

Reseller Partner Program

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threatER

Reseller Partner Program

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threatER Fills the Gaps

Managing an organization's security stack has become untenable. Security teams, security operations centers (SOCs) and Managed Service Providers (MSPs) have been left to manage multitudes of cybersecurity tools, logs, and alerts yet are still left vulnerable. Unfortunately the Cybersecurity world has been asking the wrong questions. For too long we have asked "How do we stop threat actors in the network?" threatER is instead asking, "Why not start by eliminating the known threat actors?" This is a cybersecurity paradigm shift, and an important one.

threatER's Enforce product sits at the network layer, eliminating traffic to and from the known threat actors on all ports and protocols. By leveraging many different threat intelligence feeds described herein, this technology can block up to 150 million known malicious IP addresses moving back inbound and outbound with no impact on network performance. This large-scale threat blocking typically results in 30-50% reduction in traffic hitting the security stack. By offering threatER as a part of your security portfolio, you can deliver a solution that fills the gaps left open by modern security stacks by sitting "left of boom!"

We understand that you need partners who can keep pace with your business growth. As your solution provider, we are fully committed to supporting you. We invest significant resources to help you become the trusted voice for your clients, helping them find threats that firewalls miss and operationalize intelligence relevant to their business, quickly, in-real-time and at scale.

Beyond the onboarding experience, our partnership is an ongoing commitment. We will continually invest in deepening your teams' technical skills and providing the sales and marketing playbooks you need for continued success.

Welcome to Team threatER!

About threatER

threatER is a real-time platform for acquiring, managing, deploying and enforcing threat intelligence at scale. The SaaS based platform aggregates threat intelligence from any source, deploys every bit of it in real-time to our Enforce software that sits in line, and can be deployed almost anywhere and everywhere that has users and data.

Enforce can be deployed natively to protect infrastructure in Google Cloud, AWS and Azure. It can also protect on-premise networks by deploying virtually on KVM and VMWare or on any off the shelf hardware that meets the minimum specs - as little as 2 cores and 4GB of RAM.

Enforce allows and blocks traffic bidirectionally in real-time based on intelligence and policies, and can enforce over 150M IOC's without adding latency thanks to the patented novel use of specialized filters. In addition to partnering with some of the best data providers across the threat intelligence landscape, threatER also curates a set of cloud-specific attack vectors with the threatER infrastructure across AWS, Azure and Google Cloud.

Go-to-Market Solutions

threatER Cybersecurity Suite

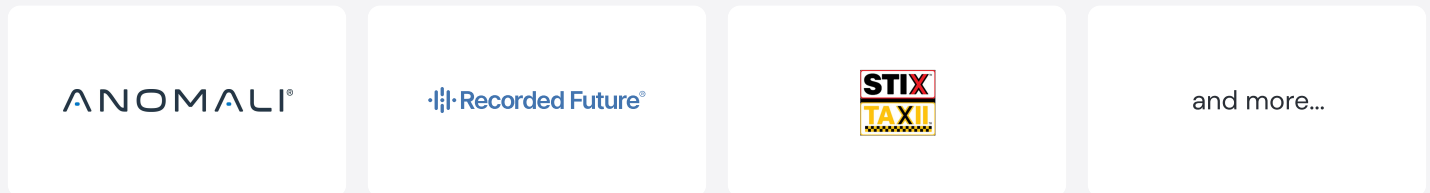
<div style="background-color: #e53935; color: white; padding: 10px; border-radius: 10px; margin-bottom: 10px; font-weight: bold; font-size: 1.2em;">collect</div> <ul style="list-style-type: none"> • Free solution • Aggregate Cyber intelligence to feed to other security tools • Proprietary intelligence feed - Cloud Attackers Threat List - available only to Threater users 	<div style="background-color: #2c3e50; color: white; padding: 10px; border-radius: 10px; margin-bottom: 10px; font-weight: bold; font-size: 1.2em;">enforce</div> <ul style="list-style-type: none"> • All of Collect and... • Block known threat actors coming in and out of the network • Automatic enforcement at the network level 	<div style="background-color: #f1c40f; color: white; padding: 10px; border-radius: 10px; margin-bottom: 10px; font-weight: bold; font-size: 1.2em;">marketplace</div> <ul style="list-style-type: none"> • Additional services and premium intelligence feeds • Services such as SOC-as-a-Service and threat assessments. • Industry-specific threat lists and partners.
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The threatER Difference

- ✔ Immediately improve network protection by using cyber intelligence from industry leading sources to block known-bad traffic that your clients security stack is missing.
- ✔ Easily add cyber intelligence from any source with no limits.
- ✔ Mitigate false positives quickly and intuitively using automated allowed lists
- ✔ Improve layered security efficiency and effectiveness by eliminating 30%-50% of the traffic hitting the security stack.
- ✔ Seamlessly integrates into and enhances the value of the security stack including firewalls, SIEMs, SOARs, CTEM, NDR, and MDR.

Subscription Information

There are Lists included with each Enforce subscription, (i.e. Block, Threat, & Allow) at no additional charge. This currently includes data from paid commercial sources like Webroot, Domain Tools and Greynoise. Also included with each Enforce license are built-in Integrations that allow your clients to connect to data sets from other providers. For example, there are integrations for:



Our Marketplace offerings include both premium services and premium Lists that **do require additional cost.**

Marketplace Cyber Intelligence

- Bambenek – Well-Fed Threat Intelligence
- Bitdefender Advanced Threat Intelligence
- Malware Patrol Threat Intelligence Enterprise Feed
- Proofpoint – Emerging Threats Intelligence Fee
- CleanDNS Cyber Intelligence Feed
- Cyjax Cyber Intelligence Feed

Hardware

Partners have the ability to provide hardware. threatER has the ability to provide hardware at an additional cost to an Enforce subscription.

threatER Partner Program Overview

The threatER Partner Program authorizes qualified partners to resell and manage threatER products to end customers and managed service providers of all sizes and industries. The solutions cater to clients ranging from small and medium sized businesses to Global Fortune 2000 allowing flexibility for Partners of all sizes.

This guide provides you with an explanation of the threatER Partner Program benefits, subscription information, deal registration, and co-marketing. Please take the time to review it carefully and contact us at channel@threatER.com if you have any questions.

Benefits At-A-Glance

- ✔ Standardized Margins
- ✔ Dedicated Pre-sales Support
- ✔ Deal Registration Incentive Program
- ✔ Qualified Sales Lead Referrals*
- ✔ Co-Branded Marketing
- ✔ Not-For-Resale Licenses
- ✔ Partner Content Library

(*) At the discretion of threatER upon written approval

Deal Registration

Deal Registration Overview

The threatER deal registration program is designed to provide financial incentive and deal protection to partners who proactively identify, qualify, and close new threatER business. Once approved, deal registration provides the Partner with an exclusive additional discount for 90 days. Deal Registration is applicable to resellers in good standing of the threatER Partner Program. Registration can be extended upon approval or terminated by threatER after 60 days of inactivity.

Policies

- ✔ threatER has sole discretion for determining eligibility.
- ✔ A deal is not eligible for registration if the prospective customer has already been identified or engaged by threatER or another Reseller Partner.
- ✔ Pre-sales effort must have been made to qualify the opportunity, such as but not limited to qualifying

- ✓ Pre-sales effort must have been made to qualify the opportunity, such as but not limited to qualifying the deal, meeting the decision makers, helping the customer quantify budget, and assisting the customer with project requirements which include the threatER platform. Supporting documentation of pre-sales effort must be provided on request.
- ✓ The registered partner must be actively engaged with the customer and working with them to provide sales support as needed.
- ✓ The partner must provide threatER with progress updates on the opportunity as applicable.
- ✓ If there is no regular activity, the deal will expire after 60 days but can be extended after consultation with the threatER team.
- ✓ Deal Registration will be awarded to the first partner meeting the criteria.

Process

- 1 **Pre-qualify**
 - Seek out new opportunities to sell threatER's solutions to your prospects and customers.
- 2 **Register**
 - To register a deal you either email details to dealreg@threatER.com or visit <https://www.threatER.com/partners/#register-a-deal>
- 3 **Approval**
 - A member of the threatER team will follow up with you within 13 business days regarding deal registration acceptance.

Resellers & Solution Providers

Deal Registration	ARR Target	Standard Discount	Deal Registration
Authorized	\$0	10%	5%+
Emerging	\$50,000	15%	5%+
Growth	\$200,000	20%	10%+
Focus	\$500,000	30%	10%+
Platinum	\$1,000,000	35%	10%+

threatER MDF Program

MDF Eligibility & Requirements

Partners may request Marketing Development Funds for co-marketing purchases. MDF are allocated to partners with the intention of generating leads, educating customers, or creating new business opportunities and can be used to reimburse partners up to 50% of qualified activities. MDF is based on estimated value of the marketing activity. Partners are encouraged to work with threatER to find creative and innovative ways to reach their customer base.

- ✔ Marketing funds may only be used to promote threatER products and services.
- ✔ Marketing activities must be approved prior to initiating the activity
- ✔ Appropriate metrics must be used to track marketing activities.
- ✔ Metrics will be mutually agreed upon in advance.
- ✔ The funded activity must start in the quarter in which the funds are requested unless otherwise approved.
- ✔ The use of MDF is subject to approval and threatER reserves the right to approve or deny MDF requests at its discretion.
- ✔ An itemized invoice of all marketing activities as well as proof of performance must be provided by the Partner within 30 days of incurring expense to be eligible for reimbursement.
- ✔ threatER requires a post event attendee list where applicable.
- ✔ Co-messaged and co-branded marketing materials must be pre-approved by threatER.
- ✔ Use of the threatER logo and other creative content must adhere to the threatER Brand Guidelines.
- ✔ If applicable, VAT/GST must be listed separately.
- ✔ threatER payment terms are net45 days.
- ✔ threatER reserves the right to make changes to the threatER MDF guidelines at any time.

Sample Activities

ACTIVITY	EXAMPLE	DESCRIPTION	ROI OR PROOF OF PERFORMANCE
Email Marketing	Newsletter, promotion, announcement	The design, development, and delivery of mass email communications to targeted recipients	<ul style="list-style-type: none"> • Copy of email • # Of recipients • Open rate • # Of clicks on CTA
Marketing Collateral Creation	Join case study, solution brief	Creating new joint content to be used in a demand gen campaign	<ul style="list-style-type: none"> • Copy of collateral created
Content Translation	Translation into other languages	Translating an existing piece of sc content into a local language to be used in a demand gen campaign	<ul style="list-style-type: none"> • Copy of translation content
Digital Advertising, Online Marketing	Banner ads, SEO, landing page	Online advertising through banner ads, content syndication, or paid social media	<ul style="list-style-type: none"> • Copy of ad • # Of impressions • # Of qualified leads
In-person Event	Conference, tradeshow, workshop	An in-person event to increase brand awareness, promote partnership, and generate customer interest	<ul style="list-style-type: none"> • # Of registrants • # Of attendees
Online Event	Webinar, digital conference	An online event to increase brand awareness, promote partnership, and generate customer interest	<ul style="list-style-type: none"> • # Of registrants • # Of attendees
Training	Lunch & learn, sales or technical writing	Training for partner sales reps to accelerating or increase rep knowledge about security compass	<ul style="list-style-type: none"> • # Of attendees
Call Campaign	Scripted Call Blitz	Outbound prospecting to targeted audience based on ICP, PoP	<ul style="list-style-type: none"> • Copy of contact information for meetings set

Not-For-Resale

The following Partner Levels are eligible to receive a limited number of NFR licenses of the latest threatER technology

- Emerging
- Growth
- Focus
- Platinum

For more information, contact channel@threater.com

Obligations of the Reseller

The Reseller shall use its best efforts to promote and sell the Products.

The Reseller agree to adhere to the Company's quality standards and will comply with all applicable laws and regulations in performing its duties.

Incumbency Partner Program Overview

Incumbency discounts may be applied on a renewal opportunity where the reseller is listed as the partner of record for both the original order and the renewal order for the same product (the "Incumbent Partner"). Products can be found in the threatER price book and can be modified or expanded at threatER's sole discretion at any time without further notice.

Requirements & Criteria

- ✔ "Renewal" is defined as an opportunity by the same Partner renewing the same Product to the same customer for the same amount of licenses. The incumbency discount does not apply to the product downgrades or to professional services.
- ✔ Incumbency discounts are determined by threatER at its sole discretion and may be applied at any time prior to the expiration of the renewal date.
- ✔ Incumbency discounts are only valid 12 months past the renewal expiration date.
- ✔ If a renewal opportunity qualifies for the incumbency discount and meets all of the program requirements, the discount will be automatically applied to the renewal line items for products in the quote
- ✔ threatER reserves the right to terminate/revoke an existing incumbency discount if a partner is not working to proactively renew the opportunity.
- ✔ The incumbency discount is only available to the incumbent Partner (e.g. partner teamed status) on a renewal.
- ✔ threatER reserves the right, in its sole discretion, to modify, suspend, or terminate the threatER Incumbency Partner Program at any time.
- ✔ All decisions by threatER regarding partner discount eligibility are made in threatER's sole discretion and are final.
- ✔ threatER reserves the right to increase the incumbency discount on expansion opportunities.

For more instructions on how incumbency discounts may apply, please contact channel@threater.com

CONTACT US

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