

5 STAR WINNER Partner Program Guide

AlienVault's 2015 Momentum Raises Partner ROI

Q. Security attacks are becoming much more sophisticated. How can partners position AlienVault's security offerings differently from others on the market?

A. Our Unified Security Management™ (USM) platform combines five key security capabilities with expert threat intelligence that is updated every 30 minutes with data from the AlienVault Open Threat Exchange™. Our labs team analyzes data from more than 37,000 participants from 140-plus countries. These updates enable USM customers to have access to the most up-to-date information about emerging security threats, accelerating their ability to detect and respond to potential issues.

Q. Where has AlienVault focused its time and resources over the past year?

A. We have invested a lot of time and energy into creating a recognizable, highly desirable brand—and our efforts are paying off. We closed 2015 with more than 55 percent year-over-year sales growth and increased our install base to 3,000-plus customers. We also gained recognition from both analysts and media with a Visionary placement in Gartner's 2015 Magic Quadrant for Security Information and Event Management; a position in Deloitte's 2015 "Technology Fast 500" list of fastest-growing companies in North America; Forbes' list of hottest cybersecurity startups; CRN's 2016 Security 100; and ranked third in the Cybersecurity 500 List of Companies to Watch in 2015.

Q. What's new in 2016 for AlienVault partners?

A. We will continue to give our partners exclusive access to resources that will drive their license and service businesses, create new opportunities, increase profitability and help them close deals faster. Our ongoing goals are to help our partners become trusted advisers to their customers, and gain a long-term competitive advantage in their security practices.

In 2016, we will deliver an even more rewarding partner experience. One thing that has always been unique about our program is that we do not have an external sales team so we make partner relationships a top priority. AlienVault partners can expect to see more sales and technical support, richer incentives, improved communications and streamlined business processes.

Q. What key trends should partners be tracking during the next 12 months?

A. We are seeing strong growth in the midmarket space where companies are looking for security solutions that fit tight budgets and limited staff resources. Such organizations, and there are a lot more of them than large corporations, typically cannot afford to have a full team of security experts. Our USM platform's capabilities align with these companies' needs. They get a complete solution that isn't complex and that helps them solve their unique security problems.



Mike LaPeters
Vice President,
Global Channel Sales



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