

Netsurion[®]

Npower
Partner Program



Netsurion's Npower Partner Program

Managed XDR Onboarding for MSPs/MSSPs and Resellers

Growing your Business with Cybersecurity Services



Thank you for choosing Netsurion!

We are thrilled that you have chosen to partner with us at Netsurion. Our core mission is to assist you in growing your business through our Cybersecurity Managed Services, acting as an extension of your team. We understand that a successful partnership is built on support, guidance, and strong relationships. Whether you choose to handle things on your own or work with us, we are here to help you succeed.

To make the transition as seamless as possible, we have created a guide and designated a channel representative to walk you through the onboarding process. Our program is designed to truly partner with you, providing support for your sales and marketing efforts to help you stand out from your competitors. We provide tools to take advantage of every sales opportunity, as well as resources, financial incentives, training, and technical support to help promote and support your business.

At Netsurion, we value your role in creating secure and agile networks and are dedicated to earning your loyalty while rewarding you for it. We offer deep discounts, valuable resources, and opportunities to help grow your business. We believe that by working closely together, we will both achieve greater success.

We look forward to working with you and growing your business. Please don't hesitate to reach out to me or your channel representative at any time.

Welcome to the Netsurion Family!

Sincerely,

Marco Albano

VP, Channel

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How to Get Started

After you have signed the paperwork and provided the necessary contact information, you are all set to get started. Netsurion is committed to the partner channel and offers a program dedicated to enhancing our partners' businesses, thus expanding market reach and increasing profitability. As part of our onboarding process, your channel rep will walk you through the process outlined below. They are available to assist with deal reg, ordering, closing deals, training, and demos.

The information below highlights steps for successful onboarding. By the end of week two, your channel rep will discuss the best cadence for regular touch points.

Week 1	Week 2 and 3	Week 4 and beyond
<p>Get Started on the Partner Portal</p> <p>Within the first two business days after signing paperwork, your channel rep will grant the primary contact and known team members access to the Netsurion Partner Portal. Look for an email about access (check spam) after your rep adds you.</p>	<p>Virtual Meeting with Sales and Marketing</p> <p>Your partner manager will set up an online meeting with Netsurion marketing, who will discuss resources in the portal. They will also walk you through the sales operations portion of the portal, including how to place orders and register opportunities.</p>	<p>Partnership Cadence</p> <p>Collaborate with your partner manager based on your established cadence for reviewing account plans, customer status & pipeline, joint marketing events, and technical enablement.</p>
<p>Communication and Additional Portal Users</p> <p>Your channel rep will add known contact information to our CRM. To ensure your key team members gain partner portal access and receive the latest product updates via our monthly newsletter, please use this form via the portal or let your channel rep know the emails and names you need added.</p>	<p>Co-Branded Materials, Download Badges, Etc.</p> <p>Familiarize yourself with the portal as soon as possible after our initial meeting and download assets and badges/logos.</p> <p>Check out our public Insights on Netsurion's site, as well as upcoming educational webcasts. Request custom UTM links and co-branded materials by email: portal@netsurion.com.</p>	<p>Continuing Education</p> <p>Work towards your ongoing Netsurion sales and technical certifications by participating in periodic live and virtual Lunch and Learns and office hours. Contribute content to the LMS platform to promote the best practices of your teammates.</p>
<p>Start On-Demand Training</p> <p>Access on-demand sales and user training via the partner portal. If you require more training than shown, your partner manager can connect your team with a Sales Engineer (SE) for live tailored training for Managed OpenXDR and other solutions (Live training is available to top tier partners).</p>	<p>Promote Netsurion Solutions</p> <p>During the marketing meeting our team will show you how to use the portal to leverage our content and collateral for promotion.</p>	<p>Engage with Netsurion</p> <p>Participate in ongoing contests and earn badges for points and prizes. Also, leverage the resources you have on hand from Netsurion to continue to drive your Go-To-Market plan.</p>

This program guide is meant to help empower your team to get started with the Netsurion Partner Program and discover the resources available for a successful partnership to grow your business with our cybersecurity services.



Partnership Opportunities

Partnership opportunities are across two go to market motions or can be combined to meet your business models and customer needs. Partners can choose and combine programs.

Managed Services Partner (MSP/MSSP)	Sales Partner (Reseller)
<ul style="list-style-type: none">Partners provide white label or clear label Managed XDR services to their customersWholesale pricing with discounts based on growthAccount/opportunity registrationFlexible options - consumption-based pricing or annual contractsFast onboarding, free training and technical support, marketing collateral, and more	<ul style="list-style-type: none">Partners who wish to resell Managed XDR services to their customers delivered directly by NetsurionDiscounts based on partnerships level, opportunity registrationMultiple levels allow for growth and profitabilityFree training, presales support, technical support, marketing collateral and more



Cybersecurity is such a broad space that requires expertise in perimeter security, endpoint security, email security and much more. With Netsurion's Managed Services, we can trust we have specialists constantly monitoring, detecting, and responding to the toughest threats, enabling us to focus our expertise on the full cybersecurity posture of our clients.

- President, Netsurion MSP Partner

Partner Tiers & Perks

The previous page of this guide walks you through the different partnership models. This chart below breaks down the program tiers and highlights the expectations for all new partners, and required onboarding steps upon signing with us at each tier. The Npower Partner Program offers more incentives and benefits, while also empowering you to earn (and maintain) your spot in the higher tiers. Partners will be re-levelled at the end of each calendar year and will move through the tiers based on the following criteria: Financial, Training, and Marketing requirements.

Managed Services Partner (MSP/MSSP)

Authorized

Enables Partners to start to build their managed security services offerings without large levels of upfront commitment. Authorized Business Partners have access to a variety of marketing collateral, tools and access to training to get started.

Advanced

Partners who have reached the Advanced membership level have grown their business and technical expertise as defined in program guide will be invited to join at this level.

The Advanced business Partner has access to advanced sales benefits such as the Opportunity Reward Program along with other benefits.

Min Requirements

- Annual Recurring Revenue (ARR) \$12k-\$75K
 - 2 Trained/Badged Engineers valid for 2 years
 - 4 hrs. of CE yearly
 - 1 Sales Trained/Badged yearly
- ARR \$75K+
 - 2 Sales Trained/Certified Yearly
 - 2 Technical Trained/Certified valid for 2 years
 - 4 hrs. of CE yearly
 - 1 Business Review Annual
 - 1 Marketing Demand Campaign Annual
 - Maintain an 85%+ Recurring Revenue baseline
 - 20% Growth Year on Year



Sales Partner (Reseller)

Authorized

Enables Partners to start to build their managed security services offerings without large levels of upfront commitment. Authorized Business Partners have access to a variety of marketing collateral, tools and access to training to get started.

Advanced

Partners who have reached the Advanced membership level have grown their business and technical expertise as defined in program guide will be invited to join at this level.

The Advanced business Partner has access to advanced sales benefits such as the Opportunity Reward Program along with other benefits.

Min Requirements

- Annual Recurring Revenue (ARR) <\$75K
- 1 Presales Technical Trained/Certified Yearly
- 1 Sales Trained/Badged yearly
- ARR \$75K+ min ARR per year
- 2 Sales Trained/Certified Yearly
- 2 Presales Technical Trained/Certified Yearly
- 1 Business Review Annual
- 1 Marketing Demand Campaign Annual

Suggested Discounts of List Price subject to Distribution

- Standard 10%
 - Deal Registration 15%
 - Standard 10%
 - Deal Registration 25%
- ** 2023-24 Deal Registration 30% for year 1 ARR, subsequent years 2,3 will revert to 25% on Annual Contracts



Program Benefits

The chart below showcases some of the benefits available for Authorized and Advanced partners. Advanced partners have access to Netsurion’s seasoned marketing team for custom campaigns and regular consultation with [Netsurion’s channel marketing](#) partner managers to help them grow their business.

Netsurion Program Benefits	Authorized	Advanced
Partner account manager assigned	X	X
Onboarding meeting plus partner portal access	X	X
On-Demand training; sales, presales and engineer/technical	X	X
Personalized virtual training session; sales, presales and engineer/tech		X
Marketing collateral, web content, and campaigns via the portal	X	X
Marketing Partner Revenue Expansion Program (Points Based Marketing Support)		X
Co-branded collateral, web content and campaigns, press release		X
NFR Licenses for: Internal Use, Training and Proof of Concept	X	X
Internal production use discounts at cost	X	X
Health Checks with Technical Account Managers (TAMs)		X
Account mapping and SDR demand campaigns		X
Opportunity Registration	X	X
Lead handoff eligibility		X
Partner profiles, searchable on Netsurion.com		X
Roadmap and Technical Briefings		X
Renewals Support / Contracts management support		X

Let’s get started! Your channel rep will reach out to schedule your onboarding meeting and initiate portal access.

We look forward to partnering with you to ensure your success. If there is anything we can do, don’t hesitate to reach out directly to your channel rep.



Netsurion's Open XDR platform unifies your existing security telemetry to deliver wider attack surface coverage and deeper threat analytics resulting in greater security visibility. Netsurion's SOC does the heavy lifting for you of proactive threat hunting, event correlation and analysis, and provides you with guided remediation. Together as a customizable [managed solution](#), the result is a force multiplier that allows your IT team to be confident and in control again while also maximizing all of your cybersecurity investments.

Headquartered in Ft. Lauderdale, FL with a global team of security analysts and engineers, Netsurion is a leader in Managed Extended Detection & Response (MXDR). Learn more at www.netsurion.com.

The program guide specifies that all requirements and benefits will be valid until December 31, 2023. Netsurion retains the authority to review the compliance of Partner Program at least once a year, and to reevaluate Netsurion Partners who no longer qualify as active or do not meet the minimum partner requirements.

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