Partner Program 2.0: Introduction & Partner Forum Launch

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New and Improved Partner Program Overview

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Channel Development Specialist

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Welcome
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Key Changes

- New KPIs and update to requirements
- Full WithSecure portfolio coverage
- New Performance Rewards scheme
- Update to our benefits

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Requirements

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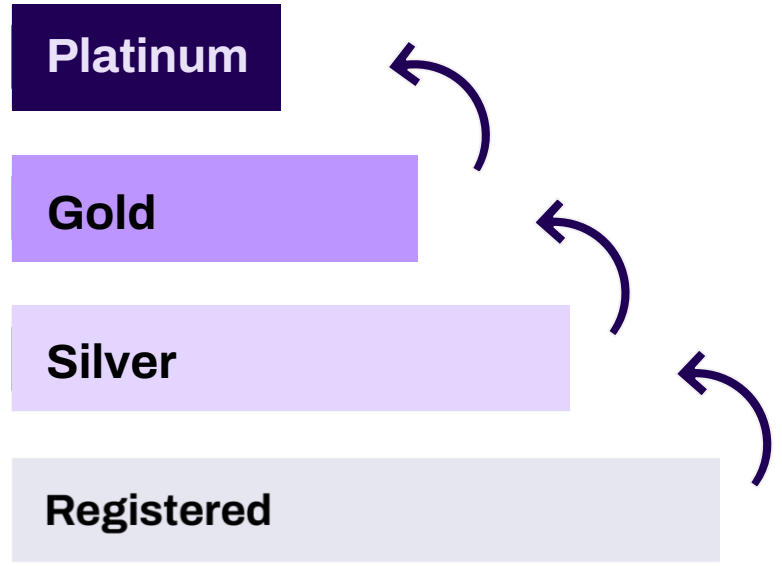
WithSecure Partner Program overview

Key requirements

- Annual sales
- Renewal Health Value
- Competency
- YoY Growth



Key benefits

- Financial
- Sales
- Support & Technical Services
- Marketing
- Competence Development

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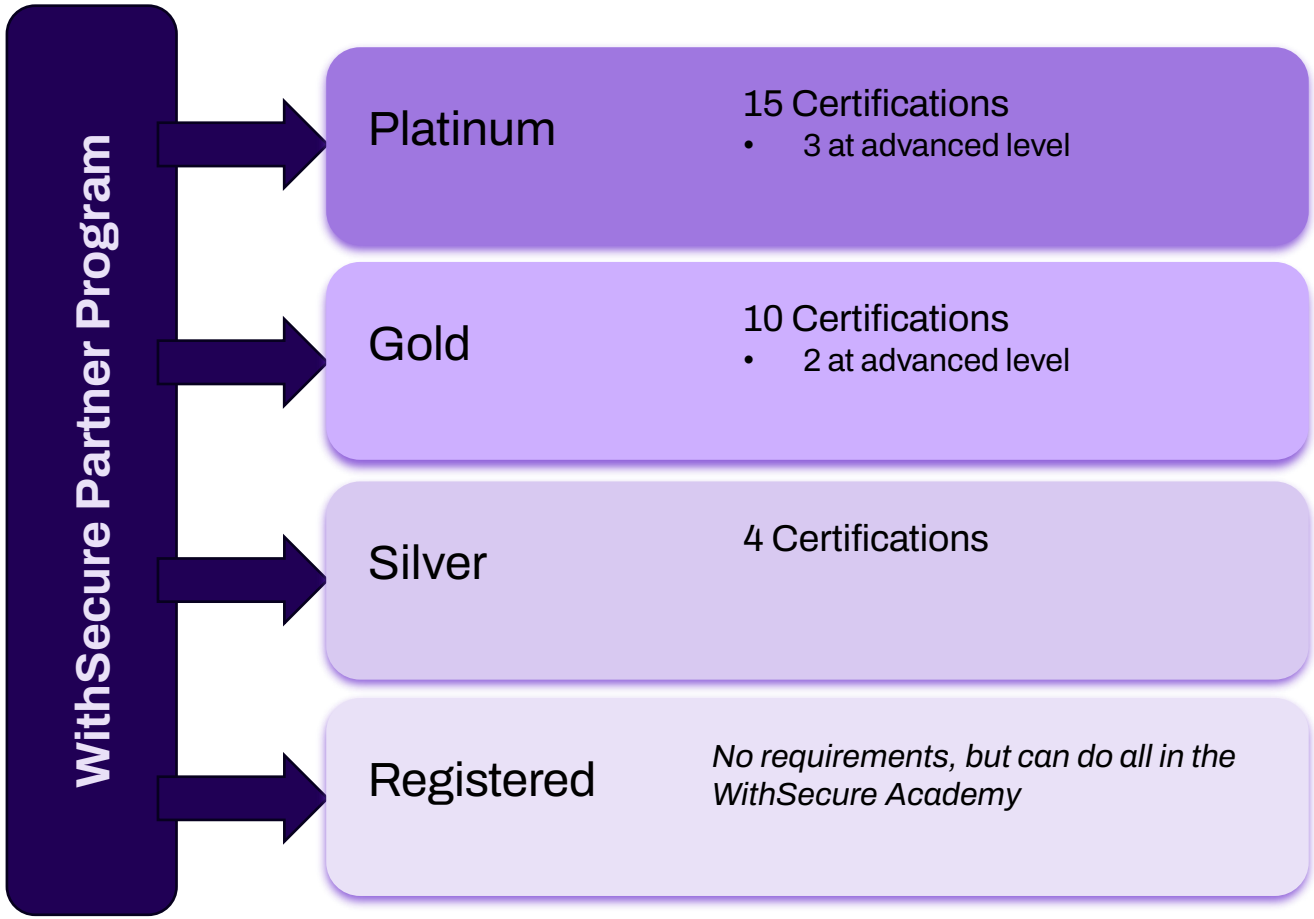
Certification requirements



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Full WithSecure Portfolio coverage

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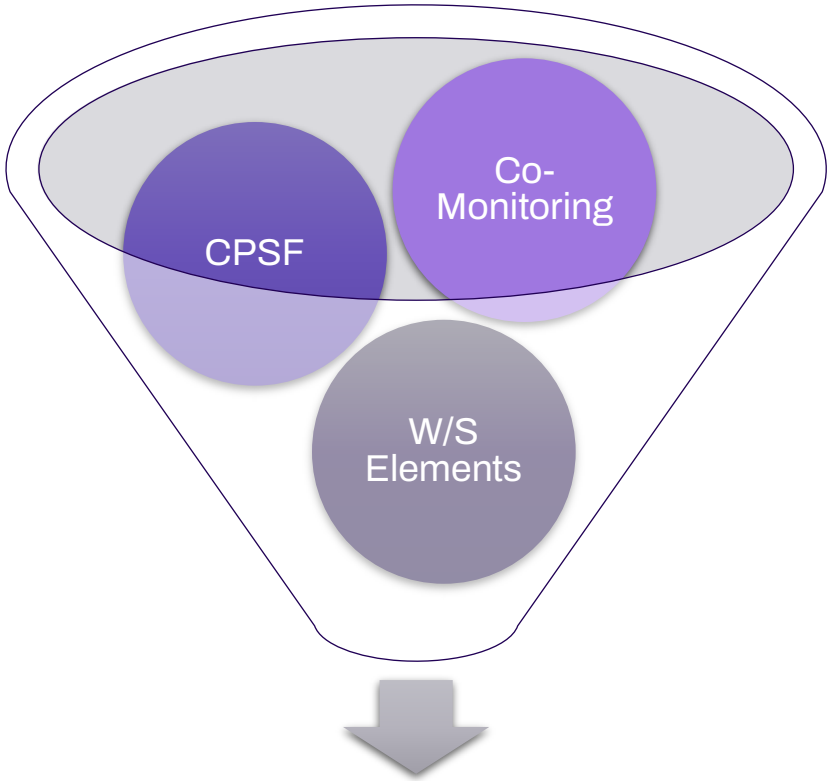
The more you sell, the more you gain



Partnership level

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Performance Rewards scheme

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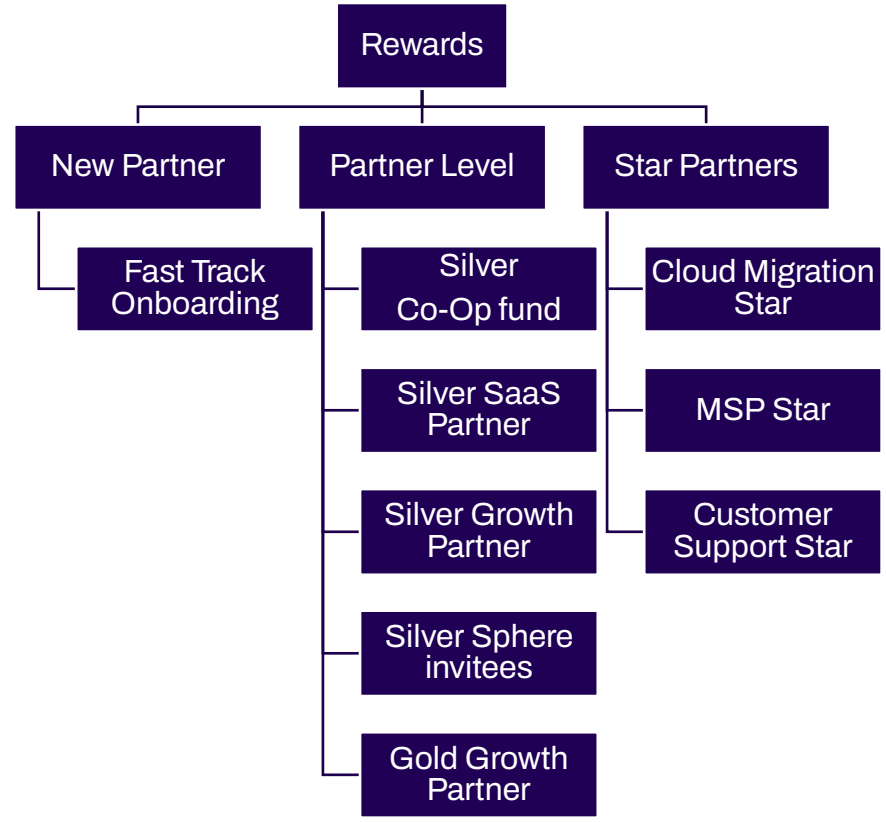
Rewards

- 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



Ensure quality onboarding. Speed up first sales	Benefit from good work on current tier level. Get help to reach next tier level.	Tier level independent rewards

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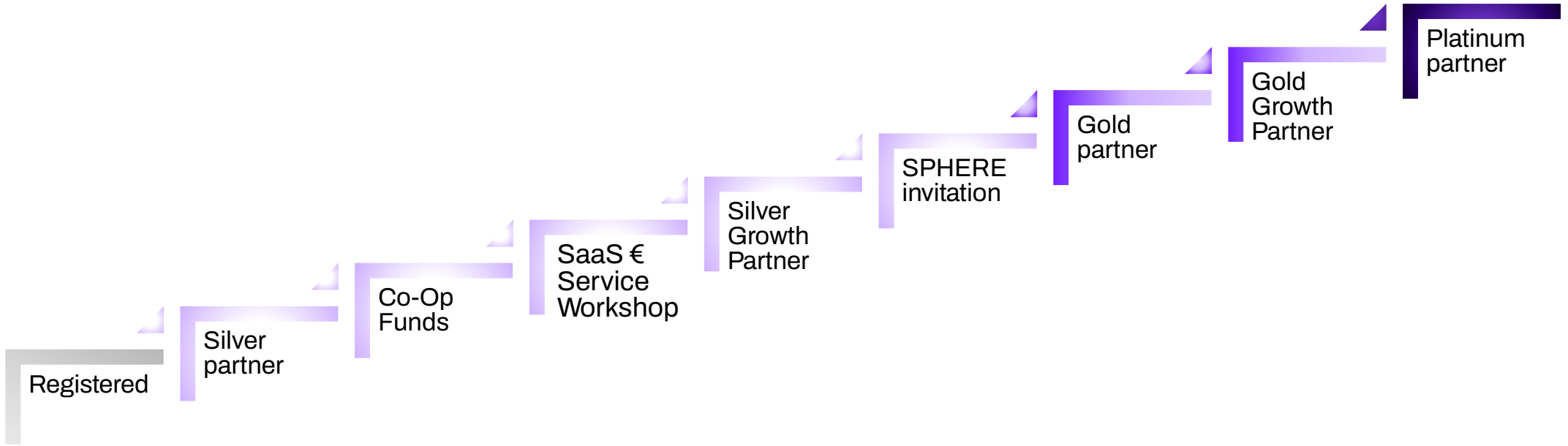
Rewards ladder



Fast Track Onboarding

Customer Support Star

Cloud Migration Star

MSP Star

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Updated benefits

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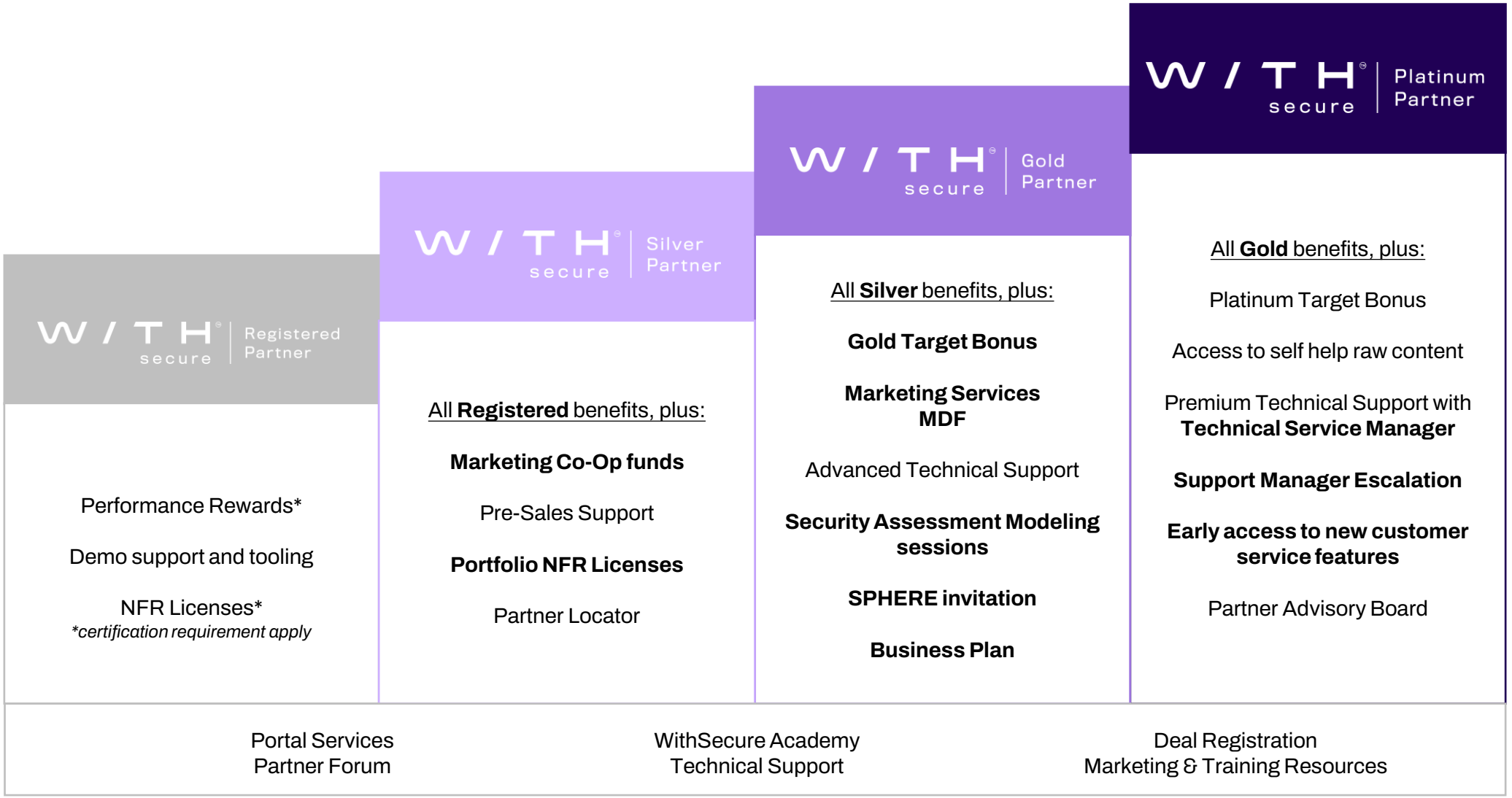
Key benefits by Partner Level



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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

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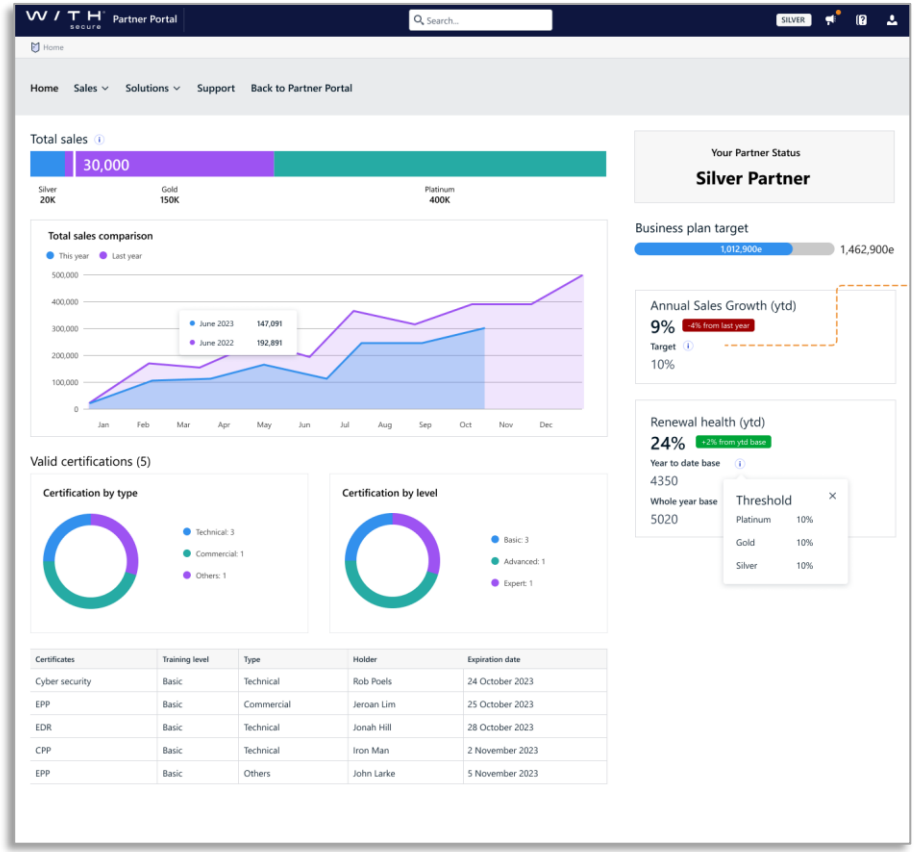
Partner Portal

- 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



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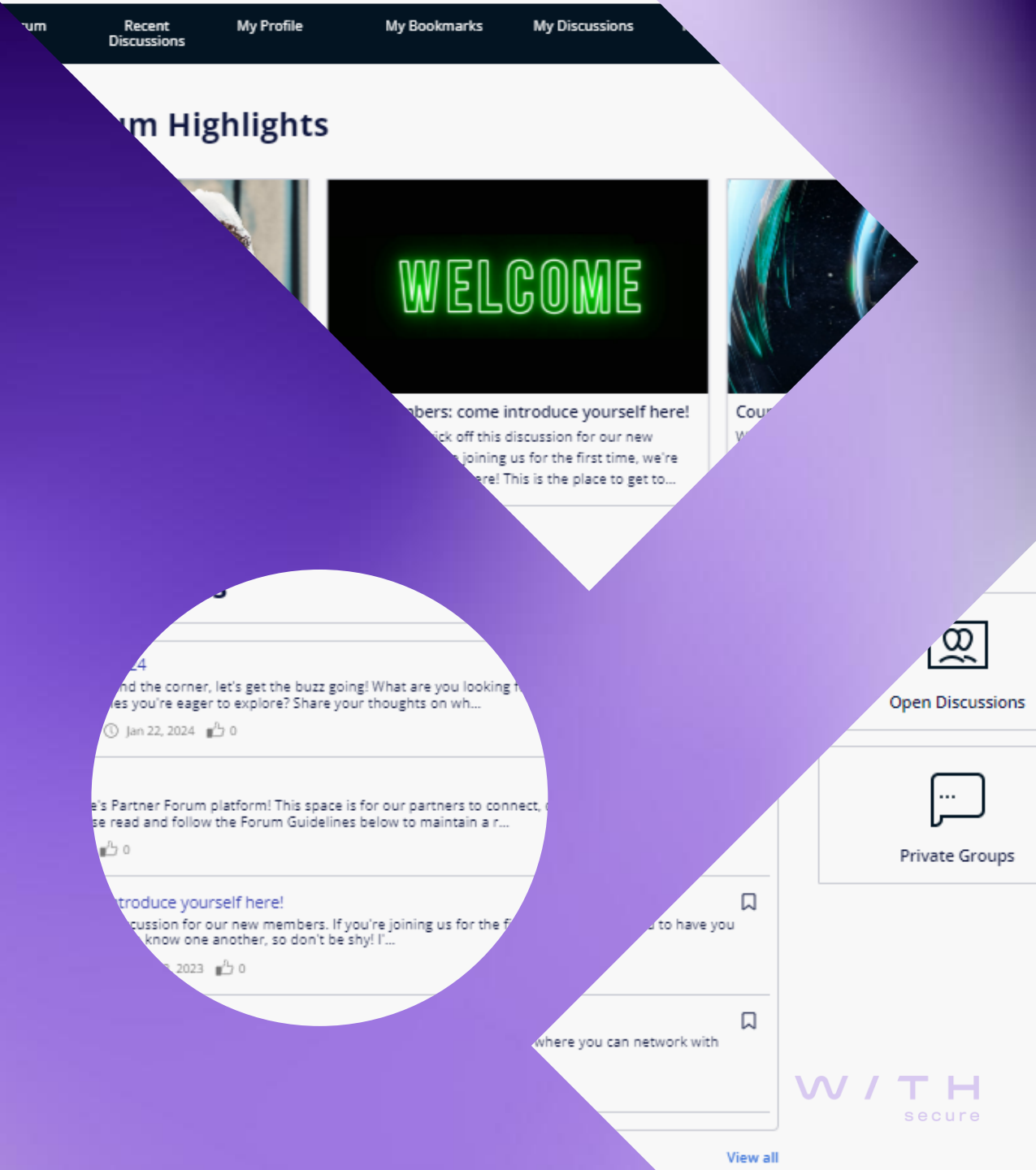
Partner Forum

Liselotte Peterson

Community Manager



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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.

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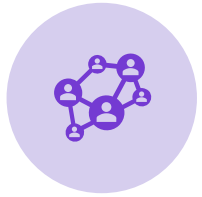
Partner Forum

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.

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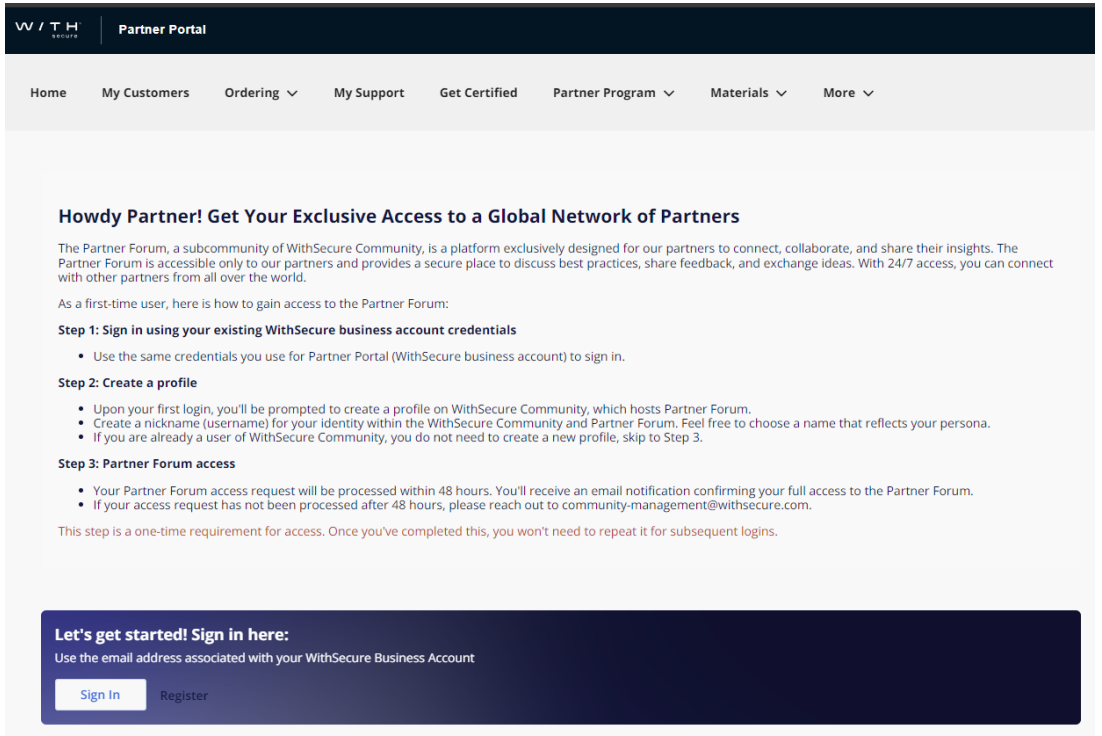
Partner Forum Registration

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.



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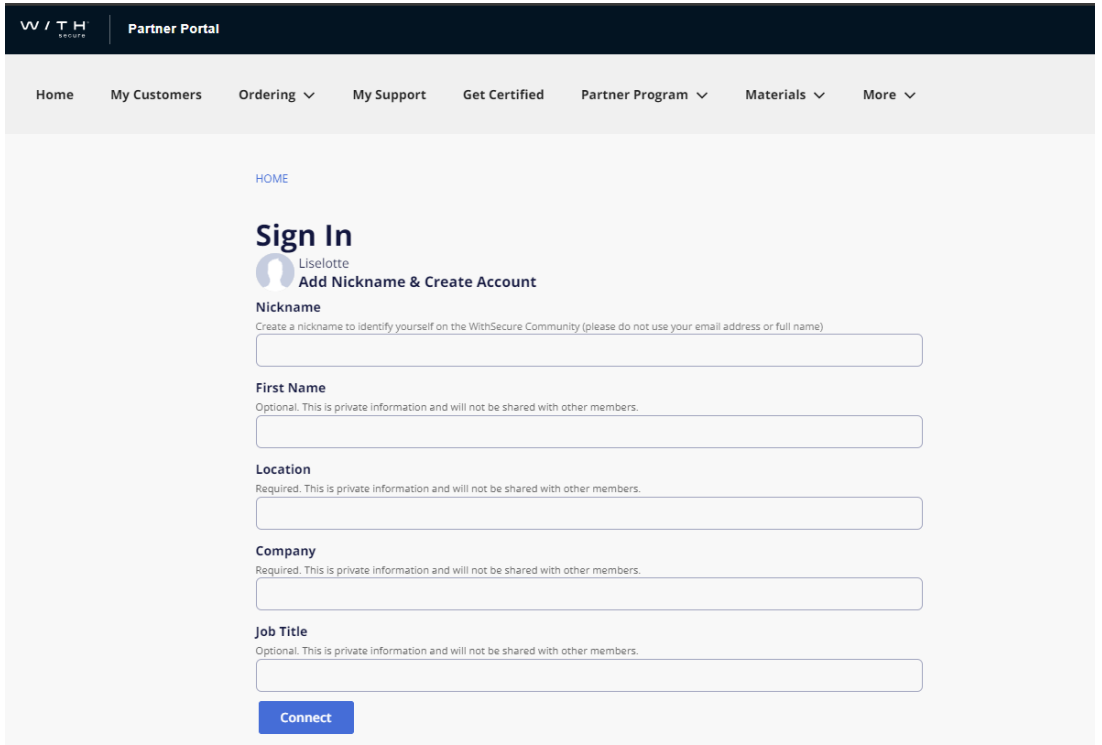
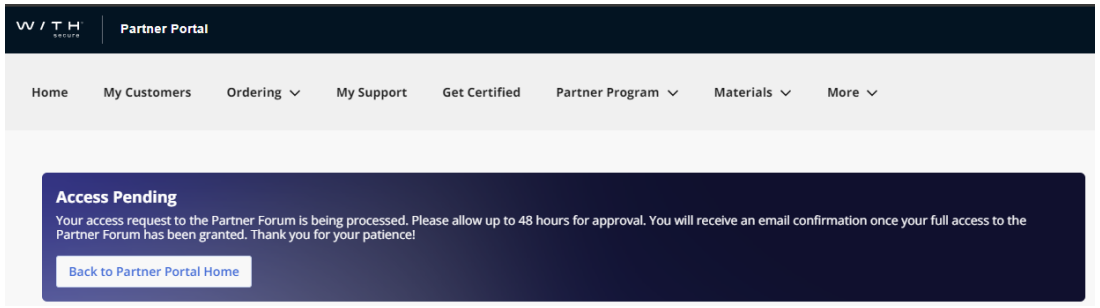
Partner Forum Registration

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.





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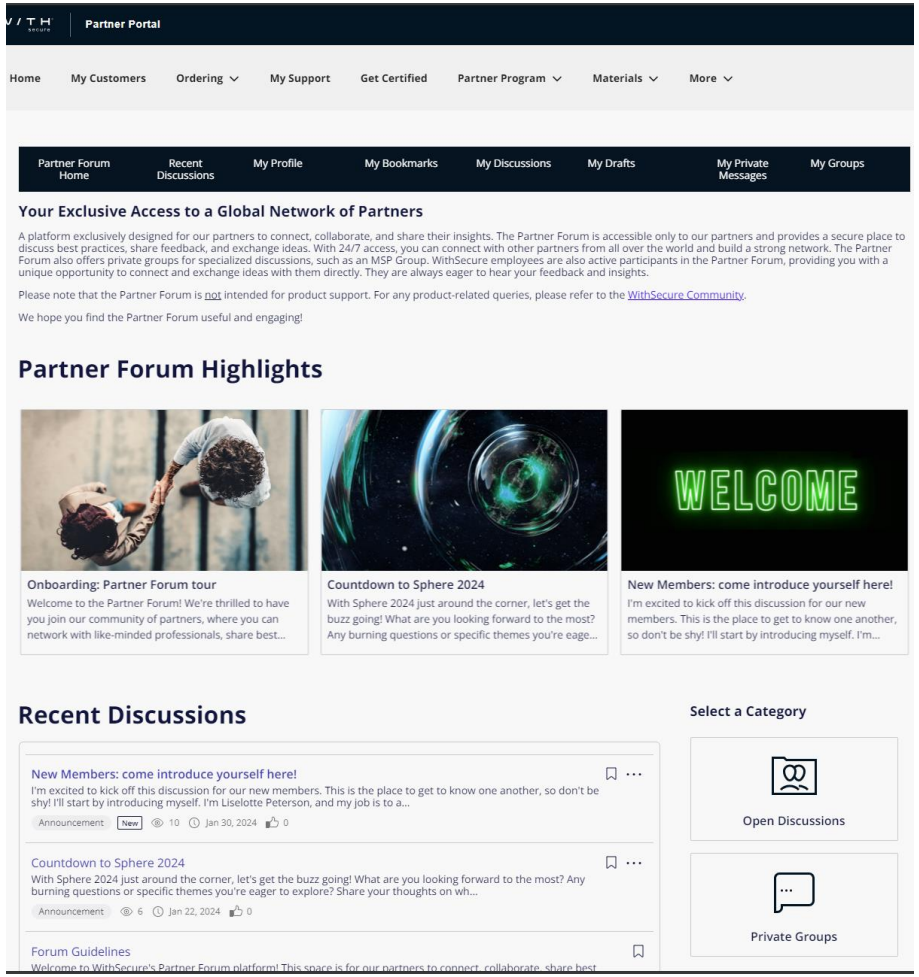
Using Partner Forum

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.



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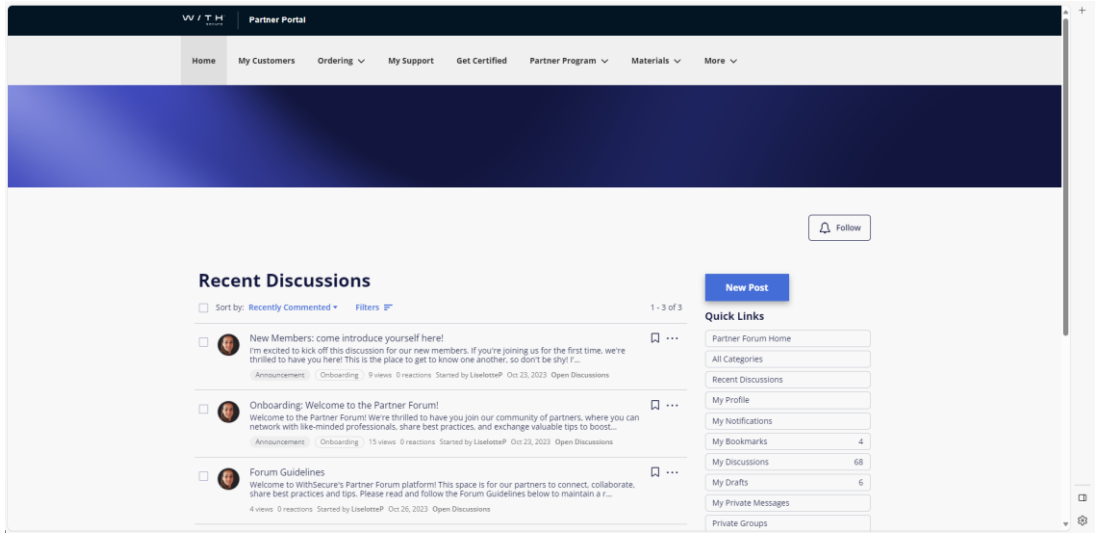
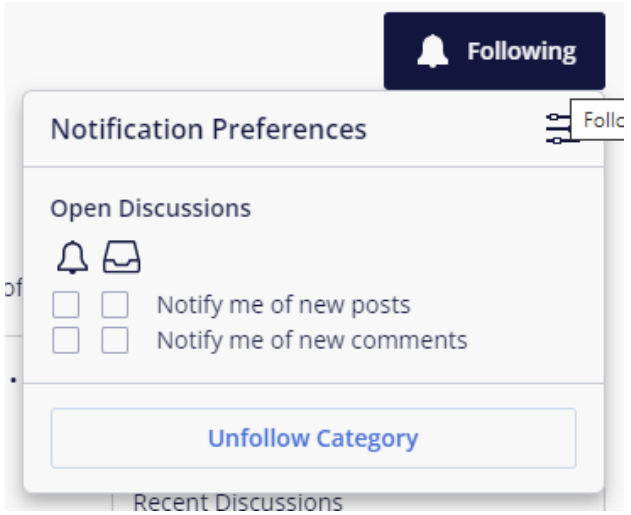
Open Discussions

- 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.





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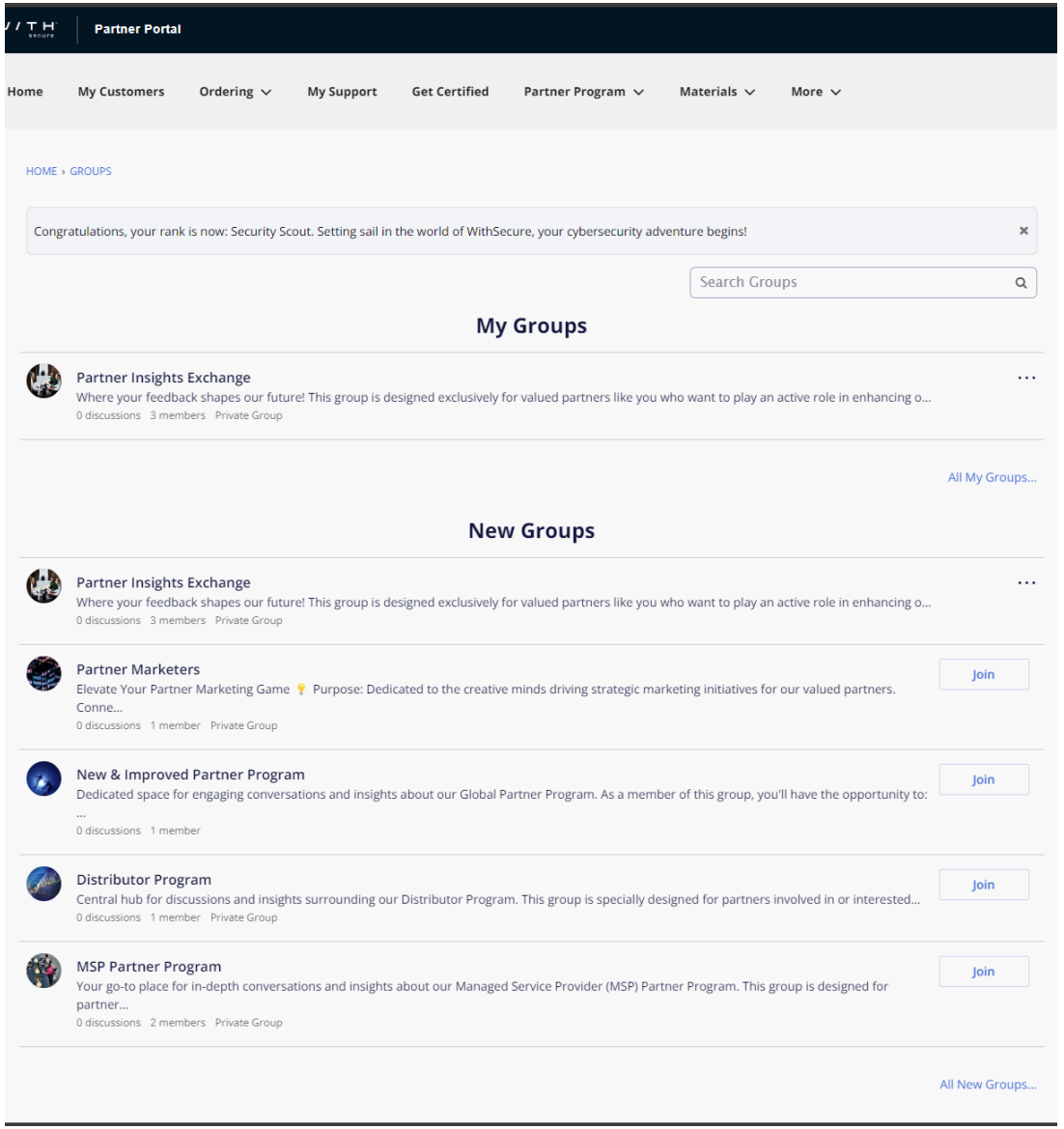
Private Groups

- 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.



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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.

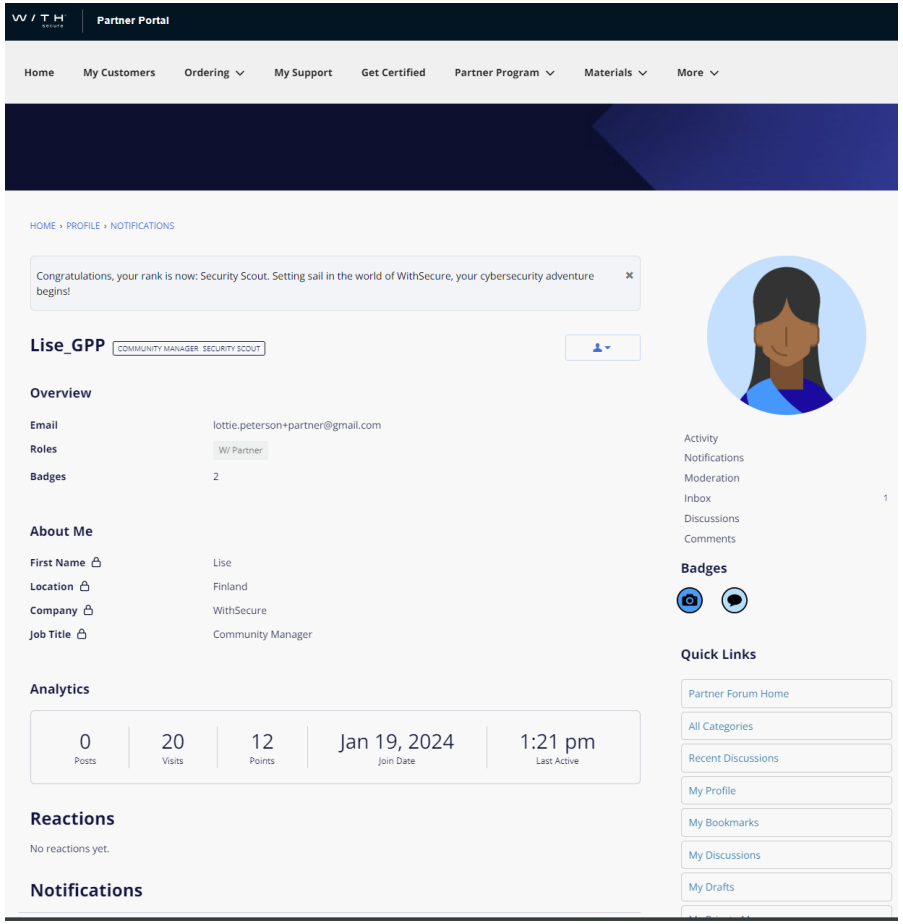
    - **Reactions**: React to posts and comments that you find interesting or helpful. Others' reactions to your posts also earn you points.

    - **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.



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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

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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.

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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.

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Q&A

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