

# WithSecure™ Partner Program

WITH<sup>®</sup>  
secure



# You've got their back, we've got yours.

Partnership is a beautiful thing. When two entities combine the expertise, reach, and resources of each, their joint efforts go further to reach a common goal.

WithSecure's Partner Program is designed to provide a framework for working together with our partners to protect our end customers – therefore your end customers, from cyber-attacks that threaten businesses today of all sizes. Enabling target-driven cooperation, the Partner Program encourages our partners in growing their cyber security business to its full potential, with WithSecure's backing and support along the way.

The Partner Program's four-tier levels serve as a ladder for growth that every partner, with dedication and commitment, can ascend. As a WithSecure™ partner, you'll realize a host of benefits and services to support your business growth.

## **General Benefits**

By enabling a strong relationship between WithSecure™ and our valued partners, these benefits establish the basis for working together to grow your business and help it reach its full potential.

## **Financial Benefits**

Financial benefits and incentives offer our partners greater margins and smooth business processes, allowing you to grow a profitable, thriving business.

## **Technical Benefits**

Providing partners with full support for technical issues, from self-help resources and phone tech support to malware sample classification and a dedicated technical service manager.

## **Marketing Benefits**

Enabling partners' marketing activities with assets, trainings, support and resources to help drive awareness and create demand.

## **Sales Benefits**

Full-fledged support for our partners in refining their offerings, nurturing the sales journey and bringing deals to a close.

## **Enablement and Training**

Helping our partners and their employees become authorities on today's cyber security challenges and demonstrating how WithSecure™ solutions solve them.

# The more you sell, the more you gain.

All WithSecure products and services are included across all tiers.

Partner requirements					Key benefits		
Sales €	Growth	Renewal health	Competency				
400k	Year on year 10%	Renewal target 85% <small>(Seats and value)</small>	15 certifications	<b>Platinum</b>	Technical Service Manager	Partner Advisory Board	Technical support priority
150k	Year on year 10%	Renewal target 85% <small>(Seats and value)</small>	10 certifications	<b>Gold</b>	Expert trainings	Marketing planning & development funds	Sales performance incentives
20k	Year on year 10%	Renewal target 75% <small>(Seats and value)</small>	4 certifications	<b>Silver</b>		Performance-based marketing funds	Portfolio NFR licenses
Partner Agreement		Delivery of customer service (incl. technical support)		<b>Registered</b>		Training enablement	Partner Portal access

Program benefit	Platinum	Gold	Silver	Registered
<b>General</b>				
Partner Portal services	✓	✓	✓	✓
Partner Communications	✓	✓	✓	✓
Partner Forum	✓	✓	✓	✓
Not-for-resale licenses	✓	✓	✓	✓*
SPHERE global partner event	✓	✓	✓*	
Joint Business Plan	✓	✓		
Partner Advisory board	✓	✓*		
<b>Financial</b>				
Partner Discount	✓	✓	✓	✓
Partner Promos	✓	✓	✓	✓
Performance Rewards	✓	✓	✓	✓*
Flexible Invoicing	✓	✓		
Annual Bonus Program	✓	✓		
<b>Sales</b>				
Sales support	✓	✓	✓	✓
Deal registration	✓	✓	✓	✓
Demo support and tooling	✓	✓	✓	✓
Pre-sales support	✓	✓	✓	
Security assessment modelling sessions	✓	✓		
Joint sales activities	✓	✓		
<b>Marketing</b>				
Partner marketing resources and tools	✓	✓	✓	✓
Partner Logo Program	✓	✓	✓	✓
Partner locator	✓	✓	✓	
Sales Leads	✓	✓	✓	
Marketing Funds	✓	✓	✓	
Joint Marketing plan	✓	✓		
<b>Technical Support</b>				
Technical support tools	✓	✓	✓	✓
Access to Technical Support	✓	✓	✓	✓
Request for sample classification	✓	✓	✓	✓
Support case priority	✓	✓		
Support Manager escalation	✓			
Access to self-help raw content	✓			
Technical Service Manager	✓			
Early access to new customer service features	✓			
<b>Enablement and Training</b>				
WithSecure Academy Online trainings	✓	✓	✓	✓
Full access to webinar-based trainings	✓	✓	✓	✓
Expert-led classroom trainings	✓	✓	✓	✓
Priority access to learning support	✓	✓		
Training source materials	✓	✓*		

\*Based on separate criteria

WithSecure™ reserves the right to make any modifications to the WithSecure™ Partner Program product and service coverage and overall offering, subject to a 30 days' prior notice.