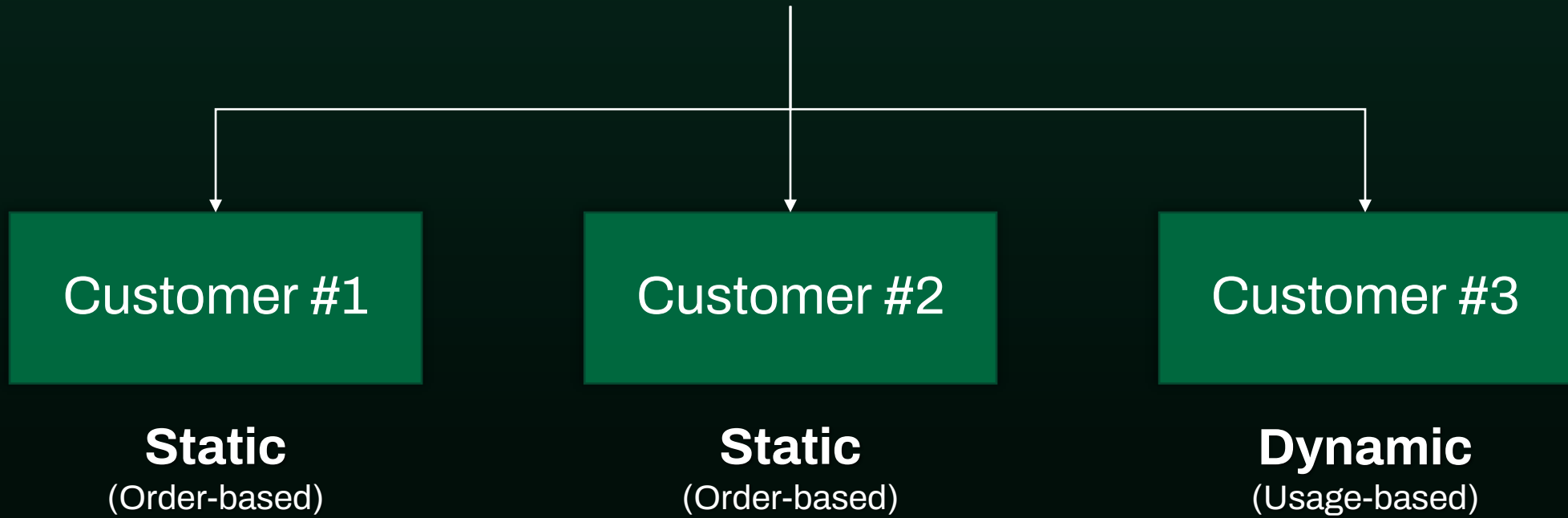
*Create, add, decrease or terminate
** Usage functionality will be available at a later stage

W / T H
secure

The total volume of seats is always based on the highest number of valid seats in any given month.

Thus, reductions in volumes are reflected in the monthly total volume only at the start of each month.

W/TH
secure

Customer 1 – Static (Order-based)

EPP	EPP + EDR	VM	M365
100	100	100	100

Customer 2 – Static (Order-based)

EPP	EPP + EDR	VM	M365
100	100	0	0

Customer 3 – Dynamic (Usage-based)

EPP	EPP + EDR	VM	M365
0	500	500	0

i

First, the number of seats per each individual product is summed together, across all the partner's customers.

In this example, for EPP, it is: 100 + 100 + 0 = **200.**

= | **200** | **700** | **600** | **100** | Total number of seats per each product

WITH secure

Customer 1 – Static (Order-based)

EPP	EPP + EDR	VM	M365
100	100	100	100

Customer 2 – Static (Order-based)

EPP	EPP + EDR	VM	M365
100	100	0	0

Customer 3 – Dynamic (Usage-based)

EPP	EPP + EDR	VM	M365
0	500	500	0

The total number of seats per product is then again summed together. In this example:
200 + 700 + 600 + 100 = 1600

The results is a **total volume of 1600 seats** across all the partners customers.

= | **200** | **700** | **600** | **100** | = | **1600** | Total number of seats across all customers

W / TH secure

= **1600** Total number of seats across all customers

Volume Bands and Monthly Price Per Unit (€)						
Band	Lower	Upper	EPP	EPP+EDR	VM	M365
A	1	999	5,0	7,0	6,0	3,0
B	**1000**	**4999**	4,9	6,9	5,9	2,9
C	5000	9999	4,7	6,7	5,7	2,8
D	10000	19999	4,5	6,5	5,5	2,7

The applicable volume band is defined by the total number of seats sold by the partner across all their customers.

In this example, the volume band is **B (1000-4999)** seats, because the total numbers of seats sold is 1600.

WITH secure

= 1600 Total number of seats across all customers

Volume Bands and Monthly Price Per Unit (€)

Band	Lower	Upper	EPP	EPP+EDR	VM	M365
A	1	999	5,0	7,0	6,0	3,0
B	**1000**	**4999**	**4,9**	**6,9**	**5,9**	**2,9**
C	5000	9999	4,7	6,7	5,7	2,8
D	10000	19999	4,5	6,5	5,5	2,7

The applicable volume band then defines the unit prices for each individual product.

This this example, the EPPs **unit price is 4.9€** in B-band.

with secure

= 200 700 600 100 Total number of seats per each product

Volume Bands and Monthly Price Per Unit (€)

Band	Lower	Upper	EPP	EPP+EDR	VM	M365
A	1	999	5,0	7,0	6,0	3,0
B	1000	4999	**4,9**	**6,9**	**5,9**	**2,9**
C	5000	9999	4,7	6,7	5,7	2,8
D	10000	19999	4,5	6,5	5,5	2,7

The unit prices are then used to multiply the total number of seats per each product, which will define the aggregated purchase price for that product.

WITH secure

= 200   700   600   100   Total number of seats per each product

Volume Bands and Monthly Price Per Unit (€)

Band	Lower	Upper	EPP	EPP+EDR	VM	M365
A	1	999	5,0	7,0	6,0	3,0
B	1000	4999	**4,9**	**6,9**	**5,9**	**2,9**
C	5000	9999	4,7	6,7	5,7	2,8
D	10000	19999	4,5	6,5	5,5	2,7

200 x 4.9€   **700 x 6.9€**   **600 x 5.9€**   **100 x 2.9€**

ⓘ

This multiplication gives the aggregated purchase price for that product for that month across all their customers.

In this example, for EPP, this would be: **200 x 4.9€**

In this example, for VM, this would be: **600 x 5.9€**

with secure

= 200   700   600   100   Total number of seats per each product

Volume Bands and Monthly Price Per Unit (€)						
Band	**Lower**	**Upper**	**EPP**	**EPP+EDR**	**VM**	**M365**
A	1	999	5,0	7,0	6,0	3,0
B	1000	4999	4,9	6,9	5,9	2,9
C	5000	9999	4,7	6,7	5,7	2,8
D	10000	19999	4,5	6,5	5,5	2,7

= 980€   **= 4830€**   **= 3540€**   **= 290€**

This multiplication gives the aggregated purchase price for that product for that month across all their customers.

In this example, for EPP, this would be: **200 x 4.9€ = 980€**

In this example, for VM, this would be: **600 x 5.9€ = 3540€**

W/TH secure

= 200 | 700 | 600 | 100 | Total number of seats per each product

Volume Bands and Monthly Price Per Unit (€)

Band	Lower	Upper	EPP	EPP+EDR	VM	M365
A	1	999	5,0	7,0	6,0	3,0
B	1000	4999	4,9	6,9	5,9	2,9
C	5000	9999	4,7	6,7	5,7	2,8
D	10000	19999	4,5	6,5	5,5	2,7

ℹ

The aggregated purchase price for each product, is then summed together to get the final aggregated purchase price, across all the partner's customers and their products.

In this example, this would be:
980 + 4830 + 3540 + 290 = 9640

= 980€ | = 4830€ | = 3540€ | = 290€

= 9640 €

W/TH secure

Every unique unit protected,
scanned or installed within a calendar month,
will be billed for the full month.

Thus, reductions in volumes are
reflected in the monthly invoice only at
the start of each month.
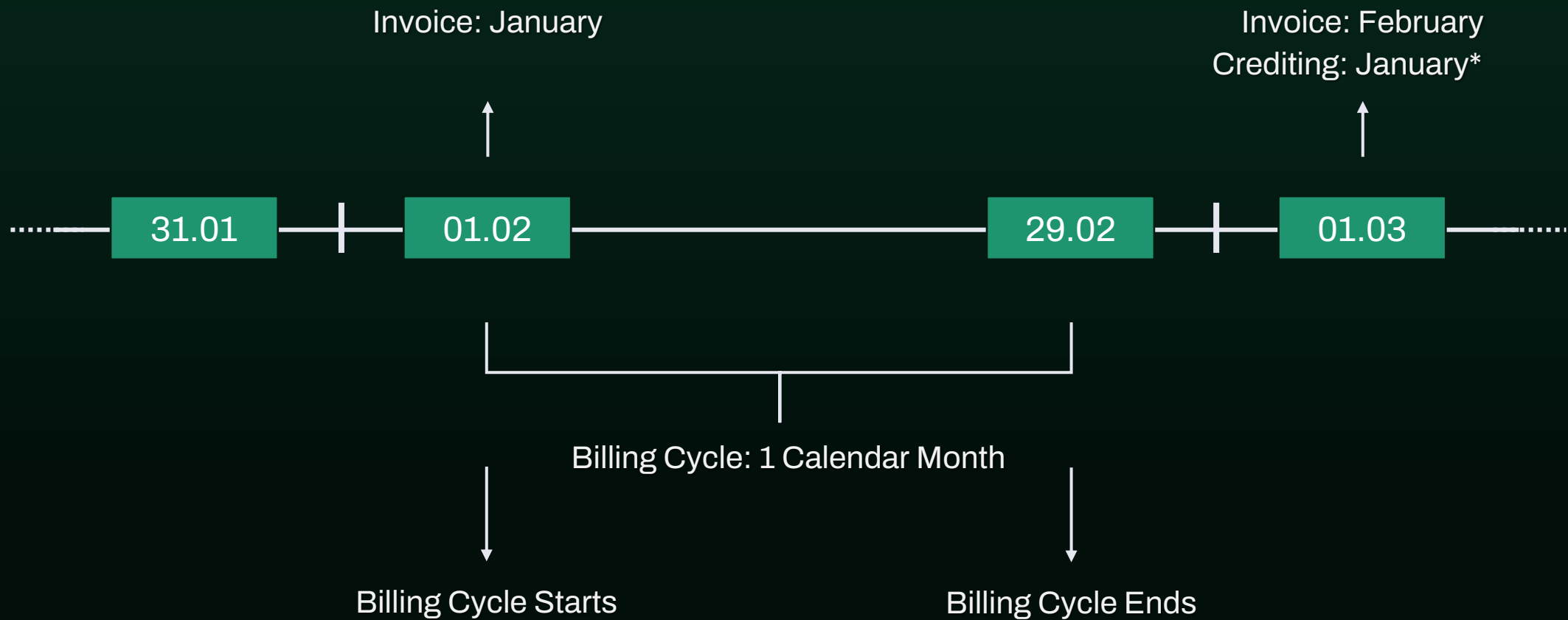
W/TH secure

1-Day
Grace Period for Usage

Every unique unit protected, scanned or installed within a calendar month, will be charged for the full month.

However, in case a unique unit is identified to have connected only during 1 day of the calendar month, it is provided free of charge.

This way, doing installations before shipping a device to a customer for example, will not be charged.

This grace period does not apply to agentless vulnerability management scans or deployments in virtual environments to ensure fair pricing for the services used.

Note: Dynamic (usage-based) support will not be available at GA 2th May 2024,
but support will be made available in the future – Final functionality may differ

W/TH
secure

Invoice: January

Invoice: February
Crediting: January*

| 31.01 | 01.02 | 29.02 | 01.03 |

Billing Cycle: 1 Calendar Month

Billing Cycle Starts

Billing Cycle Ends

*Any corrections and/or crediting for January is done in the February's invoice.

W/TH secure