

AlienVault® MSSP Partner Program



ALIEN VAULT
An AT&T Company



Table of Contents

Welcome to the AlienVault MSSP Partner Program	3
Program Framework	4
Program Eligibility	5
Annual Contract	5
Getting Started Program	5
Financial Benefits	5
“Pay as you Grow” and “Pay as you Go” Pricing	5
Discounts	6
Sales & Marketing Benefits	6
AlienVault Partner Portal Access	6
Program Logo and Collateral Templates Access	7
Go-to-Market Strategy & Support	7
Co-Marketing Support	8
Sales Training	8
Enablement, Training and Technical Benefits	8
Demo / NFR License	8
Technical Support	8
Technical Training	8
USM Central	9
Presales Support	9
Program Requirements	9
Annual Business Plans	9
Customer Support	10
Phenomenal Partnership Begins Here	10
Program Updates and Changes	10

Welcome to the AlienVault MSSP Partner Program

Phenomenal security. Phenomenal partnership. At AlienVault, we understand that customers rely on your expertise to deliver world-class security solutions specifically designed to protect their unique business. We also know that vetting partnerships opportunities with security vendors is a critical component to delivering those outcomes.

Thank you for considering AlienVault where our commitment to successful partnerships begins with leveraging a robust MSSP Partner Program designed to foster meaningful, profitable and long-lasting relationships. With our Unified Security Management (USM) solutions and our carefully crafted, award-winning partner program, your organization can access essential security controls to provide the end-to-end threat detection that business customers want.

We look forward to helping our partners deliver a market leading USM platform alongside their expertise and services for joint success. And as industry leaders, we believe it is critical to invest in partnerships that accelerate growth, remain cutting edge, and deliver upon customer expectations.

- › **Ease of doing business.** Simple, accessible, and responsive selling tools in our partner portal include a resource center for on-demand collateral and creative co-marketing, to help our partners generate more demand and leads.
- › **Accelerated profits and growth opportunities.** Dedicated sales, marketing and technical resources are available to enable sales and through margins, and annual recurring revenue, partners are generously rewarded. NO - not discounts
- › **Grow your business with industry-leading solutions.** Our flexible “pay as you grow” and “pay as you go” licensing model or AlienVault USM solutions, whether managed by you or your customer, offer more opportunities for partners to position their brand as the trusted security advisor that customers need.

We recognize the value of our MSSP partners and are committed to building a long-term, successful and profitable relationship together. Thank you for exploring the AlienVault MSSP Partner Program!

Let's be successful together,



Mike LaPeters
VP Global Channels



Program Overview and Framework

The AlienVault MSSP Partner Program is designed with the future in mind and we're committed to supporting your success while growing our relationship together. Developed to support your business model, our program provides benefits, resources, growth and expansion opportunities for partners delivering managed security solutions to SMB or mid-enterprise markets.

LEVEL	SILVER	GOLD	PLATINUM	ENTERPRISE
FINANCIAL AND BUSINESS BENEFITS				
"Pay as you Grow" Pricing	1+ customers	6+ customers	21+ customers	Contact Sales
"Pay as you Go" Pricing				
Price Incentives (calculated monthly)	Standard	15% Discount	25% Discount	
MARKETING BENEFITS				
Logo and Collateral Usage	✓	✓	✓	Contact Sales
Access to Partner Portal	Limited	Standard	Unlimited	
Co-Marketing Support	NA	Limited	With Business Plan	
ENABLEMENT, TRAINING AND TECHNICAL BENEFITS				
Demo/NFR Kit	1 license, 4 sensors	1 license, 4 sensors	1 license, 4 sensors	Contact Sales
Technical Support	10X5	10X5	24x7	
Service Level Objectives (SLOs)	Standard	50% faster on Severity 1-2	75% faster on Severity 1-4	
Technical Training Available	✓	✓	✓	
Technical Training On-Demand	Available	Complimentary with Approval	Complimentary	
USM Central	1 license	1 license	1 license	
Pre-Sales Support	✓	✓	✓	
REQUIREMENTS				
Customer Count	1-5	6-20	21+	Contact Sales
Technical Certification	NA	Required	Required	
Annual Business Plans	NA	Suggested	Required	
Customer Support	Required	Required	Required	



Program Eligibility

Annual Contract

The following requirements must be met to participate in the AlienVault Partner Program:

1. A minimum of one (1) customer
2. Monthly financial commitment
3. Signed annual contract

Getting Started Program

If you do not currently have a customer, but would like to partner with AlienVault, you may opt to participate in our Getting Started Program. This 3-month program offers all the same benefits of the Silver Partner level without the customer requirement, including 1 USM Central instance, 1 NFR with 4 sensors and 10x5 support. Participation in this program requires a three (3) month financial commitment and offers full enablement assistance including Partner Portal access, the MSSP Resource Kit and access to on-demand training library. If at any time during this 3-month period you attain a customer you will be automatically enrolled in an annual contract and eligible to participate in the full Partner Program.

Financial Benefits

AlienVault appreciates your investment in our partnership, and we strive to ensure you have access to tools and incentives to expand your service catalog, and to increase your revenue with unified, essential security and compliance services.

“Pay as you Grow” and “Pay as you Go” Pricing

The AlienVault MSSP program offers special pricing and a “pay as you grow” license model, which gives you the flexibility to deliver service offerings that align to the varying requirements and budgets of your customer base. The discounted MSSP pricing, combined with USM’s flexible deployment options, enables you to remain competitive in an increasingly crowded market.

What’s more, with our “pay as you go” model, you will experience a significant cost savings. With no up-front billing for your service contract, in the same way your customers benefit from your flexible pricing structure, you too are only required to pay for services rendered to active customers on a monthly basis.



Discounts

As you increase the integration of our solutions as an AlienVault Partner, the lower your monthly costs will be. As your customer base increases so will your discounts, up to 15% for Gold partners and up to 25% for Platinum and Enterprise partners. What's more you don't have to wait a year or even a quarter to reap reward. Discounts are calculated and applied on a monthly basis to ensure you receive the best value for your investment and partnership with AlienVault.

Sales & Marketing Benefits

At AlienVault, we're fully invested in our partnerships. All too often vendors view MSSPs like end-users, which results in negative implications to the longer-term relationship. We make a conscious effort to not view MSSP partners through the same lens. We value our strategic ongoing partnership that creates mutual engagement and alignment around technology, marketing and sales activities. While many MSSPs have very specifically-defined service offerings, we aim to help you become more productive, while optimizing the customer experience in a wide range of areas.

AlienVault Partner Portal Access

All Partners are invited to access the AlienVault Partner Portal. To request an account simply complete the Partner Portal Registration form.

ALYEN VAULT

PRODUCTS SOLUTIONS PRICING **PARTNERS** OUR CUSTOMERS RESOURCES

ONLINE DEMO

Partner Portal Registration

Please request access to the Partner Portal. Once approved, you'll access the AlienVault Partner Portal by signing into your AlienVault User Account. If you do not already have an AlienVault User Account, one will be created for you automatically when you submit the form to the right.

If you have questions or difficulty with access, e-mail partners@alienvault.com.

First Name:

Last Name:

Company:

Work Email:



Upon approval, you will have access to phenomenal tools and resources offered exclusively to AlienVault partners, including:

- › Online Demos and Free Trials
- › Product and Solution resources
- › Pricing and Quote tools
- › Videos, Webcasts and Training
- › Professional Services, Support and Forums
- › Marketing Collateral, Blogs, Case Studies, Data Sheets, and eBooks

With unlimited value, you can easily and quickly filter and find precise information. Available 24 hours a day, 7 days a week, this enormous selection of content is only a click away to support your success.

Program Logo and Collateral Templates Access

The AlienVault MSSP Program logos, images and banners are available to all Partner levels. As with corporate logos and branding elements, they are available for use on your website, in marketing materials and on promotional items. Use of the logo must follow the AlienVault brand guidelines, which can be found in the Partner Portal.

Go-to-Market Strategy & Support

Your go-to-market strategy is an integral part of your success. AlienVault has years of expertise driving the unified security management message, and one of the benefits of partnering with us is the opportunity to tap into our experiences with our MSSP partners. Go-to-market tactics for our partners include:

- › **An MSSP Success Checklist** that you can customize to stay organized while implementing a smart process including: network information, logging devices, contact information, priority escalations, event scheduling, and so much more to help lay the foundation for a successful MSSP implementation.
- › **On-Demand Self-Paced Training** including tutorial videos and webcasts on AlienVault USM Anywhere. From product setup, to configuration, and functionality you can start using USM anywhere immediately.
- › **Content Marketing** to target your ideal customer with your defined security offering, such as the MSSP battlecard, analyst reports, eBooks, solution briefs, infographics, podcasts and more.
- › **Sales Support** including resources on how customers can select an MSSP, customizable email campaigns and presentation templates.



Co-Marketing Support

When you partner with AlienVault, our goal is to help you extend your reach to create new customer opportunities. With a collaborative business plan, our co-marketing reimbursement support provides resources to execute co-branded content and campaigns designed to build awareness and drive leads, in less time, with less work. As you invest with us and acquire more customers, additional marketing funds become available, upon approval and with an agreed-upon business plan.

Sales Training

When you begin your onboarding process you will be assigned a personal AlienVault enablement representative who will personally train you. From how to sell AlienVault features to why you should build a service offering, you will learn the basis for integrating AlienVault into your sales motion. With that in hand you will continue to receive sales training and support through one-on-one sessions, videos and webcasts to stay up to date on the latest AlienVault solutions and updates.

Enablement, Training and Technical Benefits

AlienVault is committed to helping you deepen your expertise through enablement, training and other technical benefits. We invite you to explore and leverage the wealth of resources available on the [Partner Portal](#) to help increase the value of your MSSP program and achieve your financial goals.

Demo / NFR License

AlienVault understands the value of technical demonstrations for generating sales. Our program provides you with access to a full demo environment via a Not-for-Resale (NFR) subscription license for one 250GB USM Anywhere instance and four USM Anywhere Sensors. With complete access to a fully configured and totally compromised demo environment you can showcase triggered alarms, features and functionality in a comprehensive and compelling setting for your customers.

Technical Support

All levels of Partners have access to AlienVault technical support. These resources are available to help you reinforce your status as a trusted advisor to your customers. Platinum Partners can leverage 24x7 support through a dedicated Support Team and phone line.

Technical Training

We have specifically designed our MSSP Program to ensure you are trained, enabled and selling AlienVault USM as a managed service. We aim to provide you with a wealth of resources to deliver the highest possible service levels to your customers and successfully grow your security services business. As part of our efforts to enable you for success, we offer multiple training options, deployment and implementation services and a full library of recorded on-demand training sessions, available 24 hours a day via our [Partner Portal](#).



USM Central

With 24x7 support for you and your customers and pay as you grow deployment options, you will work efficiently with AlienVault's USM Central. This centralized monitoring enables you to proactively manage multiple, distributed USM Anywhere and USM Appliance deployments from a single console.

USM Central also enables large, heavily distributed organizations to connect multiple AlienVault USM platform instances at various locations. This federated model is ideal for geographically distributed retail organizations, large enterprises with many departmental entities, and federal, state, and local governments with separate departments that require separate management with centralized security monitoring.

With USM Central, MSSPs that deploy USM combine asset discovery, vulnerability assessment, intrusion detection, endpoint detection, incident response, SIEM, and log management, all with a single platform. As a result, you not only readily expand your managed security offerings to include compliance management, cloud security monitoring, managed detection and response, but you will stay ahead of emerging threats with continuous, automatic threat intelligence from AlienVault Labs.

Your [USM Central deployment](#) can be set up in three easy steps. Simply register for AlienVault USM Central, active your account and connect your existing USM Anywhere and USM Appliance deployments.

Presales Support

From scope to solution architecture and design, our pre-sales team provides the support you need anywhere, anytime, including sell-through, proof of concept (POC), SOC Go-Live assistance, trials and labs. Our technical enablement experts are at your service, offering best practice consultations to deliver a compelling value proposition and ensure your success as your customers evaluate our joint solutions.

Program Requirements

Joining the AlienVault Partner Program could not be easier. With only three (3) simple requirements you will not only experience phenomenal benefits, but you will grow your business to the outer limits through our combined security solutions and your services opportunities. Partnership requirements include:

1. An annual contract
2. A minimum of one (1) customer
3. Monthly financial commitment

Annual Business Plans

The key to success begins with a plan. Together, we can collaborate to create a business plan that will help grow your business through your partnership with AlienVault. For those partners striving to reach our Platinum Partner level a business plan is required.



Customer Support

At AlienVault, you're not only our Partner, you're our customer and we are committed to supporting you as such. From resources to tools to support, you will receive superior service to support your environment and your customers successfully.

Phenomenal Partnership Begins Here

The goal of the AlienVault Partner Program is to enable our partners to successfully achieve unprecedented growth and profitability through our superior, next generation multi-threat security solutions. AlienVault connects you to the resources needed to develop your expertise, grow your business, increase customer satisfaction and maximize profitability.

We look forward to working with you and your team to take your business to the next level. If you have questions or would like to engage further, please reach out to us at mssp@AlienVault.com. If you are interested in becoming an AlienVault reseller, please reach out to us at partners@AlienVault.com or visit [our website](#).

Program Updates and Changes

In order to maintain flexibility in a continually changing environment, AlienVault reserves the right to change the terms contained herein at a any time by republishing the AlienVault Solution Provider (VAR) Program Guide.