



STORMSHIELD

Partner Connect
Channel Partner Program

NETWORK SECURITY | ENDPOINT SECURITY | DATA SECURITY



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comNET is a European System Integrator. We have been working with Stormshield products for over ten years now.

Our team has always found Stormshield security products to be highly flexible, easy to administer with an impressive IPS high-throughput, crucial factors for our customers.

Stormshield's products conform to very high European security certifications (EU RESTRICTED, NATO, EAL4+) that guarantee the security of our customers' projects. Our comNET-team swears by Stormshield's products.

The Stormshield *Partner Connect* Channel Program is a worldwide Partner program that was created with the needs of Stormshield resellers and system integrators in mind.

Within *Partner Connect* there are three clearly defined Partner Programs, one for each line of products; Network, Endpoint and Data Security. So as to meet the developing needs of interactivity between product lines Stormshield has also recently launched a Partner Program called Titanium which has been developed to encourage partners to sell more than one line of Stormshield products.



Network Security



Endpoint Security



Data Security

Why partner with Stormshield?

When you become a Stormshield partner you get the benefit of signing with a Cyber Security specialist. Stormshield, a subsidiary of Airbus Defence and Space, is a European vendor, an important advantage in the IT security sector of today. Over the years Stormshield has proven its ability to remain 'one step ahead' of IT security threats and is known for its innovative development. We bring innovation to you which you can bring to your end customers in the field. Our partners are our contact with the end-customer – we depend on you to bring new needs to our attention so that we can constantly innovate and remain ahead of the game.

What does Stormshield's partner network look like?

Stormshield sells exclusively to distributors and via resellers. While our worldwide network is constantly evolving we remain convinced of the importance of remaining a local player. Our focus is therefore to develop a network of partners in each of our focus markets. Come and talk to us about new partnership opportunities. Fill out the 'Become A Partner Page' on our website: www.stormshield.eu/partenaires/become-a-partner/

Value Added Distributors

Stormshield sells directly to Value Added Distributors (VADs). We have a large number of VADs around the

Frequently Asked Questions

world that feed the sales network with Stormshield product. Our Value Added Distributors sell to Value Added Resellers (VARs).

Value Added Resellers

Value Added Resellers (VARs) buy from the distributor network and sell to end-users worldwide. Some VARs are product specific, i.e. carry Network products only. Others carry a combination of products or indeed the full range: Network, Endpoint and Data Security.

System Integrators

System Integrators are value added resellers with a difference: their proposition integrates a number of different hardware and software products from multiple vendors.

When you partner with Stormshield

STORMSHIELD COMMITS TO:

- Give you all the necessary support so that you can promote the Stormshield brand and develop your sales of Stormshield product.
- Display your company's credentials on the Stormshield corporate website via the Partner search tool.
- Provide you with regular online webinars so that you can keep your technical knowledge up-to-date.
- Assist your company with any queries you may have relating to the Stormshield line of products.

STORMSHIELD EXPECTS ITS CHANNEL PARTNERS TO:

- To play an active role from a Sales, Marketing and Technical perspective so as to drive a positive image of Stormshield while striving at all times to drive sales.
- Promote the Stormshield name and logo on their corporate web site.
- To participate actively so as to maintain a satisfactory level of technical knowledge on the Stormshield range of products.
- Ensure that certified staff that leave a company are replaced within a maximum of 3 months so as to maintain the existing level of partner status.

How can I get an idea of the scale of your current partner network?

That is easy. Log onto the partner area on our website and browse our partner network via the Partner search tool. An easy to use search engine allows you to search for Stormshield distributors and resellers throughout the world. Should you decide to become a certified Stormshield partner you too will appear on our partner map.

What is Stormshield's overall message to its partners?

Stormshield's end-customers and partners provided the very core of Stormshield's corporate values. In fact it is not an exaggeration to say that when Stormshield began internal discussions around the definition of corporate values that a conscious decision was taken to ensure that customers and partners were the starting point of all discussions. Stormshield's corporate values are built around three axes:

Collaborative Success

"We believe that true success is the result of close collaboration with our customers: our priority is to collaborate ever more efficiently."

Build Trust

"We believe trust is built step by step, by meeting our commitments, acting with total transparency, and considering the abilities and integrity of others as dependable as our own."

Think Global

"We believe global vision is the key to bringing all of our customers, wherever they are in the world, a truly comprehensive response."

Why become a Stormshield Value Added Reseller?

Promotional Activities

Stormshield sells via both uncertified and certified partners. Certified partners are Stormshield partners that have achieved official Stormshield certification and are therefore displayed on Stormshield's Partner search tool and may participate in various promotional activities deployed by Stormshield such as promotions around special discounts, upgrades and competitor trade-ins etc.

Sales Support

In addition to our promotional campaigns, we look forward to giving you any assistance you might require at the client site – product demonstrations for example form part of the services we offer.

Certified partners also have access to a dedicated partner portal containing sales and technical documentation,

software downloads, a RMA tool and access to technical support.

Some levels of partnership offer additional enhanced benefits such as support from a Channel Account Manager, or access to Stormshield's Deal Registration facility. Marketing support is also available via Co-Op Marketing activity in conjunction with Stormshield, such as trade show attendance or via lead generation campaigns.

Stormshield organised events

Stormshield also organises events throughout the year where new products are showcased, new technologies explained. These events are open to both certified and non-certified partners.

How can I become a Certified Stormshield partner?

The Stormshield *Partner Connect* Program has been developed for certified Stormshield partners. Each level of Reseller programme – silver, gold, platinum – has a corresponding level of technical certification. Training and certification form part of our core activities.

Stormshield runs different levels of training program for Value Added Resellers and System Integrators:

- Administrator level: presents the range and the key features of the product line.
- Expert level: presents the range and the advanced features of the product line.
- Troubleshooting and Support (Network Security only).

Separate training courses exist for Network, Data and Endpoint Security.

In line with a sector that is constantly evolving Stormshield also provides on-going training so as to ensure that our partners are kept abreast of all product innovations.

Find out more about the Stormshield Training and Certification program in the Training section on our website.

In concrete terms what kind of support does Stormshield offer its partners?

As Stormshield sells directly to its distributor network Stormshield works very closely with its network of Value Added Distributors (VADs) supporting sales of product and defining expected levels of Sales etc. So as to formalize this engagement Stormshield draws up a communal business plan with each of its Value Added Distributors for example.

Value Added Resellers can benefit from three levels of certified partnership on the Stormshield Network, Endpoint and Data Ranges: Silver, Gold and Platinum.

So how can I distinguish between the different levels of partnership?

For a quick overview of the different level of partnerships, partner program engagement requirements and subsequent benefits take a few moments to take a look at the table at the end of this brochure.

The aim of the *Partner Connect* Program is to accurately reflect the technical competencies of our resellers while remaining flexible so that the program can evolve according to industry needs:

Uncertified partners tend to be partners that are not familiar with Stormshield and that are keen to test the water before they go through the certification process.

Silver Partners gain in visibility as this is the first recognized level of certification. Silver partners are displayed prominently on the Stormshield Partner search tool. They also have access to Stormshield's secure partner space where they can find a variety of sales tools, order tracking, and partake in beta programs.

Gold Partners benefit from a higher level of accompaniment as Gold partnership status gives partners access to presales support and to sales support from a Stormshield Sales Account Manager. Advising Stormshield of potential new deals becomes child's play with the Deal Registration tool, a tool reserved for Gold and Platinum partners. Gold partners can make full use of the Marketing Co-Op benefit as they become eligible for lead generation campaigns run in conjunction with Stormshield and Trade Show Assistance. They can also benefit from additional peace of mind as the gold level of partnership gives direct access to Level 2 technical support should it be required.

Platinum Partners have the added advantage of being able to develop a specially tailored communal business plan with Stormshield. They also benefit from the right to customize warranties on sales of network security systems, a means of gaining additional margin. Highly tailored market expert events are also part of the Platinum partner program.

Titanium Partners The Titanium partner program is aimed at partners of scale, i.e. large Systems Integrators, that have a presence in a number of countries and that are promoting more than one range of Stormshield products. Titanium partners benefit from a program that spans multiple product lines across a number of countries. Leveraging becomes the order of the day. Contact us to find out more about this truly international partner program!

Channel Partner Program for Network, Endpoint & Data Products

	NETWORK SECURITY			ENDPOINT SECURITY			DATA SECURITY		
	Silver	Gold	Platinum	Silver	Gold	Platinum	Silver	Gold	Platinum
PARTNER ENGAGEMENT									
<i>Certified Administrator (CSNA, CSEA, CSDA)</i>	1			1			1		
<i>Certified Expert (CSNE, CSEE, CSDE)</i>		1			1	2		1	2
<i>Certified Troubleshooting & Support (CSNTS)</i>			2						
New Partner Registration	•	•	•	•	•	•	•	•	•
Joint Business Plan			•			•			•
Attendance at Sales Training	•	•	•	•	•	•	•	•	•
Technical Training (Certification)	•	•	•	•	•	•	•	•	•
Promote Stormshield name & logo on web site	•	•	•	•	•	•	•	•	•
Commitment to partake in NFR (Not for resale) System Purchase		•	•						
Commitment to promote Stormshield brand (via local events)			•			•			•
STORMSHIELD ENGAGEMENT									
Sales & Marketing support	Silver	Gold	Platinum	Silver	Gold	Platinum	Silver	Gold	Platinum
Company Brand Guidelines	•	•	•	•	•	•	•	•	•
On-line sales tools	•	•	•	•	•	•	•	•	•
Presales Support – Access to Resource		•	•		•	•		•	•
Sales Support from Channel Account Manager		•	•		•	•		•	•
New Deal Registration		•	•		•	•		•	•
Renewal Tracking (RMA)	•	•	•						
Partake in Promotional Programs	•	•	•	•	•	•	•	•	•
Newsletters (Sales & Technical)	•	•	•	•	•	•	•	•	•
Possibility to Customise Warranty & Purchase of Spare Appliances			•						
Competitive Analysis Reports			•			•			•
Partner portal	Silver	Gold	Platinum	Silver	Gold	Platinum	Silver	Gold	Platinum
Access to Secure Partner Space	•	•	•	•	•	•	•	•	•
Visibility on the Stormshield Partner search tool	•	•	•	•	•	•	•	•	•
Financial Support for Marketing Activity¹	Silver	Gold	Platinum	Silver	Gold	Platinum	Silver	Gold	Platinum
Lead Generation		•	•		•	•		•	•
Open Days/Trade-Show Assistance		•	•		•	•		•	•
Market Expert Events			•			•			•
Technical support	Silver	Gold	Platinum	Silver	Gold	Platinum	Silver	Gold	Platinum
Participation in Beta Programs	•	•	•	•	•	•	•	•	•
Knowledge Base Access	•	•	•						
Direct access to Stormshield Technical Support (Level 1)	•	•	•	•	•	•	•	•	•
Direct access to Stormshield Technical Support (Level 2)		•	•		•	•		•	•
Education									
On-going Training (Sales & Technical)	•	•	•	•	•	•	•	•	•

CSN...: Certified Stormshield Network / CSE...: Certified Stormshield Endpoint / CSD...: Certified Stormshield Data

¹All requests for financial support for Marketing activity must be approved by Stormshield.

How can you become a Stormshield Certified Partner?

**Send a new partner request via the 'Become A Partner' form
on the Stormshield corporate web site:**

www.stormshield.com/partner/apply-for-a-partnership/

You will be contacted by a Stormshield Channel Sales Representative
to discuss a possible partnership in more detail.

By phone:

Talk to one of our Channel Sales Representatives

+33 9 69 32 96 29

Send us an e-mail:

channel.partner@stormshield.com

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Boost your profitability with Stormshield



STORMSHIELD

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