

# Netsurion and EventTracker Partner Program

Accelerate business growth with powerful and practical cybersecurity

## The Value of Partnership

The Netsurion and EventTracker Partner Program is designed specifically to empower VARs, Sales Agents, and MSP/MSSP organizations to meet the growing security and connectivity demands of customers, while generating new revenue streams without the risk of additional overhead costs. The program offers a robust portfolio of solutions whether you are interested in our SD-WAN solution, Next-Generation Firewall (NGFW) management, or SIEM advanced threat protection, we're here to make it easy for you.

Our partners set themselves apart from the competition by showing they take cybersecurity seriously and are capable of providing a more comprehensive solutions for their customers. Netsurion and EventTracker partners are able to sell the services to take advantage of market opportunities and generate new recurring revenue.

*Cyber crime is growing — internal and external threats alike are changing the way organizations manage their business and secure data. Even the IT solution providers can be held liable in the case of a data breach.*

## Why Join?

Netsurion has been trusted for almost 30 years to protect our customers' networks, improve their operational efficiency, and help them meet compliance regulations.

*As a partner, your technology solutions will include a layer of much-needed connectivity, security, and compliance that protects everyone involved – the consumer, the customer, and you, the provider.*

With managed network security at our core, Netsurion continually adapts to the changing threat landscape to ensure our customers critical assets are protected while ensuring affordability and practicality along the way. EventTracker is a leader in Security Information and Event Management (SIEM) solutions. As the sophistication of network breaches increases, the combined firms are able to deliver SIEM capabilities with managed security services to a class of businesses that previously were unable to afford and manage such sophisticated security measures. EventTracker has been on the Gartner Magic Quadrant for SIEM for 10 consecutive years.



## Program Benefits

Each partner relationship is unique and as such we realize the need for graduated levels of commitment to best fit each organization. In addition, the Netsurion and EventTracker Partner Program offers a wide range of benefits designed to help you engage customers in higher value conversations, win business, and increase your profitability. While no two partners are alike, many share similar requirements and want support in similar areas.

The Netsurion and EventTracker Partner Program offers two levels of competitive differentiation that provide incremental business benefits:

**Netsurion**  
GOLD PARTNER

**Gold Partners** have met revenue goals and invested in training, while actively promoting Netsurion and EventTracker. The distinction comes with product discounts and alignment with Netsurion and EventTracker.

**Netsurion**  
PLATINUM PARTNER

**Platinum Partners** have met demanding revenue goals, closed major deals, and invested significantly in training while actively promoting Netsurion and EventTracker. Platinum Partners receive the deepest product discounts and dedicated resources.



**Partner Portal Access:** An online resource that contains the latest news, training, marketing materials, and tools.



**Partner Newsletters:** A monthly newsletter focused on updates within the partner program, as well as cybersecurity and network insights to arm your team with knowledge to better support your customers.



**Partner-Level Badge:** A web-ready image is provided to each partner to display their partner level designation.



**On-Demand Training Webinars:** A recorded version of our sales training allows you to train at your convenience.



**Marketing Materials:** Netsurion brochures, service data sheets, and other collateral to help communicate the value of network security, threat management, and compliance readiness.



**Co-Branded Marketing Materials:** We work with our Platinum partners to develop co-branded materials that communicate the combined value of our organizations and services, all tailored to your sales and marketing efforts.



### **Netsurion-Certified Professional Designation:**

In this step, we verify that your team is prepared and can perform at a certain level of self-sufficiency. A post-training test is provided to designate experienced security professionals.



### **Partner Compensation and Discounts:**

Netsurion and EventTracker partners are critical to our continued revenue growth. As such, we want to reward our partners' investment into product knowledge, and opportunity identification. Partner compensation is dependent upon the partner's status (Gold or Platinum), their type, and product mix.



### **Press Release:**

Our partner relationships are something both organizations should be proud of. As a result, this is a news-worthy story. Netsurion's public relations team will craft a release that describes the partnership and includes quotes from both organizations. Upon review and your approval, the release may be published on the partner's, Netsurion's and EventTracker's websites, and in some cases distributed via news wire.



**Opportunity Registration:** Reseller, MSP, and Sales Agent partners can register an opportunity through the Netsurion partner portal. Upon approval, Netsurion will work with that partner exclusively on that opportunity, and that specific opportunity may qualify for an additional discount or commissions adjustment, upon order submission.



## Are you ready to become a strategic partner with Netsurion and EventTracker?

### Next Steps

Our partner onboarding process is created to be as easy as possible, yet systematic to ensure we consistently enable our partners to be as successful as possible with incorporating security into their merchant technology solutions.

#### 1 Apply

Organizations interested in becoming a Netsurion partner can get started by completing the brief application form at [www.netsurion.com/partners](http://www.netsurion.com/partners). Our channel team will reach out to align expectations and agree on next steps.

#### 2 Onboard

Once the partnership is accepted, the onboarding process begins. This consists of establishing portal access accounts, newsletter subscriptions, accounting, and scheduling a partnership kick-off meeting.

#### 3 Enable

Initiated by the kick-off meeting, we will review the tools and benefits available to you and define action items surrounding such topics as training dates and co-branded marketing materials. During this timeframe, we will be in close communication as these action items are completed.

#### 4 Go-to-Market

Once the enablement steps are complete, we should have a clear vision of how we go to market together. We will have defined our objectives and expectations to deliver your solutions and better data security to customers.



[www.netsurion.com](http://www.netsurion.com)

Contact our team to learn how  
Netsurion can help your business.

713.929.0200 | [netsurion.com/learnmore](http://netsurion.com/learnmore)

**Netsurion**<sup>TM</sup>  
Secure and Resilient Networks

**EventTracker**   
Actionable Security Intelligence by Netsurion