



# CYLANCE® CHANNEL PROGRAM

Partner with the Fastest-Growing Company in Cybersecurity

# OUR MISSION IS TO PROTECT EVERY ENDPOINT ON THE PLANET

We also strive to be the easiest vendor for channel partners to do business with. We have developed revolutionary products, services and rewards programs to motivate our partners to join us in our mission.

Cylance's unique approach to cybersecurity leverages artificial intelligence, machine learning and a lightweight endpoint agent. Our products and services allow partners to generate highly valuable strategic solutions that provide lasting, recurring revenue streams. Through the Cylance® Channel Program, our partners get exclusive access to offer our award-winning products and services that protect endpoints BEFORE malware executes, and gain the support they need to succeed, including deal registration, sales resources and access to Cylance cybersecurity experts.

## Revolutionizing Cybersecurity

Cylance's products and services proactively prevent execution of advanced persistent threats and malware at the endpoint, enabling a level of security that far exceeds the effectiveness of traditional, signature-based antivirus solutions. Our award-winning product, CylancePROTECT® stops what others don't, without requiring a cloud connection or frequent updates, all while using a fraction of the system resources associated with antivirus and endpoint security software.

## The Cylance Ecosystem

Cloud-enabled for scale, Cylance's products are designed to deliver best-of-breed cybersecurity

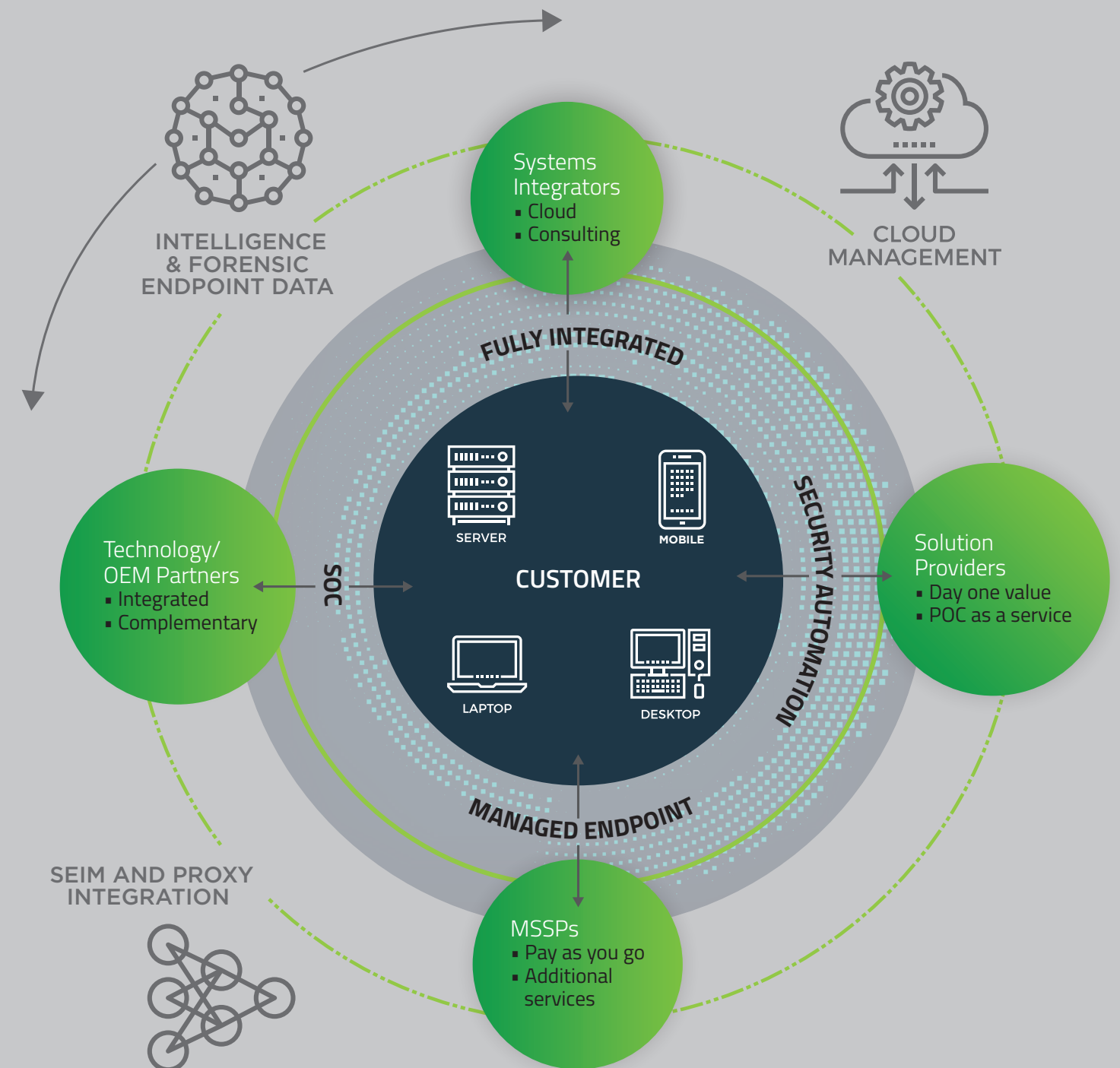
for the endpoint. Our solutions enable partners to add real value and help customers solve the biggest problem in IT security today – endpoint protection.

Cylance's high-value partner programs combine our products, consulting services, complementary technology solutions and managed security services to create lasting, recurring revenue streams. We also offer access to a broad collection of resources that provide education and training, co-marketing initiatives and cooperative sales planning.



# PARTNERS IN PROTECTING THE WORLD'S SYSTEMS

We make software that predicts cyberattacks and blocks them in real time on the endpoint before they ever execute.



# What Cylance Partners Are Saying . . .

*“We’re putting a major emphasis on endpoint security this year, and we’re very excited about Cylance being at the center of that strategy. We’re going to make some money.”*

- Comm Solutions

*“I must say I have not seen this level of enthusiasm for a vendor’s solution in a very long time. That has to be exciting for all of us.”*

- S&L, a new Cylance partner

*“The Cylance technology is GREAT and I found the training last week just fantastic. After 15+ years in the security field as a reseller, we rarely encounter vendors with EXCITING technology that is igniting passion and redefining an existing product space with something completely different. We are happy to be part of Cylance’s journey.”*

- From DirSec after attending Cylance Engage training in Irvine.



## Program Details

The Cylance® Partner Program offers award-winning products built on advanced technology and a broad spectrum of services, both of which come with a wealth of support and benefits that help our partners succeed.

## Strategic Service Opportunity

Cylance’s unique approach, leveraging artificial intelligence and machine learning combined with a lightweight endpoint agent, allows partners to generate high value and margin strategic services. The end result is that endpoints are protected BEFORE malware executes, and partners can show their customer ROI as soon as they install the product, from DAY ONE.

## Key Elements:

- A simple and easy to understand program
- Deal registration which rewards partners for their investment
- SPIFFs that drive growth
- An increased loyalty program which enables a predictable investment model and can show customers a return on investment as soon as they install the product

## Advanced Services:

- License, subscription and services transactional support
- Project scoping and management
- Penetration testing
- Security architectural design and architectural review
- Secure infrastructure implementation and integration with existing control systems
- Asset cleanup – ThreatZERO™ services rendered by Cylance and resold through partner

## Partnerships Types

### MSSP

Integrate CylancePROTECT® into service platforms

### Systems Integrators

Deliver complete security architecture design and implementation

### Technology Partners

Provide complementary portfolio solutions

### Consulting Partners

Deliver risk mitigation, advanced services and security strategy

## Key Benefits

### Superior Products

Represent a proactive product that protects against breaches BEFORE they ever occur, as opposed to traditional antivirus software that can only respond once an incident has already caused damage

### Long-Lasting High Margins

Build new subscription-based and service-based revenue streams

### Business Ease

Spend more time on your business and less time on red tape

### Deal Registration

Reward your efforts through deal registration

### Qualified Leads

Benefit from sales engagement at an early stage in the cycle and build lasting success for your brand

### True Partnership

Enjoy a relationship with a vendor that is committed to your success

## Who We Are Seeking

- Security product and strategic solution providers (preferably experienced with endpoint security)
- Influential sales and technical staff
- Highly ethical with a great reputation industry wide
- Current certifications from other endpoint security vendors highly desired
- Financial stability with a proven track record

## Partner Responsibilities

- Achieve required certifications according to partner level within a reasonable time period
- Reach program level revenue goals in order to maintain status
- Participate in business planning and reviews based on partner level
- Participate in periodic Cylance® surveys
- Abide by Cylance Rules of Engagement
- Install CylancePROTECT® in a lab environment



# Cylance in the News



## Dell Teams Up With Cylance For Next-Generation Endpoint Security

The driving factor behind the partnership is that customers are demanding improved threat protection, after competitors such as McAfee, Symantec, Kaspersky and Sophos are “just not cutting the bill anymore,” said Brett Hansen, executive director of data security solutions at Round Rock, Texas based Dell.

“We see such a need in the marketplace for improved protection,” Hansen said. “I think most companies recognize this. They are seeing the threats penetrate and compromise their environments and they are concerned about what it is they aren’t seeing.”

Michael Crean, president of Woodbridge, Va.-based Solutions Granted, a Dell partner, said the addition of a solution like Cylance will help Dell step up its game around endpoint protection. Crean said he has been feeling a lot of competitive pressure from partners offering Sophos, especially since the company’s launch of Security Heartbeat last week. “The addition of Cylance will help give us a leg up,” he said. “This product coming in will level that playing field. The timing couldn’t be better.”



# Other Benefits

## Partner Communications

Cylance® provides a regular cadence of partner communications through partner-focused newsletters and webinars:

### Webinar Invitations

First week of every month

### Live Webinar

Third week of every month, featuring Cylance executives with broad security topics and partner recognition

### Newsletters

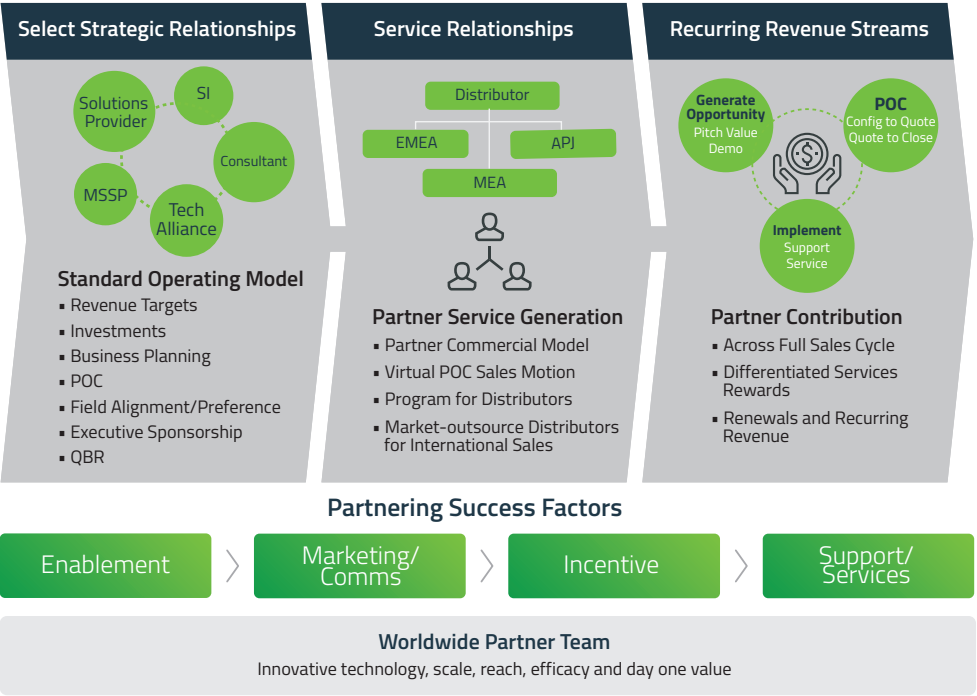
Every two months

### Audience

Worldwide partner database including value-added resellers, distribution, SI, MSSP and technology alliance partners

## Partner Portal

Cylance partners get access to our robust partner resource portal that provides useful sales resources, including our deal registration program, extra incentives, exclusive support, pricing, MDF, collateral, POCs, training, deal management and business planning.



PARTNER WITH  
CYLANCE® TO  
PROTECT EVERY  
ENDPOINT ON  
THE PLANET

DEAL REGISTRATION PROGRAM - EFFECTIVE MARCH 1ST 2016

Cylance® is pleased to provide a deal registration program to our authorized Cylance partners. The purpose of the program is to offer additional product discounts to those partners who are presenting incremental opportunities to Cylance and have demonstrated sales and technical expertise with Cylance solutions. Our mission is to be easy to work with and to clearly communicate how Cylance pricing and non-standard pricing (NSP) policies are created and enforced. We will establish processes and policies to create global compliance for partner pricing activities.

DEFINITION	Deal registration is defined as a valid sales opportunity that meets the Cylance program criteria and is a qualified sales opportunity. Any deal, regardless of origin (partner or Cylance), can qualify. Opportunities are defined as projects not customers.
QUALIFICATION	Each deal registration request must be approved by Cylance’s sales organization, which could include a conference call or in-person meeting with the partner to discuss the opportunity and confirm the deal is NOT already in the Cylance pipeline. The partner must be authorized to sell the product they are registering.
PARTNERS	All partner levels qualify to participate, predicated on the partner being in good standing with Cylance. Must be the first partner to register the deal and receive a Cylance deal registration number.
VALUE ADD	Partner must demonstrate clear value add to the end-user. This could include, but is not limited to, the ability to provide a demonstration, pre-sales support, installation and post-sales support.
DISCOUNT	Discounts will differ for products and services based on partner level (see partner discount schedule for specifics). Discounts will be provided at the time of order, and are based on MSRP pricing. MSRP list price is specific to the region in which the end-user is based. Please refer to the US/ROW price list for details.
PRODUCTS	All Cylance products qualify, including renewals.
DEAL SIZE	Minimum deal size is 250 endpoints, however, Cylance will provide and accept orders for 100 to 250 endpoints through our SMB group. No demos or POCs will be provided by Cylance.
LENGTH OF DEAL REGISTRATION	A deal registration is effective for 90 days from date of registration receipt at Cylance. The field sales teams will connect to discuss the opportunity and validate the buyer/budget/timeline/need criteria within the first 30 days. Deal registration is valid for the opportunity when it is split into multiple orders over the initial 90-day period. This assumes any follow on orders are for the same project.
DEAL REGISTRATION EXTENSION	A registered deal expires 90 days from the date of registration. The solution provider may request an extension for the opportunity, based on the same qualification criteria. A deal can be registered and extended in 90-day increments for a total of 270 days, or 3 registrations.
RFP AND CYLANCE SALES LED OPPORTUNITIES	In scenarios where the customer has requested neutral pricing across all partners (an RFP) or Cylance is driving a deal with no partner registration extended, partners within the same program tier will be extended the same pricing.
RESCINDING A DEAL REGISTRATION	Cylance reserves the right to rescind a deal registration if our program changes, if there is a lack of activity for 30 days, or if we receive a written request from an officer of the end customer requesting to work with another partner. The partner will receive written notification in such rare cases, and if the deal closes within seven days of notification, the partner with the most recent registration will be eligible for a rebate.
NON-STANDARD PRICING (NSP)	There will be competitive situations when the discount to the resale partner through the program is not sufficient to win the opportunity, in which case the NSP approval process will apply. The partner must submit a written email request to their Channel Account Manager including the following required information: <ul style="list-style-type: none"><li>▪ Cylance deal registration ID number</li><li>▪ Partner company name as stated in the resale agreement</li><li>▪ Customer information</li><li>▪ Copy of BOM with SKUs, quantities and length of subscription for customer pricing</li><li>▪ Business justification and pricing request (meet comp)</li></ul>
TIMING	Deal must be registered at least seven days prior to receipt of purchase order at Cylance.
COMPETITIVE PRODUCTS	Leads provided to the partner by Cylance will only be offered Cylance solutions (and NOT competitive products). Cylance confidential information, including product features, functionality, pricing, strategy and roadmap, are to be held in the strictest confidence and ARE NOT to be disclosed to competitors.
“FIRST COME, FIRST SERVED”	The solution provider that communicates the opportunity and requests registration first will receive a deal registration approval confirmation and number authorized by the Cylance Regional Sales Director. The deal must be registered via the online system within 24 hours, and the Regional Sales Director should be sent an email advising them of a pending registration request to begin the process.
PROGRAM GEOGRAPHY	Global
PROGRAM CHANGE	Cylance reserves the right to change or terminate the deal registration program at any time. The current program will always be posted on our partner portal and supersedes the deal registration program language contained in the partner contract.

PARTNER PROGRAM BENEFITS		Preferred Reseller	Authorized Reseller	Referral Partner
COMPENSATION				
Margins	Return for your efforts	Highest	Higher	High
LEAD GENERATION & SALES ASSISTANCE				
SALES-QUALIFIED LEADS	Access to qualified leads prioritized by your region, program authorization and certification level.	●	●	
DEAL REGISTRATION	Register opportunities to receive additional margin and 90 days of exclusive support from Cylance® to help close the deal.	●	●	
FREE NFR LICENSES FOR PARTNER LAB ENVIRONMENT	Free trial accounts are available to partners and their employees, allowing you to benefit from Cylance products at work and home.	●	●	
DISCOUNTED PRODUCTS FOR YOUR BUSINESS	Receive complimentary Alert Management for 45 days (after 45 days, you can purchase Alert Management for 50% of post-margin cost).	●		
PROPOSAL-BASED MDF	Propose measurable plans for joint promotion, such as events, campaigns and other activities to drive your sales funnel (each request will be reviewed and could be matched up to 50%).	●		
PROMOTIONS AND INCENTIVES PROGRAM	Participate in Cylance promotions, including emails, ads, events, etc., and earn extra incentives tied to sales behaviors.	●	●	
PARTICIPATE IN CYLANCE-SPONSORED TRADE SHOWS	Interact with prospects alongside Cylance staff at trade-shows (some participation may require financial contribution from the partner).	●		
DEDICATED CHANNEL MANAGER SUPPORT	Receive assistance prospecting and co-selling from your Cylance sales rep.	●	●	
DEDICATED CHANNEL MARKETING SUPPORT	Hone your message, positioning and lead-generation activities with help from Cylance channel marketing.	●		
EFFECTIVE COMMUNICATION				
QUARTERLY PARTNER NEWSLETTER	Our newsletters highlight new or upcoming products, market news, updates to the partner program, SPIFFs, new marketing and sales tools, etc.	●	●	
PARTNER PORTAL				
MARKET INFORMATION	Learn market trends, customer preferences, and more.	●	●	
COMPETITIVE ANALYSIS	See how Cylance software compares to the competition (this is a great resource if you’re in a competitive bid and need to defeat the competition).	●	●	
SALES TOOLS	PDF product slicks, sample ads, email templates, white papers, PowerPoint presentations, videos and case studies	●	●	
BRAND USAGE	Leverage the Cylance brand to enhance your image (logos and brand guidelines provided).	●	●	
FREE TRAINING	Learn how to promote Cylance.	●	●	●
TECH & SALES SUPPORT & TRAINING				
TECHNICAL SUPPORT	Access to Cylance experts to answer your technical questions.	●	●	
ROADMAP BRIEFING	Learn what’s coming next at Cylance.	●		
BUSINESS PLANNING	Jointly plan for the future and learn from the past.	Annual	Quarterly	



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