

# MSP Partner Program



There has never been a more exciting time to be a ThreatDown MSP! We are committed to helping our partners deliver leading cybersecurity solutions with our innovative technology and partner-first philosophy. We provide a powerful framework for you to grow a differentiated and profitable business that meets your customers' security needs.

## Financial Growth

Drive your business success with competitive pricing and margins. Our program offers a usage or utility licensing model that provides the flexibility to deliver service offerings that align to the varying requirements and budgets of your customer base.

## Partner Portal

Our Partner Experience Center (PXC) is an effortless way to centrally access exclusive tools and resources, including demos, free trials, product resources, videos, trainings, and a wide array of marketing material.

## Sales and Technical Training

Whether on-demand or onsite, we have the training curriculum to provide you with the necessary skillset to sell and support ThreatDown solutions. We offer multiple training options to help you integrate ThreatDown into your sales motion and deliver the highest possible service levels to your customers.

## Marketing Resources

ThreatDown is fully invested in ensuring you are set up for success when it comes to growing your cybersecurity business. Our partners can take advantage of a variety of marketing engagement opportunities that support lead generation and pipeline acceleration, some of which qualify for funding through MDF requests.

## Ready to Join the Program?

There's never been a better time to become a ThreatDown MSP.  
Apply now, go to <https://www.threatdown.com/partner-program/msp/>

# Partner Program Structure

The ThreatDown MSP program is a three-tiered program. Each membership level has its own specific requirement and benefits. Membership at each particular level allows access to the resources and rewards specifically designed for that membership tier.

## Benefits

Financial	Registered	Silver	Gold	Platinum
Starting program margins**	25%	40%	50%	60%
Upfront opportunities	Generous Multi-Year Discounts			
Net-30 terms offered		✓	✓	✓
NFR license keys		✓	✓	✓
Marketing development funds		Limited	Eligible	Eligible
Internal use licensing	Attractive Discounts			
Sales & Marketing	Registered	Silver	Gold	Platinum
Assigned Channel Account Manager		✓	✓	✓
Joint business planning		Limited	Eligible	Included
Lead sharing programs			Eligible	Included
Partner locator inclusion			Eligible	Included
Partner advisory committee			Eligible	Eligible
Marketing support and services			✓	✓
Co-branded collateral	✓	✓	✓	✓
Access to partner portal	✓	✓	✓	✓
Partner communications	✓	✓	✓	✓
Support	Registered	Silver	Gold	Platinum
Assigned post sales partner success manager	Eligible	✓	✓	✓
POC and pre-sales engineering support	Eligible	✓	✓	✓
Automated customer on-boarding	✓	✓	✓	✓
Self-paced training and certifications	✓	✓	✓	✓
Instructor led training and certifications	Eligible	Eligible	Eligible	Included
In-app resource guides	✓	✓	✓	✓
Program Requirements	Registered	Silver	Gold	Platinum
Annual revenue goal	\$1,200	\$9,000	\$30,000	\$60,000
Account sales certifications		1	2	3
Account technical certifications		1	1	2
Active partner agreement	✓	✓	✓	✓
Transfer partner agreement	✓	✓	✓	✓
Business reviews		Annual	Semi-Annual	Quarterly
ThreatDown dedicated web page			✓	✓
Designated partner contact		✓	✓	✓

Margin discounts are for eligible products and services as announced by ThreatDown.

\*\*Regional Discounting may vary.