



Growth. Support. Together.

THE WHITEHAT SECURITY PARTNERSHIP PROGRAM

The WhiteHat Security Partnership Program is designed with you in mind. Your success is our success and we truly value your time and investment. Really. We know you have a lot going on and we do our best to keep things simple and efficient. We provide you with support across the entire sales cycle. From education and training, to marketing, to post-sales support, we want to empower you, help you differentiate in the market and increase your value to your customers..

Our Partnership Program provides you with incentives and predictable benefits that are easy to take advantage of. We are here to work with you to help profitably grow your business.

PARTNER LEVELS



DEVSECOPS LVL1

Our entry partnership level. Start to build your DevSecOps knowledge and business.



DEVSECOPS LVL2

Our intermediate partnership level. Continue to expand your DevSecOps expertise and open doors to new opportunities for growth.



DEVSECOPS LVL3

Our expert partnership level. Work directly with us to promote your leadership in DevSecOps and accelerate your business growth.

A RETURN FOR YOUR INVESTMENT



DISCOUNTS	Your time and commitment are valuable to us. In return, we provide you with significant discounts to help you differentiate and compete.	●	●	●
SALES INCENTIVES	We will provide you with opportunities to go above and beyond — and we'll show you the money.		●	●

HELP TO BUILD YOUR BUSINESS

SALES QUALIFIED LEADS	We're in this together and we back that up by providing you with access to qualified leads prioritized based on your business model and location(s).		●	●
DEAL REGISTRATION	Register your opportunities with us and receive additional discounts as well as exclusive support to help close your deals.	●	●	●
CO-OP FUNDS	To help build your pipeline, we will make co-op funds available for marketing activities like events, email campaigns, social media, etc.		●	●
READY-TO-GO LEAD GENERATION CAMPAIGNS	Need marketing help and don't have a lot of time? We have self-service campaigns that are easy to execute, track and follow-up on. Utilize our best practices and assets to generate new leads.	●	●	●
JOINT LEAD GENERATION CAMPAIGNS	Looking for something more custom? We will work directly with you to create joint lead generation campaigns based on your unique value-prop and target audience.		●	●
DEDICATED PARTNER BUSINESS MANAGER	You are not alone. Your dedicated channel rep is here to help you through the entire sales cycle.		●	●
DEDICATED CHANNEL MARKETING SUPPORT	Wish you had more marketing help on staff? The troops have arrived! We are here to help you with your strategy, messaging and lead-generation campaigns.			●

OPEN LINES OF COMMUNICATION

PARTNER COMMUNICATIONS	We will keep you up to date on information that is important and relevant to the growth of your business.	●	●	●
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WELCOME TO OUR PARTNERSHIP PORTAL

MARKET TRENDS	Collect valuable market information to educate and share with your customers.	●	●	●
COMPETITIVE INFO	Want to know how WhiteHat compares to the competition? Go no further.	●	●	●
SALES TOOLS	Need a quick marketing fix? Access product sheets, white papers, videos, case studies, email templates, etc.	●	●	●
BRAND GUIDELINES	If you would like to use the WhiteHat brand to enhance your communications, we are all for it! Here, we provide you with our guidelines.	●	●	●
ACCESS OPPORTUNITIES IN SALESFORCE	Know what deals you are working on and access resources to help move them along. All updates automatically synch with WhiteHat's SFDC, so we are always on the same page.	●	●	●
PARTNER BUSINESS MANAGER COMMUNICATIONS	Can't find that email from your Partner Business Manager with something that you need? Find all your Partner Business Manager communications, alongside your sales opportunities. Easy.	●	●	●
MARKETING TOOLS	Access all of our marketing and lead generation tools with a single sign-on.	●	●	●

PERSONAL SUPPORT AND TRAINING

TECHNICAL SUPPORT	The lights are on and someone is always home. WhiteHat experts are available and easily accessible to answer your technical questions.	●	●	●
TRAINING	We know you'e busy so we have created custom training tracks to bring you up to speed as quickly and efficiently as possible.	●	●	●
BUSINESS PLANNING	Let's design a growth plan for the future. We work on this strategy together and include joint goals and a timeline.		Quarterly	Annually