

Partner Program 2.0: Introduction & Partner Forum Launch



New and Improved Partner Program Overview

Rachel Häll

Channel Development
Specialist

Welcome



Key Changes

New KPIs and update to requirements

Full WithSecure portfolio coverage

New Performance Rewards scheme

Update to our benefits



Requirements

WithSecure Partner Program overview

Key requirements



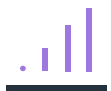
Annual sales



Renewal Health Value



Competency



YoY Growth

Platinum

Gold

Silver

Registered

Key benefits

Financial

Sales

Support &
Technical Services

Marketing

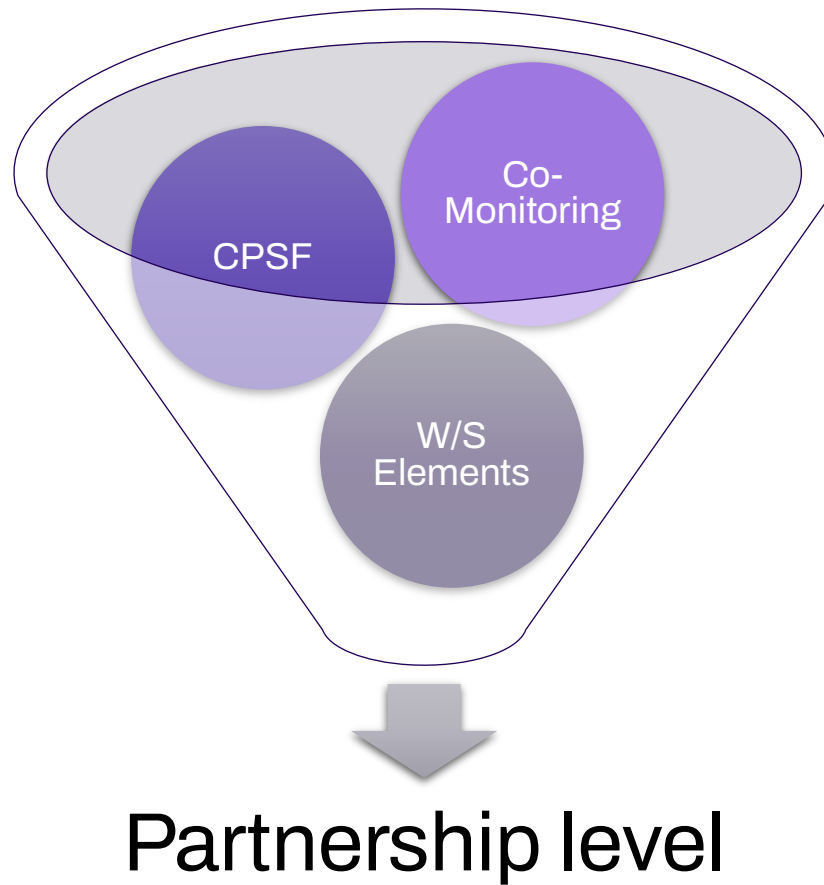
Competence
Development

Certification requirements



Full WithSecure Portfolio coverage

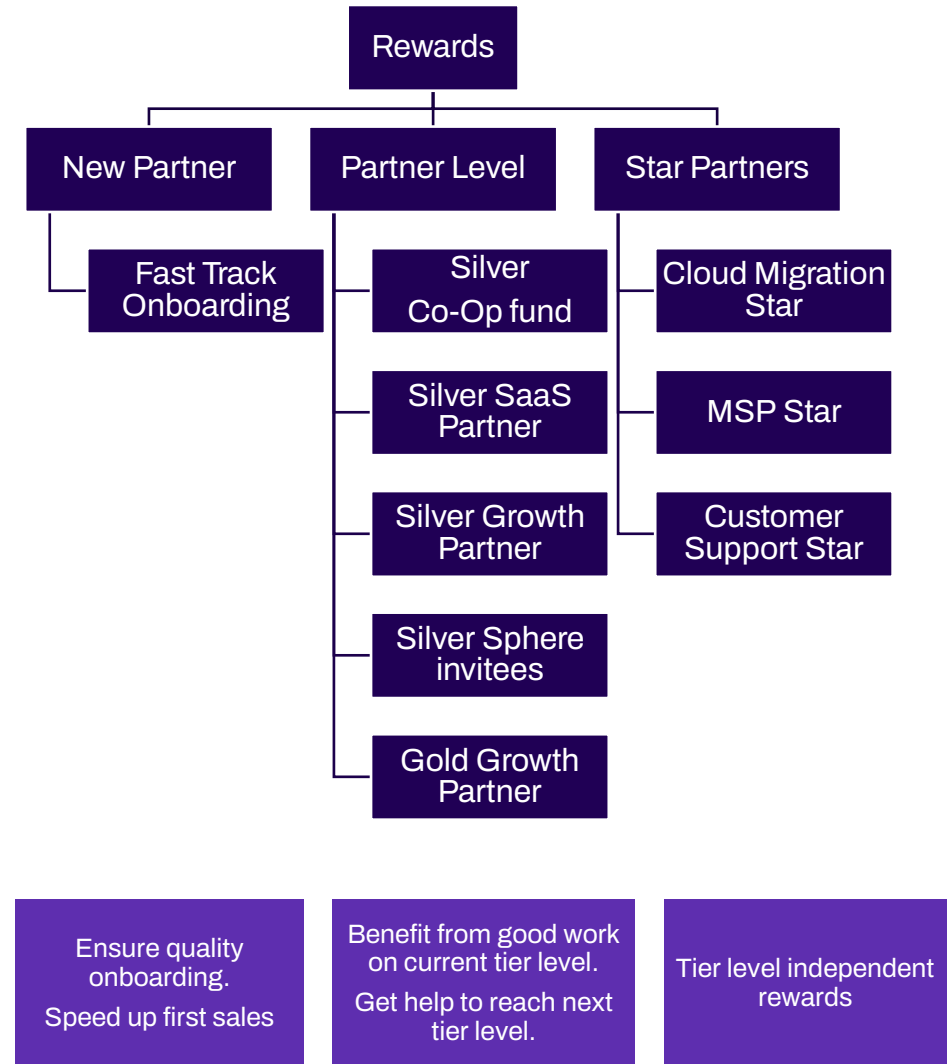
The more you sell, the more you gain



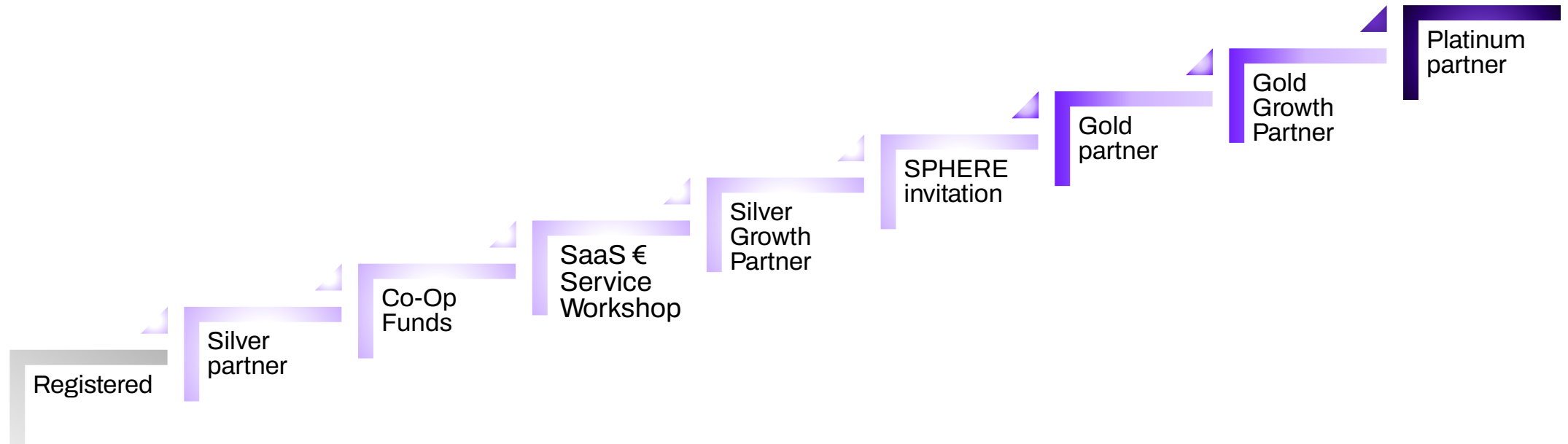
Performance Rewards scheme

Rewards

- Earn extra benefits for your company by reaching Rewards goals
- Extra benefits targeted to **your** business
- Develop with Rewards benefits
- Help you to reach next tier levels in program
- Convince your end customer with new certificates



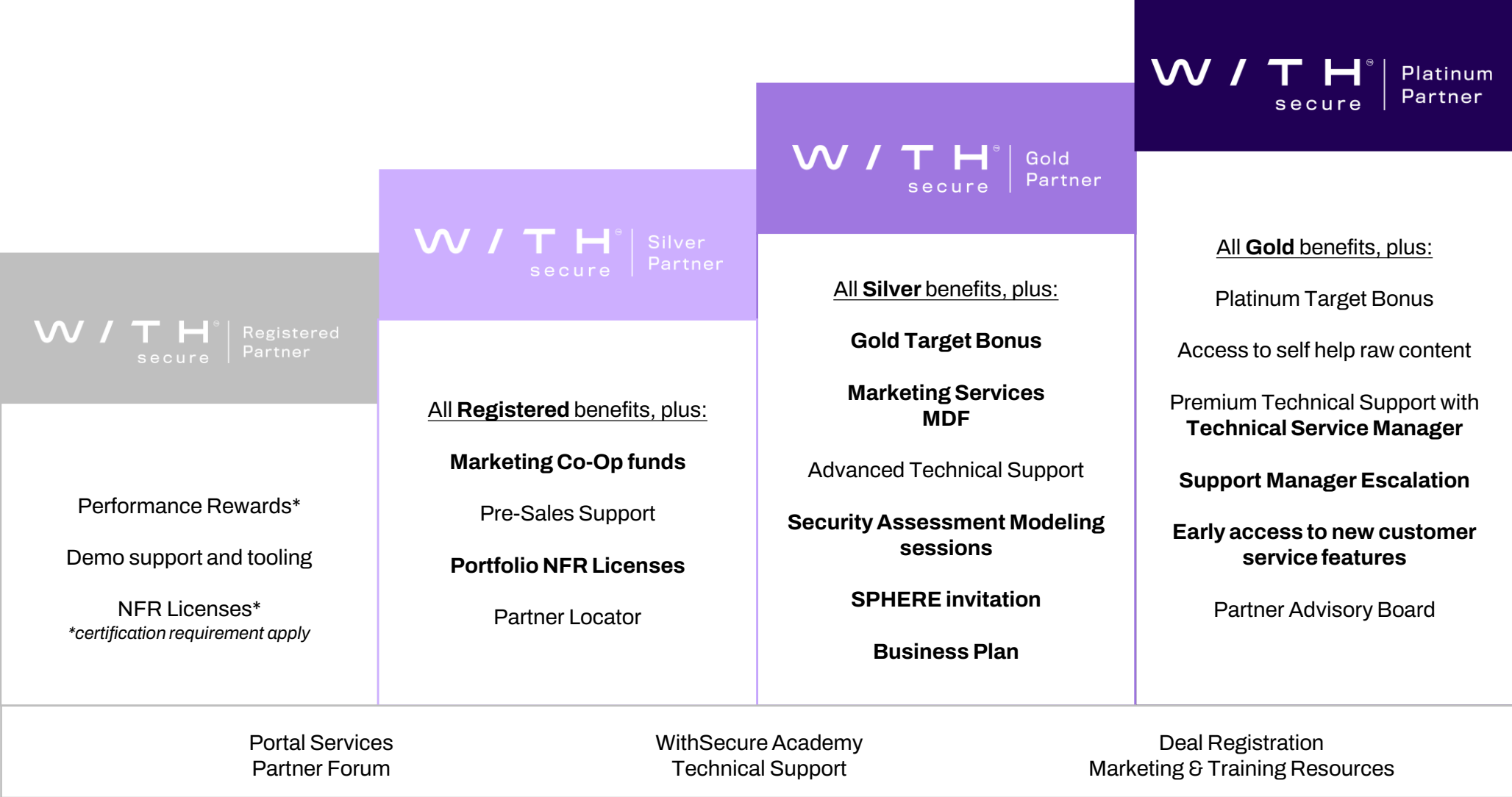
Rewards ladder



Fast Track Onboarding
Customer Support Star
Cloud Migration Star
MSP Star

Updated benefits

Key benefits by Partner Level



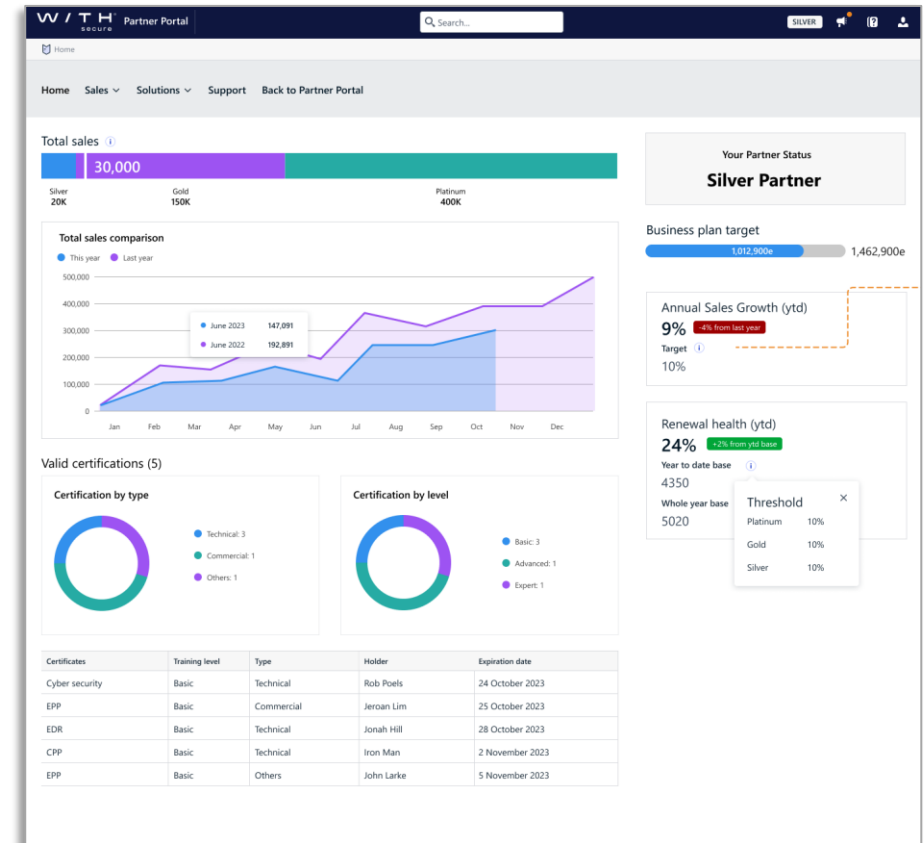
New items

PROGRAM BENEFIT	PLATINUM	GOLD	SILVER	REGISTERED
General				
Partner Forum	✓	✓	✓	✓
Financial				
Performance Rewards	✓	✓	✓	✓*
Sales				
Demo support and tooling	✓	✓	✓	✓
Security assessment modelling sessions	✓	✓		
Technical Support				
Support Manager escalation	✓			
Early access to new customer service features	✓			
Enablement and Training				
Priority access to learning support	✓	✓		

*Registered partners can access the Star Rewards

Partner Portal

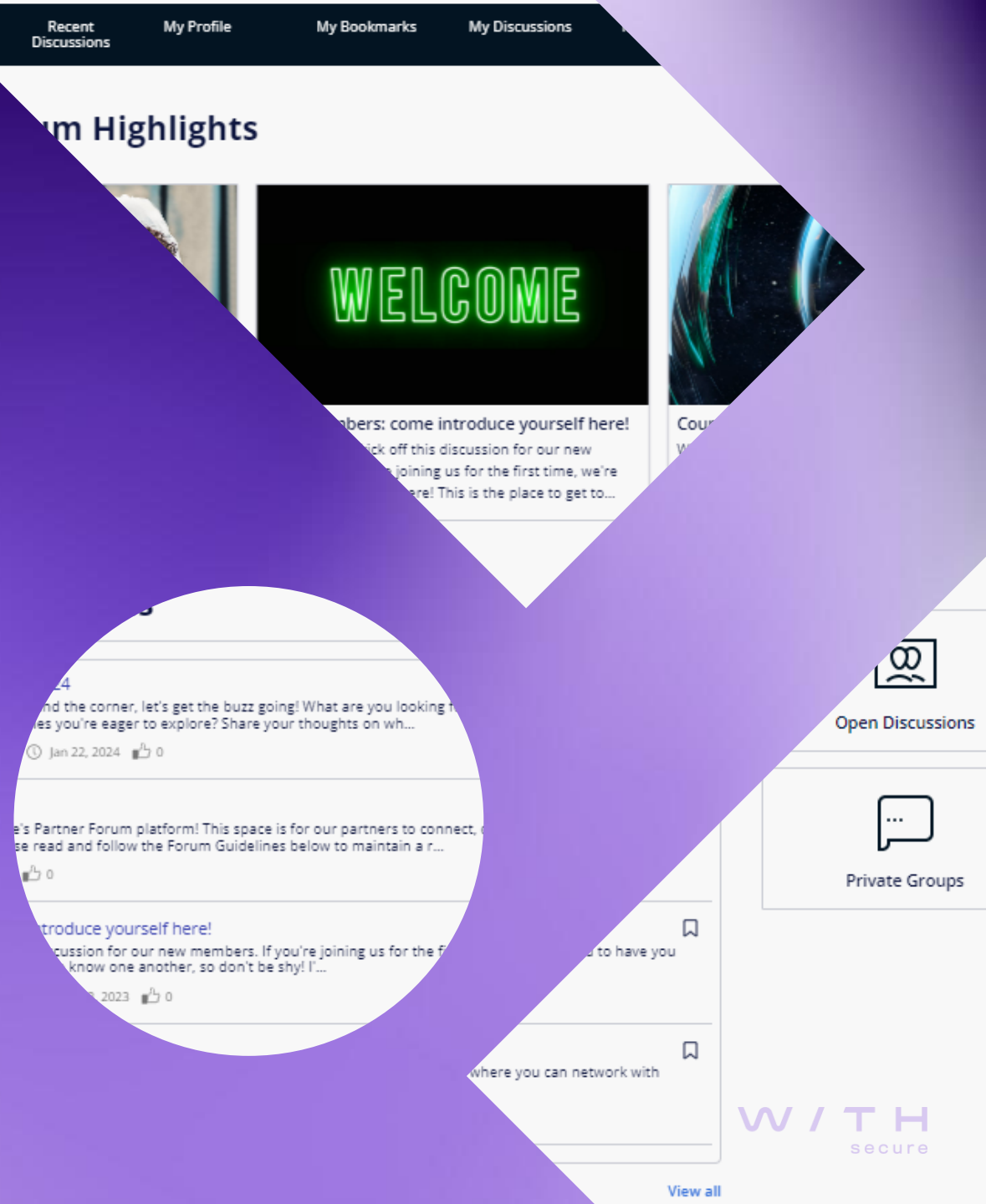
- Orders, subscription and customer management
- Information hub
- Partner news, events
- Partner Forum
- Technical support
- WithSecure Academy
- Partner Programs
- Deal registrations
- Marketing assets, tools, and funds
- WithSecure business management



Partner Forum

Liselotte Peterson

Community Manager



Connecting in the Digital Age



Introduction

Explore the power of online communities and forums, essential aspects of modern life.



Communities and Forums

Digital hubs where people share, connect, and support each other based on common interests.



Human Connection

Our need for community has deep roots, now expressed online.



Everyday Examples

Facebook groups, sports forums - digital spaces mirroring real-life camaraderie and support.

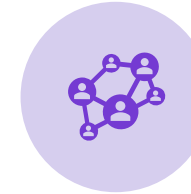
Partner Forum



A platform exclusively designed for our partners to connect, collaborate, and share their insights.



The Partner Forum is accessible only to our partners and provides a secure place to discuss best practices, share feedback, and exchange ideas.



With 24/7 access, partners can connect with other partners from all over the world and build a strong network.



The Partner Forum also offers private groups for specialized discussions, such as an MSP group.



WithSecure employees are also active participants in the Partner Forum, providing you with a unique opportunity to connect and exchange ideas with staff directly.



The Partner Forum has been designed to be a subcommunity of the WithSecure Community.



Please note that the Partner Forum is not intended for product support. For any product-related queries, please refer to the WithSecure Community.



To ensure effective interaction, all discussions and communications within the forum are conducted exclusively in English.

Partner Forum Registration

Access the Partner Forum via the dedicated page on the Partner Portal.

A welcome message acknowledges your first visit and offers guidance on the next steps.

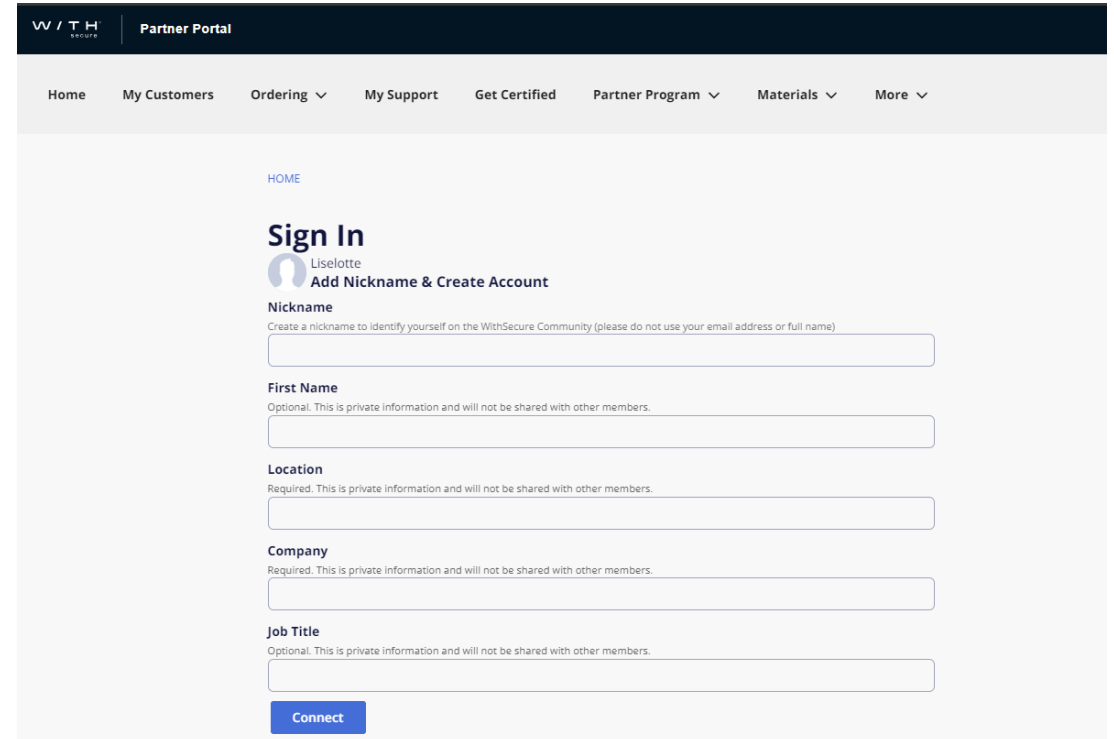
1. Sign in using your existing WithSecure business account credentials.

- 'Register' if you do not have a business account.

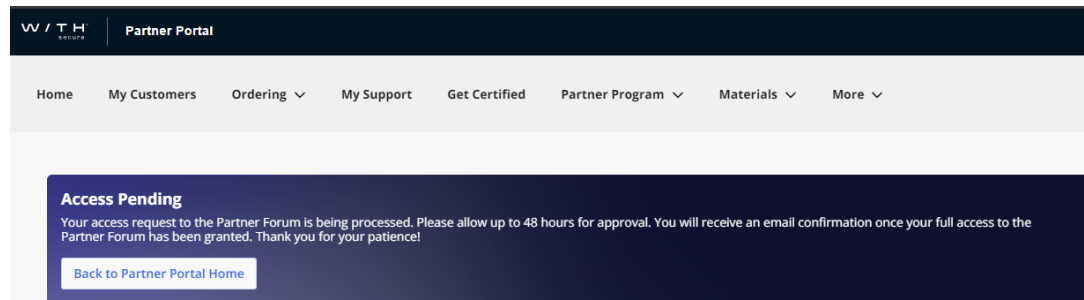
The screenshot shows the 'Partner Portal' page for WithSecure. The header includes the WithSecure logo and navigation links: Home, My Customers, Ordering, My Support, Get Certified, Partner Program, Materials, and More. The main content area features a heading 'Howdy Partner! Get Your Exclusive Access to a Global Network of Partners' followed by an introductory paragraph about the Partner Forum. Below this, it provides instructions for first-time users, divided into three steps: 1. Sign in using existing WithSecure business account credentials, 2. Create a profile, and 3. Partner Forum access. Each step includes specific instructions and bullet points. At the bottom, there is a dark blue call-to-action box with the text 'Let's get started! Sign in here:' and two buttons: 'Sign In' and 'Register'.

Partner Forum Registration

- 2. Create a profile:** a registration form for WithSecure Community (Partner Forum) to choose a username.
 - Tip 💡 : avoid personal information, such as surnames
 - Skip this step if you are already a WithSecure Community user.
- 3. Partner Forum access is then granted within 48 hours.** Users will receive an email from “Community Emailer”: support@community.withsecure.com confirming your Partner Forum access.



The screenshot shows the 'Partner Portal' registration page. At the top, there is a navigation bar with the 'W / T H secure' logo and 'Partner Portal' title. Below the navigation bar, there are menu items: Home, My Customers, Ordering (with a dropdown arrow), My Support, Get Certified, Partner Program (with a dropdown arrow), Materials (with a dropdown arrow), and More (with a dropdown arrow). The main content area is titled 'HOME' and features a 'Sign In' section. Under 'Sign In', there is a profile picture placeholder for 'Liselotte' and a link to 'Add Nickname & Create Account'. The form fields include: 'Nickname' (with a note: 'Create a nickname to identify yourself on the WithSecure Community (please do not use your email address or full name)'), 'First Name' (with a note: 'Optional. This is private information and will not be shared with other members.'), 'Location' (with a note: 'Required. This is private information and will not be shared with other members.'), 'Company' (with a note: 'Required. This is private information and will not be shared with other members.'), and 'Job Title' (with a note: 'Optional. This is private information and will not be shared with other members.'). A blue 'Connect' button is located at the bottom of the form.



The screenshot shows the 'Partner Portal' with a dark blue banner at the top containing the 'W / T H secure' logo and 'Partner Portal' title. Below the banner, there is a navigation bar with menu items: Home, My Customers, Ordering (with a dropdown arrow), My Support, Get Certified, Partner Program (with a dropdown arrow), Materials (with a dropdown arrow), and More (with a dropdown arrow). The main content area features a dark blue banner with the text: 'Access Pending' followed by 'Your access request to the Partner Forum is being processed. Please allow up to 48 hours for approval. You will receive an email confirmation once your full access to the Partner Forum has been granted. Thank you for your patience!'. At the bottom of this banner is a white button with the text 'Back to Partner Portal Home'.

Using Partner Forum

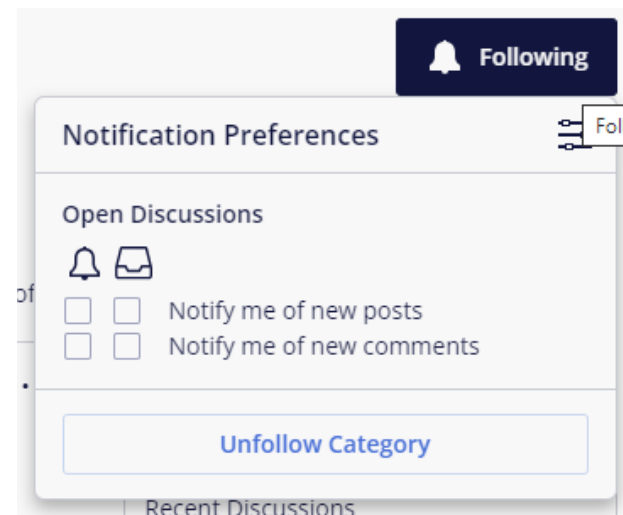
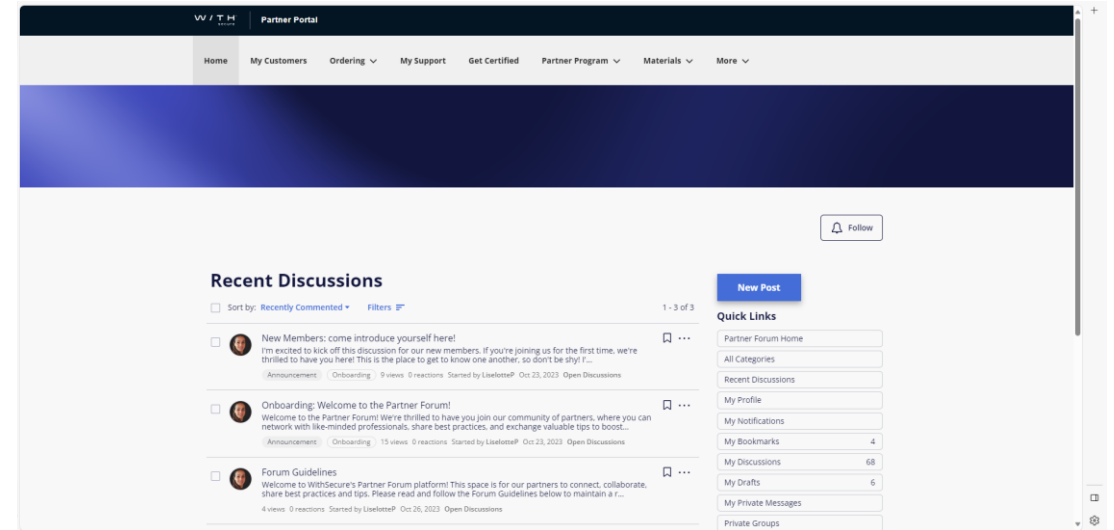
The Partner Forum navigation bar (in dark blue) allows you to navigate throughout the Forum.

- The platform has 2 primary categories:
 - Open discussions
 - Private Groups
- The Partner Forum Highlights section allows for showcasing of select discussions.
- The Recent Discussions section showcases discussions with the most recent comments.

The screenshot shows the WithSecure Partner Portal interface. At the top, there is a dark blue navigation bar with the 'Partner Portal' title and a menu with items: Home, My Customers, Ordering, My Support, Get Certified, Partner Program, Materials, and More. Below this is a secondary navigation bar with items: Partner Forum Home, Recent Discussions, My Profile, My Bookmarks, My Discussions, My Drafts, My Private Messages, and My Groups. The main content area features a section titled 'Your Exclusive Access to a Global Network of Partners' with a brief description and a note about the forum's purpose. Below this is the 'Partner Forum Highlights' section, which contains three featured discussions: 'Onboarding: Partner Forum tour', 'Countdown to Sphere 2024', and 'New Members: come introduce yourself here!'. At the bottom, there is a 'Recent Discussions' section showing the same three discussions with their respective details and a 'Select a Category' sidebar with options for 'Open Discussions' and 'Private Groups'.

Open Discussions

- Clicking the Open Discussions button directs users to the corresponding category.
- The category interface includes a **New Post** button.
- A **follow** button you want to receive notifications
 - Tip 💡 : allow email notifications, as platform notifications can easily be missed.



Private Groups

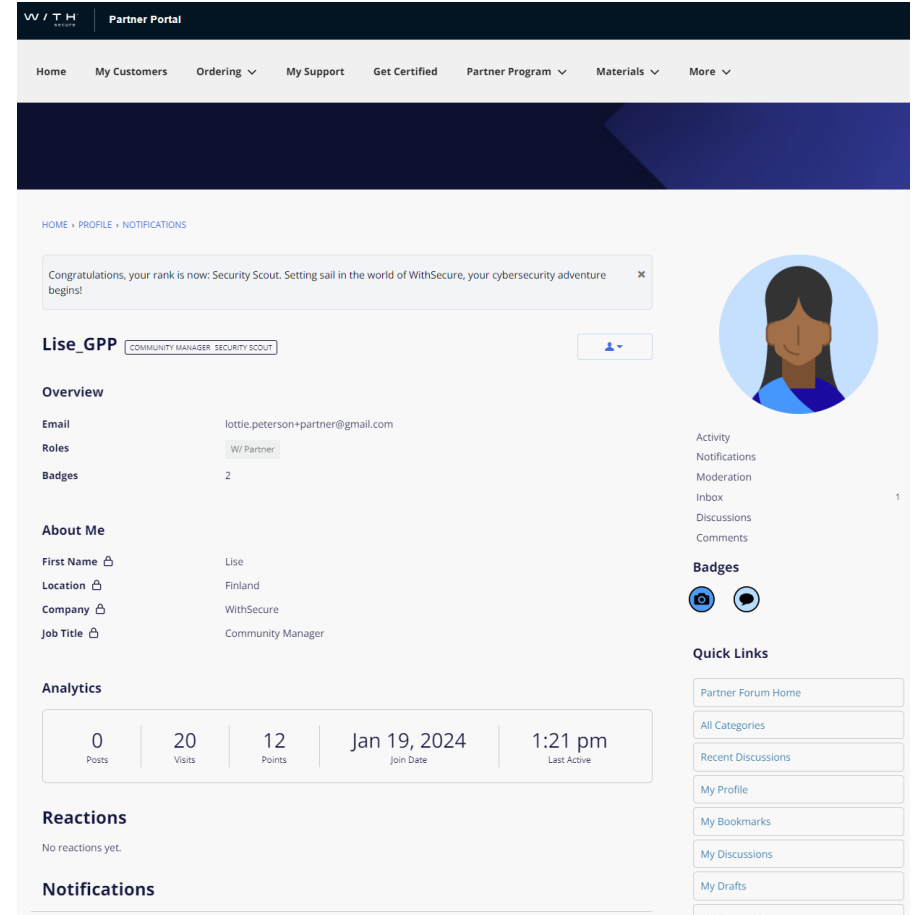
- Clicking the Private Groups button directs to the corresponding category.
- Within this category, three subcategories are featured:
 - My Groups
 - Find a Group
 - About Groups: hosts FAQs and information on the Groups Mission and Vision.

The screenshot displays the 'Partner Portal' interface. At the top, a navigation bar includes 'Home', 'My Customers', 'Ordering', 'My Support', 'Get Certified', 'Partner Program', 'Materials', and 'More'. Below the navigation, a breadcrumb trail shows 'HOME > GROUPS'. A notification banner reads: 'Congratulations, your rank is now: Security Scout. Setting sail in the world of WithSecure, your cybersecurity adventure begins!'. A search bar labeled 'Search Groups' is positioned to the right. The main content is divided into two sections: 'My Groups' and 'New Groups'. Under 'My Groups', there is one entry for 'Partner Insights Exchange' with 0 discussions and 3 members. Under 'New Groups', there are four entries: 'Partner Insights Exchange' (0 discussions, 3 members), 'Partner Marketers' (0 discussions, 1 member), 'New & Improved Partner Program' (0 discussions, 1 member), and 'Distributor Program' (0 discussions, 1 member). Each entry includes a 'Join' button. At the bottom right of each section, there are links for 'All My Groups...' and 'All New Groups...'. The WithSecure logo is visible in the top left corner of the page.

Earn Points and Badges

- The Partner Forum Leaderboard on the homepage showcases user rankings.
- You'll earn points and badges that reflect your engagement. Whenever you engage in the forum, you will collect points. These points determine your ranking on the Leaderboard.
 - **Reactions:** React to posts and comments that you find interesting or helpful. Others' reactions to your posts also earn you points.
 - **Badges:** Certain badges come with points. Achieving a badge means more points in your pocket.
 - **Check Your Profile:** Your rank is displayed next to your username, and it reflects your activity level. To see your own contributions, click on the 'My Profile' button in the Partner Forum navigation bar. Your achievements so far are right there.
 - **View Others' Achievements:** interested in what other members have achieved? It's easy to admire their accomplishments. Just click on their username or mentions in a post to view their User Card, all without leaving the current page.

Get your “Webinar Attendee” badge and 5 points: Sign in to Partner Forum and find the **Request** button on the homepage.



The screenshot shows a user profile page in the Partner Portal. The user is Lise_GPP, a Community Manager and Security Scout. The profile includes a bio, roles, badges, and analytics. The analytics section shows 0 posts, 20 visits, 12 points, a join date of Jan 19, 2024, and a last active time of 1:21 pm. The profile also features a 'Reactions' section with no reactions yet and a 'Notifications' section.

Partner Portal

Home My Customers Ordering My Support Get Certified Partner Program Materials More

HOME > PROFILE > NOTIFICATIONS

Congratulations, your rank is now: Security Scout. Setting sail in the world of WithSecure, your cybersecurity adventure begins!

Lise_GPP COMMUNITY MANAGER SECURITY SCOUT

Overview

Email	lottie.peterson+partner@gmail.com
Roles	W/ Partner
Badges	2

About Me

First Name	Lise
Location	Finland
Company	WithSecure
Job Title	Community Manager

Analytics

0	20	12	Jan 19, 2024	1:21 pm
Posts	Visits	Points	Join Date	Last Active

Reactions

No reactions yet.

Notifications

Activity
Notifications
Moderation
Inbox
Discussions
Comments

Badges

Quick Links

- Partner Forum Home
- All Categories
- Recent Discussions
- My Profile
- My Bookmarks
- My Discussions
- My Drafts

Partner Forum Content



WithSecure Content

- A look behind the scenes
- Pre-announcements
- Recruitment for experiments
- Q&A and feedback on product features
- Top tips



Posts from Partner Forum Advocates



Posts from Partners worldwide

Content Inspiration

- **Share Your Story:** Reflect on your journey with WithSecure (or F-Secure). Which products do you use and why? What's your area of expertise? Share your top tips and best practices.
- **Favorites:** Let us know about your favorite products or features. What do you appreciate most, and how do they benefit your organization?
- **Future Goals:** What cybersecurity goals are you aiming for in the coming year? In the next 5 years?
- **Feedback:** Share your current pain points and growth strategies. Perhaps another partner could provide valuable tips!
- **Expert Insights:** Share your expertise on a specific cybersecurity topic. Whether it's threat intelligence, data privacy, or incident response, your insights could spark valuable discussions and learning opportunities for fellow Partners.
- **Case Studies:** Highlight successful implementations or challenges faced in your organization's cybersecurity journey. Real-world examples can provide practical insights and inspire others in their own endeavors.
- **Trend Analysis:** Discuss emerging trends and technologies in the cybersecurity landscape. From ransomware attacks to AI-driven security solutions, exploring current trends can help us stay ahead of the curve and adapt our strategies accordingly.
- **Training and Development:** Share resources, training programs, or certification opportunities that have been beneficial in advancing your cybersecurity knowledge and skills.

Content Inspiration

- **Tips for Secure Operations:** Share practical advice and best practices for maintaining secure operations within your organization. Whether it's implementing multi-factor authentication or conducting regular security audits, your insights can help others strengthen their cybersecurity posture.
- **Remote Work: Challenges and Solutions:** Explore the unique cybersecurity challenges posed by remote work arrangements and discuss strategies for mitigating risks. From securing remote access to protecting sensitive data on personal devices, there's much to discuss in this evolving landscape.
- **Strategies for Employee Awareness and Engagement:** Dive into strategies for fostering a culture of security within your organization. From employee training programs to incentivizing security-conscious behavior, share insights on how to engage and empower employees to become active participants in cybersecurity.
- **Navigating Compliance Requirements:** Explore the complex landscape of privacy and security regulations and discuss strategies for ensuring compliance. Whether it's GDPR, CCPA, or industry-specific regulations, share insights on how to navigate regulatory requirements while maintaining robust security measures.
- **Lessons from Real-World Scenarios:** Share insights and lessons learned from real-world incident response scenarios. From identifying and containing security breaches to implementing post-incident improvements, discuss strategies for building cyber resilience and minimizing the impact of security incidents.
- **Addressing Security Challenges in IoT, Cloud, and AI:** Explore the security implications of emerging technologies such as IoT, cloud computing, and artificial intelligence. Discuss common security challenges and best practices for ensuring the secure adoption and integration of these technologies into your organization's infrastructure.

Q&A



W / T H[®]
secure