SlashNext Partner Program

Anti-Phishing Solutions Delivered with Extreme Accuracy to Accelerate Your Business Growth

Why Partner with SlashNext?

Speed and Scale: SlashNext's highly-accurate, patented technology saves partners, providing managed services, hundreds of hours by automating their anti-phishing solutions without the worry of false negatives. Our precision and speed dramatically reduce the effort involved in identifying and responding to suspicious URLs, which translates into increased productivity and higher-margins.

Purpose-Built: SlashNext delivers highly accurate, purpose-built, anti-phishing solutions with unparalleled phishing efficacy. Our Phishing IR product has a number of integrations with industry leading SOAR and TIP platforms. Whilst our Endpoint protection products can be sold to organizations across all segments providing flexible ways to deploy and activate.

Powered by SEER Technology: Using SEER™ patented behavioral phishing detection technology, our partners have access to an extensive collection of APIs and tools to enable their security offerings to detect and respond to the new multi-vector, multi-payload phishing threat landscape. SEER deploys millions of virtual browsers to detect previously unknown threats with unmatched accuracy, dynamically analyzing server behavior and page contents, including images, texts, logos and more. Mature machine learning algorithms enable definitive, binary verdicts with greater than 99.95% precision.

Experience and Innovation: SlashNext has assembled a team of highly experienced cybersecurity professionals to innovate solutions for the new phishing threat landscape. The result is patented, award-winning real-time detection with easy to deploy options for a variety of uses on-demand across endpoints, mobile devices, and network controls.

SlashNext Partner Program Overview

We are committed to paving the way for growth and mutual success by offering a variety of benefits, incentives and sales resources that are designed to help drive new opportunities and increase sales. SlashNext Partners can take advantage of SlashNext sales and technical training, sales tools, and marketing resources and collateral which enable Partners to offer valued expertise to their customers.

SlashNext Partner Program Overview

	MSSP	SOLUTION PROVIDER/VAR	CARRIER	OEM	TECH PARTNER/ REFERRAL
Opportunity Source	Partner Sourced	Partner Sourced	Partner Sourced	Partner Sourced	Partner Referral
Sales Process	Partner Uses or Sells	Partner Sells	Partner Sells	Partner Sells	SlashNext sells
Contract Relationship	Partner	Partner	Partner	Partner	SlashNext
Implementation	Partner	Partner	Partner	Partner	SlashNext
Level 1 Help Desk	Partner	Partner/SlashNext	Partner	Partner	SlashNext
Level 2 Tech Support	Partner/ SlashNext	Partner/ SlashNext	Partner	Partner	SlashNext
Level 3 Development	SlashNext	SlashNext	SlashNext	SlashNext	SlashNext

This Program Guide provides details regarding the above opportunities as well as responsibilities which come with participation in the Program. It should be read in conjunction with the executed Partner-related agreement, as well as other documents specifically provided by SlashNext related to various aspects and features of the Program.

If there are any questions regarding the Program requirements and benefits, please contact a SlashNext Business Development Representative.

SlashNext Partner Program Categories

Each tier below offers several levels of benefits which are tied to certain requirements and/or geographic regions.

Managed Security Service Partners license services directly from SlashNext to consume as part of their service offerings for customers or resell and then manage on behalf of their customers. These Partners may have access to various incentives and tools in order to grow their SlashNext business; such tools are generally tied to annual and quarterly business targets.

Solutions Provider/VAR Partners resell SlashNext products and solutions to customers typically as part of a security stack. These Partners may have access to various incentives and tools in order to grow their SlashNext business; such tools are generally tied to annual and quarterly business targets.

Carrier Partners (by invitation only) Have a direct purchasing relationship with SlashNext. Carriers may provide a branded SlashNext solution to their customers. Our Carrier partners will have greater access to incentive and marketing programs, leads and promotional opportunities and additional training.

OEM Partners (by invitation only) Have a direct purchasing relationship with SlashNext. OEM's will integrate or embed SlashNext solutions into or with their offerings and sell to their customers as a branded Partner product. OEM's will work closely with SlashNext on a business model that achieves mutual success.

Technology Partners work closely with SlashNext to tightly integrate our respective products to provide end customers with an easy deployment. Technology Partners are eligible for SlashNext referrals and marketing benefits.

The following charts briefly summarize some of the benefits and requirements associated with the respective Program tiers.

Program Benefits

	MSSP	SOLUTION PROVIDER/VAR	CARRIER	OEM	TECH PARTNER/ REFERRAL
FINANCIAL BENEFITS					
Referral Fee					✔
Consumption Pricing	✔			✔	
Discounted Buy Price (Sell-through)	✔	✔	✔	✔	
Target Based Rebates (Qualifying Partners Only)	✔	✔	✔	✔	
BUSINESS BENEFITS					
Partner Advisory Council (TBD)	✔	✔	✔		
QBR/Joint Business and Marketing Planning	✔	✔	✔	✔	
Qualified Leads	✔	✔	✔		
SALES SUPPORT BENEFITS					
Not for Resale and Limited Internal Use Licenses	✔	✔	✔	✔	
Access to Training	✔	✔	✔	✔	
Content and Collateral	✔	✔	✔	✔	✔
Technical Assistance/ Pre-Sales Support	✔	✔	✔	✔	
MARKETING BENEFITS					
Marketing Development Funds (Matched – Invite only)	✔	✔			
Channel Investment Funds (Qualifying Partners only)	✔	✔			
Co-Brandable Marketing Assets	✔	✔	✔	✔	
Marketing Communications, Demand Generation Support	✔	✔			
SlashNext Logos	✔	✔	✔	✔	✔

Program Requirements

	MSSP	SOLUTION PROVIDER/VAR	CARRIER	OEM	TECH PARTNER/ REFERRAL
SlashNext Signed Agreement	✔	✔	✔	✔	✔
Technical Certification Program (Qualifying Partners)	✔	✔	✔	✔	
Digital Presence with SlashNext Branding	✔	✔	✔	✔	
Presence on Partner's Product Website	✔	✔	✔		
Monthly Forecasting	✔	✔	✔	✔	
Customer/Partner References	✔	✔			✔
Quarterly Business Reviews (Qualifying Partners)	✔	✔	✔	✔	

Partner Agreement

Participation in the Partner Program is by invitation of SlashNext only. All Partners must be authorized to sell or distribute the SlashNext Services in order to enter the SlashNext Partner Program.

Annual Revenue Requirement

An annual revenue requirement is defined as the amount of revenue that SlashNext expects its Partners will meet or exceed during the SlashNext Fiscal Year. SlashNext and the Partner will jointly develop a Business Plan including targeted ARR assumptions.

Training and Certified Requirements

Partners shall maintain a staff of sales and technical personnel familiar with the applications, features, benefits, operation, and configuration of the Services. Such staff shall complete SlashNext product training as required by SlashNext.

Support Requirements

Partners which are certified to provide Tier 1 Support to End Users are responsible for the following at a minimum:

Customer Communication

- Receiving and logging End User calls
- Verifying that the End User has a current subscription and support agreement with SlashNext
- Verifying any relevant updates are installed
- Determine initial problem/issue
- Setting and managing End User expectations
- Maintain direct customer contact for service issues and general feedback
- Work with customers to decide when to close tickets

Business Planning and Reviews

Based on the Program, applicable Partners are required to have an annual SlashNext business plan which coordinates with their Annual Partner Review to ensure compliance of the program. Partners agree to have quarterly reviews to inspect the success of the annual plan.

Program Non-Compliance

If SlashNext identifies a Program compliance issue, the Partner will be notified of the infraction and placed on a probationary period for ninety (90) days until the issues can be remediated. If the Partner complies, no changes will be made to the participation of status in the SlashNext Reseller Program.

If the Partner is unable to comply, at SlashNext discretion the Partner will be removed from the Partner Program and is not eligible to participate in the Program for at least six (6) months following such removal. While SlashNext may suspend or take other action noted above, nothing, prevents SlashNext from taking any action set forth in or otherwise relying on the terms of the agreement between the Partner and SlashNext.

Financial Benefits

Pricing
For our Partners with direct purchasing rights, SlashNext has standardized buy and consumption prices. Orders can be placed at these prices without special approval from SlashNext. In the event special terms are needed to close a unique deal, SlashNext Deal Desk must approve before the Partner submits the Partner Order Form to SlashNext.

Channel Investment Funds
Channel investment funds, as available from SlashNext, may be provided to qualified proposals which SlashNext chooses to drive channel revenue. This aspect of the Program is at the complete discretion of the SlashNext Channel team and Senior Channel Management.

Target-Based Rebates
SlashNext may offer target-based rebates in additional to other Partner incentive programs. This type of rebate is made available by invitation only for Partners that are willing to sign up for additional revenue targets on a monthly, quarterly and/or annual basis.

Sales Support Benefits

NFR Licenses
NFR Licenses are available for Partners' use in order to both develop expertise regarding the SlashNext Services and help facilitate demonstrations of the SlashNext Services for potential customers. Partners are eligible to receive up to 100 NFR licenses per the program. For additional needs or internal use licenses, please contact your Business Development Manager.

Technical Assistance
SlashNext is committed to assisting Partners in the pre-sales support of our Services to help ensure and demonstrate how the Services address customers' needs. In addition to this support we also want to enable our Partners with access to technical training that is available on the Partner Portal along with a demonstration account.

Marketing Benefits

Certain SlashNext Partners may have access to marketing tools and resources that will help position and market SlashNext Services. Partners should work with a Business Development Manager for details. Eligibility will vary depending on the Partner Program tier, but such benefits may include the following:

Marketing Development Funds
The SlashNext Marketing Manager will work with applicable Partners to develop co-funded demand generation, awareness building, Partner recruitment and education activities.

SlashNext Partner Logos and Branding Materials
SlashNext has developed logos that can be used by Partners (subject to the terms of the Partners' agreements with SlashNext) to promote their relationship with SlashNext on their websites and in direct customer marketing. Use of the logo is subject to SlashNext' then-current branding and usage policy and guidelines.

About SlashNext

SlashNext helps organizations close the gaps in their existing defenses against today's—and tomorrow's—more advanced phishing and social engineering threats. SlashNext provides IT security teams, OEMs, and service providers with a range of real-time phishing protection, phishing incident response, and threat hunting solutions to protect users, both inside and outside network perimeter protections.

For More Information
https://slashnext.com/partners