

CHANNEL PARTNER PROGRAM

algosec | SECURELY ACCELERATE

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WHY ALGOSEC

Secure application connectivity - anywhere. Digital transformation compels application development teams to move fast, while cyber security threats require a heightened security posture.

Security teams struggle to keep pace with these changes, often creating application delivery bottlenecks, or compromising on security by leaving the business exposed to risk and compliance violations.

- Accelerate time-to-market without compromising security
- Reduce cyber-security threats and reputational risk
- Align DevOps, SecOps, and business teams

We look to our partner network to engage with our mutual customer base while allowing us to be your subject matter resource for sales, marketing, implementation and support.





Founded in 2004



Over 1,800 customers



20 of the Fortune 50



Presence in over 80 countries

OVER 400 STRONG, WE SUPPORT OUR PARTNERS AND CUSTOMERS WITH A WORLD-WIDE FIELD SALES ORGANIZATION AND 3 GLOBAL SUPPORT CENTERS OFFERING 24/7 SUPPORT

INTRODUCTION TO ALGOSEC'S CHANNEL PARTNER PROGRAM

The AlgoSec Channel Partner Program is our framework for a joint working relationship with our value-added resellers.

We offer competitive discount allowances tied to annual product revenue achievements.

To support you, our program offers a variety of sales and technical development training courses to rapidly achieve certification in our time-tested and proven solutions.

Our sales and marketing teams stand ready to work with you in any sales situation as well as to develop and execute market plans that drive greater awareness and pipeline development.

EMPOWER YOUR BUSINESS WITH ALGOSEC

AlgoSec lives at the intersection of the infrastructure, security policy and the applications that run the business.

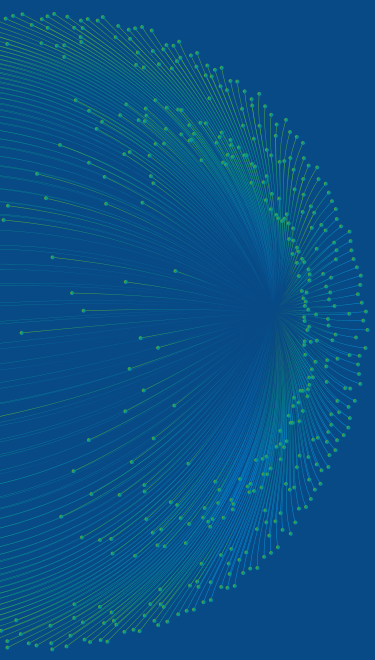
The AlgoSec platform helps organizations to secure application connectivity by automating connectivity flows and security policy anywhere, including public cloud, private cloud, containers, and on-premises networks.

SECURELY ACCELERATE APPLICATION DELIVERY

The only app-centric and complete hybrid network solution

- Security across the entire application development lifecycle
- Full integration with your existing tech stack
- Unified visibility across cloud, SDN & on-premise enterprise networks

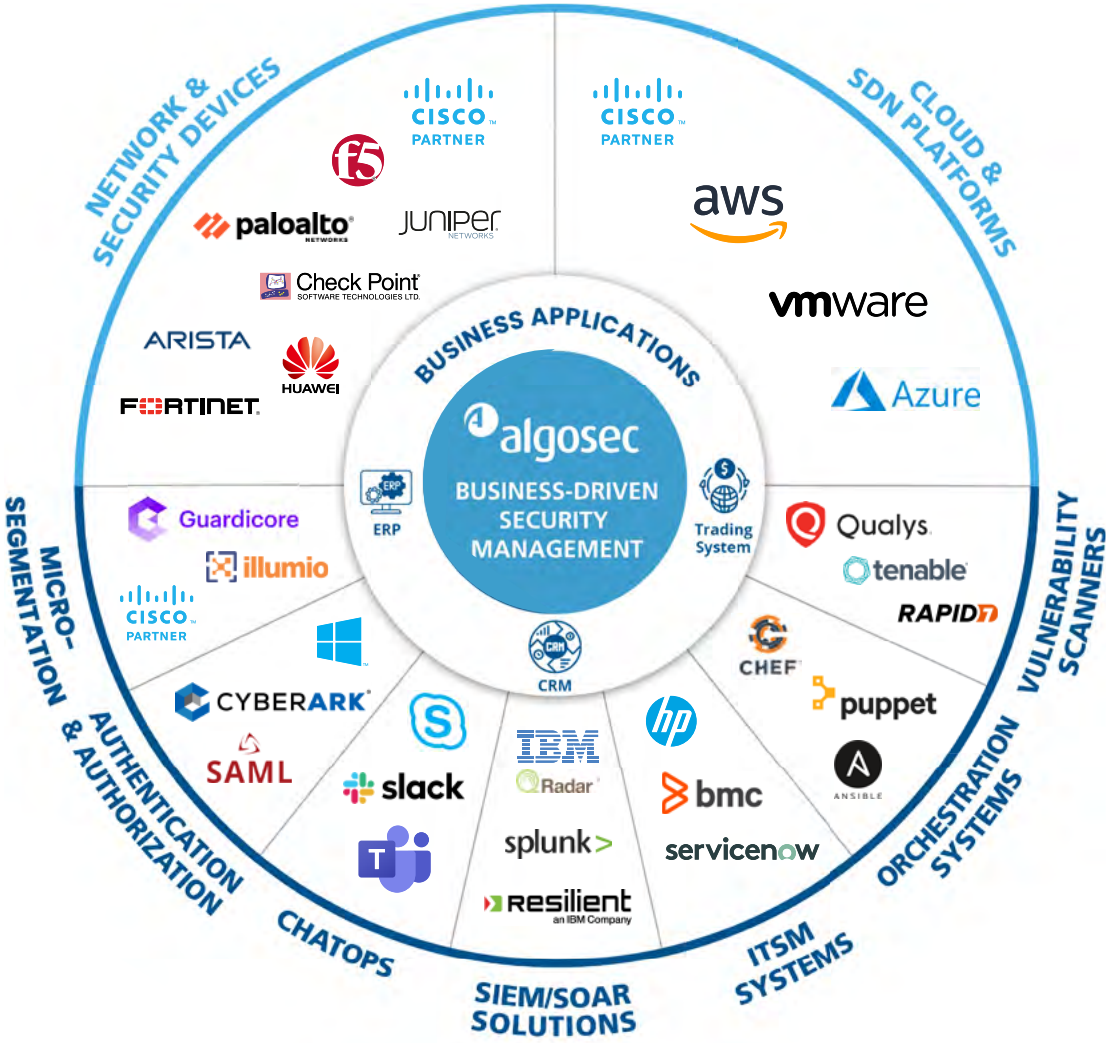
USE CASES



- Change Management
- Risk Management
- Auditing & Compliance
- Infrastructure Modernization
- Micro-Segmentation
- DevOps
- Network Security Policy Management
- Hybrid-Cloud
- Application Connectivity

ALGOSEC IN THE SECURITY ECOSYSTEM

In addition to our leading business-driven security-management solution, we work with and integrate seamlessly in the larger security and IT ecosystem.



Our rich suite of APIs and seamless integrations with leading network and security devices, cloud and SDN platforms, vulnerability systems, orchestration systems, identity-management tools, ITSM solutions and other connected security products, make AlgoSec a natural leading and/or add-on solution to your offerings.

BUSINESS MAPPING

As an AlgoSec business partner, you will find that the AlgoSec platform augments and complements the leading trends in firewall security. AlgoSec offers distinct, yet seamlessly integrated, products:

- AlgoSec Firewall Analyzer (AFA)
- AlgoSec FireFlow (AFF)
- Application Visibility (AppViz) Add-on
- Application Change (AppChange) Add-on
- AlgoSec CloudFlow

Solution Type	Value to Partner	AlgoSec Components	Bundled With
Network Visibility	Enhanced services opportunities FW policy change alerts & monitoring Rapid network connectivity debugging	• AFA • AppViz	VA (Qualys, Tenable, Rapid7…) SIEM, SOAR Solutions
Risk & Compliance	Increased reseller consultancy efficiency Increased reseller profitability Product/Project stickiness Continual compliance services Budget access to required projects	• AFA • AFF • AppViz • AppChange • AlgoSec CloudFlow	VA (Qualys, Tenable, Rapid7…) SIEM, SOAR Solutions
FW Policy Lifecycle Management	New business opportunity Mission critical requirement New service opportunity (consulting, delivery, customization, training, tech support) High Discount Reselling Product Stickiness	• AFA • AFF • AppViz • AppChange • AlgoSec CloudFlow	VA (Qualys, Tenable, Rapid7…) CMS (ServiceNow, HP…) SIEM, SOAR Solutions
Data Center-Network Segmentation & Security Improvement	Application modeling (C-level visibility) Increased reseller architect efficiency Compliance-oriented architecture Architecture consulting services	• AFA • AFF • AppViz • AppChange • AlgoSec CloudFlow	SDN Solutions (Cisco ACI, VMware NSX) VA (Qualys, Tenable, Rapid7…) Micro-Segmentation Solutions (Cisco Tetration, Illumio…)
Digital Transformation	Faster delivery Success on 1st try Single pane management across Hybrid Cloud One-time migration + optional on-going management services	• AFA • AFF • AppViz • AppChange • AlgoSec CloudFlow	Cloud Firewalls CMS

PARTNER ECOSYSTEM

AlgoSec's channel strategy focuses on engaging with a broad spectrum of ecosystem partners. AlgoSec invests in its channel partners and strives to provide the support and resources necessary to generate a successful business model in this fast-growing market.

We support different types of partners and have programs that match your interest and commitment.

01

Value-Added Resellers

Value-Added Resellers are responsible for selling and supporting our solutions in the market. Partners in this category are entitled to a variety of partner benefits, including industry-leading discounts and marketing support based on annual commitment levels and certification achievements.

02

Distributors

Distributor partners play a key role in developing market demand by promoting AlgoSec through exhibitions, trade shows and publications, as well as in recruiting new resellers. With expertise in security and IT, and a broad offering comprising both hardware and software, Distributors serve as an important link in the chain to advancing AlgoSec's business-driven security management solutions.

03

Technology Partners

AlgoSec partners with industry-leading technology companies to offer a variety of integrated solutions that can be applied across multiple markets. AlgoSec seamlessly integrates with all leading brands of traditional and next-generation firewalls and cloud-security controls to deliver unified security management: the entire hybrid environment across cloud, SDN and on-premise enterprise networks.

04

Deployment Partners

Deployment partners are certified to sell, deploy, and configure AlgoSec's solutions.

05

Training Partners

Training Partners have access to training courseware, resources and lab environments. Additionally, AlgoSec Training Partner instructors demonstrate qualifications to deliver AlgoSec courseware, including in-depth technical knowledge of the AlgoSec services combined with exceptional training-delivery skills.

06

Professional Services Partners

Professional Services Partners sell and deliver independent and joint consulting service engagements. Services include configuration and implementation, firewall audits and compliance certification services.

07

Support Partners

Support Partners have a proven record of delivering support for AlgoSec solutions and products. AlgoSec invests in our support partners and enables them to fully leverage AlgoSec's technical support resources to resolve customer technical issues as effectively as possible.

ON-BOARDING A NEW CHANNEL PARTNER

Upon completion of the NDA and corresponding VAR agreement, a new partner will follow a phased onboarding approach to ensure success.

30-Day Checklist

- Introduction to the Channel Team and Local Sales Team
- Access to Partner Portal
- Enablement session scheduled
- Account mapping session scheduled

90-Day Checklist

Premier/Champion Partners

- AFA/AFF Lab License Install
- Completion of Sales Certification Training
- First enablement session completed
- First account mapping session completed

180-Day Checklist

Premier/Champion Partners

- Complete required certifications for corresponding level
- Have at least one demand generation activity scheduled (webinar, co-sponsored event, lunch and learn, etc.)

PARTNER LEVELS' BENEFITS AND REQUIREMENTS

The AlgoSec Channel Partner Program comprises of three levels of channel partners – Referral, Premier and Champion, each based on the channel partner's annual sales of AlgoSec products and meeting certification requirements. Annual sales volume is measured in end-user pricing as detailed in the AlgoSec Price List for that calendar year. These channel partner levels are designed to recognize and reward our partners' investment in AlgoSec. Each level has different requirements and benefits.

Benefit	Referral	Premier	Champion
Partner & Training Requirements			
Annual revenue requirements**	N/A	$250K	$1M+
Annual business plan/Quarterly business reviews			Yes
# Sales users trained		1+	3+
# of technical users trained		2+	3+
Tiered Discount Categories*			
Partner deal registration protection (once accepted % off list price)	20%	30%	40%
Price advantage (additional % off to list price w/ deal registration)	5%	5%	10%
Preference in lead distribution		When available	Yes
SPIFF campaigns when available		Yes	Yes
*Does not include renewals			
Technical Resources			
Access to beta products			Yes
Online service requests		Yes	Yes
Phone support		Yes	Yes
Access to technical knowledge base	Yes	Yes	Yes

Benefit	Referral	Premier	Champion
Sales Support			
Dedicated channel account manager		Yes	Yes
Access to partner portal & sales tools	Yes	Yes	Yes
Access to joint marketing activities		Yes	Yes
Access to marketing funds			Yes
Dedicated channel account manager		Yes	Yes
Access to partner portal & sales tools	Yes	Yes	Yes
Joint marketing activities		1	2
Product Licenses & NFRs			
Test lab license (non-commercial/NFR)		Yes	Yes
Sales & Marketing			
Promotion on website		Yes	Yes
Sales & Technical Certification Training			
Sales training incentive		Yes	Yes
Free technology training certification			Yes

**Annual AlgoSec Net proceeds, it could vary according to the agreed to business plan.



Certification Training Program

AlgoSec's Certification Training Program provides channel partners with in-depth knowledge of AlgoSec solutions and products. The goal is to enable our partners to develop in-house capabilities to better respond to competitive situations by understanding AlgoSec's unique value propositions.

Sales Certification Training

Sales Certification training is delivered on-line and is free of charge. It focuses on:

- Learning about AlgoSec's solutions and products
- Discovering the benefits of partnering with AlgoSec
- How to sell AlgoSec to different verticals/markets
- How to present AlgoSec to customers to close the deal
- AlgoSec vs. its competitors
- Overcoming challenges using customer success stories

Upon completion of the Sales Certification Training, the student will be certified as an AlgoSec Channel Sales Specialist.

Technical Certification Courses

Level 1 - User Level

ASMS Foundations

- This course covers AlgoSec Firewall Analyzer and FireFlow basic end to end functionalities.
- The training includes both a theoretical knowledge transfer as well as a hands-on lab. Courses are taught at various locations worldwide as well as in a virtual classroom setting.
- Students who complete the ASMS Foundations training course are certified as ASMS Users.

AppViz Foundations

- AlgoSec offers its customers the AlgoSec AppViz Foundations course. This course covers AppViz end to end functionality.
- The training includes both a theoretical knowledge transfer as well as a hands-on lab. Courses are taught at various locations worldwide as well as in a virtual classroom setting.
- Students who complete AlgoSec AppViz foundations course are certified as ASMS AppViz users.

Cloud Security Foundations

- AlgoSec's Cloud Security Foundations course focuses on security in the cloud era. The training covers management of cloud assets with AlgoSec Security Management Suite (ASMS) and CloudFlow - AlgoSec's SaaS solution that provides instant visibility into cloud inventory and enables central management across multiple network security policies. CloudFlow's main functions and capabilities will also be covered.
- The training includes both a theoretical knowledge transfer as well as a hands-on lab. Courses are taught at a virtual classroom setting.
- This one-day AlgoSec Cloud Security Foundations training includes both theoretical sessions and hands-on lab exercises using ASMS and CloudFlow.

Level 2 - Deployment Level

AlgoSec partners can offer jump-start services and take ownership of initial key tasks when a new customer purchases AlgoSec product. This course focuses on the deployment of ASMS platform, Firewall Analyzer and FireFlow regarding installation and troubleshooting.

- At the end of the course, partners will be able to perform installation and deployment on the client side.
- The training includes both a theoretical knowledge transfer as well as a hands-on lab. Courses are taught at various locations worldwide as well as in a virtual classroom setting.
- Students who complete AlgoSec Partner Deployment Training course are certified as AlgoSec Deployment Engineers.

Level 3 - Expert Level

Students who have completed Level 1 and Level 2 certifications can progress to Level 3 and learn how to:

AFA Configurations - AlgoSec Firewall Analyzer Advanced Configuration and Integration - Configuration of Baseline Compliance, Reporting Tool, Risk Profile, Web Service API, Network Map and Traffic, Simulation Query, Map Configuration.

AFF Configurations - AlgoSec Firewall Analyzer Advanced Configuration and Integration - Configuration of AFF process and workflow.

- The training includes both a theoretical knowledge transfer as well as a hands-on lab. Expert courses are taught at various locations worldwide as well as in a virtual classroom setting.
- Successful completion of the Expert Course will qualify the student as a AlgoSec Security Expert.

Level 4 - Master Level

FireFlow Master

- This course focuses on AlgoSec FireFlow advanced customization and integration and includes Perl programming usage. This 3-day, advanced AlgoSec FireFlow Master training includes theoretical sessions as well as hands-on labs for most of the topics.
- Students who complete AlgoSec FireFlow Master training course are certified as AlgoSec Security AFF Master.

Support Master

- This training is for partners who wish to become Support Partners. It enables them to have a better understanding of the ASMS suite, assist their direct clients with basic AlgoSec Firewall Analyzer troubleshooting, advanced AlgoSec FireFlow underlying processes, and integrations.

Training Master

- The AlgoSec Partner Enablement Program is designed for partners interested in providing training courses for AlgoSec solutions.



Partner Benefits

The following describes in more detail the benefits that partners can receive for joining the AlgoSec Channel Partner Program.

Discounts on AlgoSec Products

AlgoSec rewards certified channel partners by offering quota-based discounts on its price list, in line with the Channel Partner Program level (Bronze, Silver, Gold). Channel partners will be entitled to larger product discounts as they sell more and reach higher partner levels, allowing them to increase their discounts and their competitiveness in the market.

Deal Registration Incentive

AlgoSec's Deal Registration Program is designed to compensate our channel partners for identifying, qualifying and closing sales opportunities according to Deal Registration Program Guidelines available on AlgoSec's Channel Partner Portal. Channel partners are encouraged and expected to register potential deals within the portal to protect their deals, guarantee their price protection and get support for their efforts to win deals. AlgoSec's technical and/or sales assistance is available for registered deals, as is an additional discount for early registration of deals (beyond the regular discount granted based on partner level). The Registration status for partner opportunities is available in real time on AlgoSec's Channel Partner Portal.

Personal Incentive Program

Exclusive SPIFF Program rewards channel partner sales team for their efforts in promoting and selling AlgoSec's products and offers them an attractive personal-incentive program.

Priority Access to AlgoSec-Generated Leads

AlgoSec's dedicated account managers forward leads to channel partners and support them throughout the sales cycle for each opportunity.



Joint Marketing Activities

AlgoSec's co-marketing activities are dedicated mainly for driving demand-generation to build pipeline opportunities with Silver and Gold channel partners. Both parties evenly split the budget for joint marketing activities, such as print and digital advertising, customer seminars/road shows, webinars, industry conferences, workshops, newsletters, email marketing, co-branded merchandise, and other activities that generate leads. For more information on the Joint Marketing Plan, please contact the relevant AlgoSec Channel Partner Marketing Manager or the AlgoSec Channel Partner Account Manager.



Channel Partner Portal

AlgoSec Channel Partner Portal is a dedicated resource for up-to-date sales and marketing tools to help channel partners resell, deploy, administer and support AlgoSec's products.

The Channel Partner Portal provides partners with:

- Opportunity Registration Program
- Access to sales tools including product demos, ROI calculator and more
- Marketing collateral including brochures, presentations, white papers, recorded webinars and more
- The latest technical documentation including user manuals, release notes, user guides and more
- Free evaluation license for AlgoSec's solutions
- Information on AlgoSec's certification training program
- Access to free online sales certification training
- AlgoConnect partner newsletter



Listing on the AlgoSec Website

AlgoSec's certified channel partners are listed in the Locate a Partner section on AlgoSec's website. This enables potential customers' end-users to easily identify them as AlgoSec certified Channel Partners in their region and contact them directly.

PARTNER RESOURCES

01 Register as a New Partner: If you are interested in becoming a partner, please submit an online application through our website at: https://www.algosec.com/become-partner/

02 Certification Training Program: https://portal.algosec.com/en/training

03 Product Information: https://www.algosec.com/products/

04 Partner Portal: https://portal.algosec.com

05 Contact the AlgoSec Channel Partner Team: channels@algosec.com



About AlgoSec

The AlgoSec platform enables the world's most complex organizations to gain visibility, reduce risk and process changes at zero-touch across the hybrid network.

AlgoSec's patented application-centric view of the hybrid network enables business owners, application owners, and information security professionals to talk the same language, so organizations can deliver business applications faster while achieving a heightened security posture.

Over 1,800 of the world's leading organizations trust AlgoSec to help secure their most critical workloads across public cloud, private cloud, containers, and on-premises networks, while taking advantage of almost two decades of leadership in Network Security Policy Management.

AlgoSec.com

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