

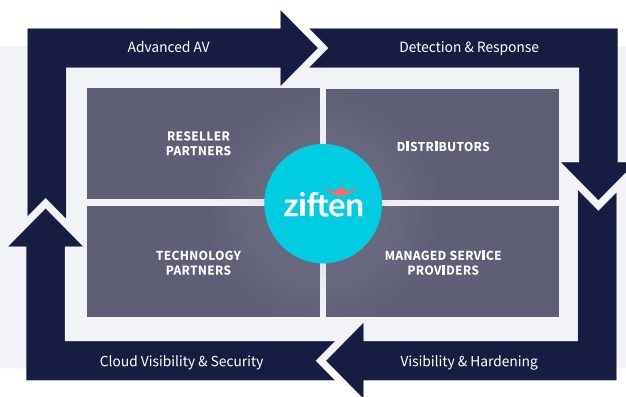


# Activate Partner Program Guide



# Grow With Ziften

Joining Ziften's Activate Partner Program equips you to accelerate new business opportunities and expand existing business with powerful security solutions for customers. Support more of your customer's environment and close more sales with a secure, SaaS based security solution for any customer endpoint, virtual machine, or cloud deployment. Built on a foundation of artificial intelligence and the cloud, the Ziften ecosystem helps increase virtually every sale, and strengthen every customer relationship. Success starts with a shared vision and hands-on partnership. Join Ziften's Activate Partner Program and start growing with us today.



Our hands-on approach and broad ecosystem helps open more doors and close more deals. To learn how Ziften can help you solve your customers biggest business challenges give us a try.

We'll help you grow with Ziften!

## Why Partner With Ziften?

With Ziften, partners can offer a broad range of security and operations capabilities that easily fit with their existing solutions and services. Ziften equips partners with:

- Innovative, channel ready products and solutions to differentiate and grow your business
- Security for more of your customer's environment – endpoints, servers, and cloud
- Visibility and security for your customer's complex, multi-cloud deployments
- Support of more customer stakeholders from security to DevOps teams
- Simple security tool integrations to deliver truly custom, differentiated solutions
- Hands-on, personalized support and life-cycle expertise

## Be Part of Our Broad Partner Ecosystem

**Reseller partners** that package, promote, sell, deliver, and support winning solutions.

**Distributors** that further promote and support Ziften and reseller success.

**Managed service providers** that provide turnkey security services and delighted customer experiences.

**Technology partners** that collaborate to offer joint solutions increasing customer value, and lowering customer total cost of ownership.

## Membership Overview

Ziften's Activate Partner Program features three flexible tiers – Gold Partners, Silver Partners, and Authorized Partners – to meet partners' desired level of access and support.

### Gold Partners

are proven experts in delivering Ziften solutions and have demonstrated consistent success and the ability to support all customer use cases. They have experts on staff to suit any complex deployment and deliver excellent levels of customer support.

### Silver Partners

have proven success with Ziften and are committed to continued growth with Ziften solutions. They deliver the full Ziften solution set and are certified to assist with a variety of deployment needs. They are recognized for great customer support.

### Authorized Partners

are starting their relationship with Ziften. They deliver superior security solutions and possess staff knowledgeable on customer use cases and needs. Authorized partnership has minimal requirements to allow new partners to start growing with Ziften.

Sales & Marketing Support	Authorized	Silver	Gold
Welcome kit	✓	✓	✓
Deal registration	✓	✓	✓
Demo software	✓	✓	✓
Communication on new products	✓	✓	✓
Invitations to webinar trainings	✓	✓	✓
Access to Partner Portal	✓	✓	✓
Promotions and rewards	✓	✓	✓
Preferred pricing at distribution	✓	✓	✓
Renewal tracking and alerting	✓	✓	✓
Access to joint marketing programs		✓	✓
Eligible for Partner Advisory Board		✓	✓
Channel marketing support		✓	✓
Channel manager			✓
Invited to Gold Partner events			✓
Eligible to receive leads			✓
<b>Education</b>			
Web-based sales training	✓	✓	✓
Access to knowledge base	✓	✓	✓
Beta / early product availability		✓	✓
Ziften hands-on classroom training		✓	✓
Roadmap discussion (under NDA)			✓
<b>Requirements</b>			
Partner agreement	✓	✓	✓
Annual sales volume requirement		✓	✓
Sales certification		2	5
Sales engineer certification		1	3
Annual business plan		✓	✓
Sales forecasting			✓
Lead follow-up and reporting			✓
Provide level 1 support			✓
Joint marketing			✓

## Partner Contacts

### Join Today

<https://ziften.com/partners/channel-partner-program/>

### Product and Services

<https://ziften.com/product-overview/>

### Website

<https://ziften.com/>



## Ziften Zenith

Cloud-Delivered  
Endpoint Protection  
Plus Visibility

### ONE AGENT



Client Devices



Servers



Cloud VMs

*On-network, off-network and offline*

### THREE SOLUTIONS



Advanced AV



Detection & Response



Visibility & Hardening

## Membership Has Its Privileges

Being in the Activate Partner Program helps accelerate new opportunities and expand existing business. The program delivers powerful financial incentives and enablement programs that fast-track growth and reward success.

**Deal Registration:** Register new opportunities to gain deal protection and increased incentives

**Hands-on Partnership:** Field sales and sales engineers drive new opportunities and support pre-sales activities

**Demo Software:** Demo software and backend environments to easily demonstrate the value proposition to customers

**Guaranteed High Margin Sales:** Cloud-based software security solutions solving high-value customer needs

**Market Development Assistance:** Initiatives and funds available to drive incremental demand and lead generation

**Flexible Training:** Webinars, online and in-person classes, technical courses, and certification

## Solutions Fit for Your Business

Ensuring endpoints are reliable, safe, and secure increases the value of customers' relationship with you.

### Advanced Anti-Virus

- Proprietary algorithms detect multiple attack vectors to prevent file-based, fileless, and in-memory attacks
- Block weaponized document attacks from documents like PDFs, legacy Office, and modern Office files

### Endpoint Detection and Response

- Enables customers to detect, view, investigate, and respond to advanced cyber-attacks
- Cloud powered delivering behavioral and machine learning detection analytics
- Investigate forensic evidence to uncover the scope of any breach, and respond to contain and eliminate attacks

### Visibility and Hardening

- Find unmanaged assets and reduce the number of noncompliant assets connecting to the network
- Continuously monitor and improve the vulnerability state of assets reducing the attack surface
- Proactively find and fix performance impacting issues

### Cloud Visibility and Security

- See what's happening in, and secure multi-cloud, Windows and Linux-based environments
- Cloud-powered security supporting the most highly complex, multi-cloud enterprise environments

Copyright 2019 Ziften Inc. We simplify endpoint protection. Ziften's endpoint protection platform is a single product and single agent delivering (1) best-in-class zero-day protection, (2) comprehensive investigation, (3) flexible incident response, plus (4) preemptive posture monitoring. The result is simplified endpoint protection to easily stop cyber-attacks with the people and budget you already have. Learn more at <https://ziften.com>.