



GUIDE TO PROGRAM BENEFITS & RESOURCES

HELPING PARTNERS
GROW THEIR BUSINESS

EMPOWER. INNOVATE. EXPAND.

The Armor Global Partner Program is designed to enable our channel partners to drive new business opportunities in the emerging cloud security market and support them throughout the process of sales, implementation, and support services. Security remains a top concern for IT professionals as they look to transform their businesses and adopt computing approaches such as multi-cloud environments.

The growing customer trends in digital transformation and cloud security are shifting how partners do business today. Armor is at the forefront of understanding the interaction with cloud service providers (AWS, Microsoft Azure, and Google Cloud Platform) and how to help partners address their customers' journey and migration strategies in a hybrid cloud environment—from on-premises to public cloud. We take a simple approach to empower you to become trusted advisors to your customers as cloud and security experts.

You will have access to cloud security solutions, services, training, integrations, and the certifications you need to ensure trust as well as to improve productivity and reliability with your customer base. With these tools, you can provide customers with cloud-native security analytics, new services, compliance monitoring, reporting, and advanced threat detection with one-click remediation.



FlexManage engages partners with the acumen and experience to help us meet the complex IT needs of our customer base—of which security is among the chief concerns. Armor's proven solutions and threat intelligence expertise protects critical information without compromising business performance or productivity. This allows us to offer significant advantages to the market.

— Lee Hovermale, CEO at FlexManage



MARKET OPPORTUNITY

~ \$13B MARKET for Cloud Security by 2020	GROWING CLOUD SECURITY POSTURE MANAGEMENT (CSPM) MARKET: <ul style="list-style-type: none"> ▪ 2021 – 20% Enterprise adoption rate for Cloud Security Posture Management tools ▪ 2024 – 80% reduced cloud-related security incidents by implementing a CSPM offering
17% CAGR in Cloud Security	
\$40.2B in Security-Related Services	

THE PROGRAM INCLUDES 4 CATEGORIES:

- 1. CONSULTANT PARTNERS**
 Born in the cloud, cloud migration and cloud transformation consultants can augment their business model and grow their cloud to ensure a security-first approach for customers accelerating rapidly in the cloud.
- 2. MANAGED SERVICE PROVIDERS (MSP)**
 Enhance your own offerings by leveraging Armor's cloud security solutions. As an MSP, you can increase margins with additional benefits that scale with your business.
- 3. MANAGED SECURITY SERVICE PROVIDERS (MSSP)**
 Differentiate your offerings from the competition by leveraging a solution that fundamentally alters how security and compliance gets done for applications and data deployed in the cloud. Gain access to an extended SOC team to provide actionable security outcomes.
- 4. RESELLERS**
 Provide an indirect sales channel to your customers with Armor and other solution providers. Resellers grow a strong ongoing revenue stream by adding Armor to their solutions, including compliance capabilities, tools, and access to Armor's cloud security specialists.



BUILDING OPPORTUNITY

- Customize, design, launch, & scale your offerings
 - Specialize in cloud competencies:
- 


- Cross-sell & upsell existing Armor portfolio & ancillary services
 - Grow deeper customer relationships
 - Increase profitability
 - Help customers extend their security offerings in a cloud-centric business model



PARTNER BENEFITS

- Sales & Technical Support
- Extended SOC team
- Enablement & Training
- Lead Registration
- Partner Portal
- Discounts
- Joint Marketing Activities



PARTNER REQUIREMENTS

- Sales & Technical Training
- Business Reviews

WHY PARTNER WITH US?

Join a team of cloud security experts and be part of a proven, well-trusted company and solution delivering security outcomes to customers migrating to the public cloud. Expand your Cloud Security-as-a-Service (SaaS) offerings and accelerate cloud adoption for your customers.

CHANNEL PARTNER TIERS

Select | Advanced | Premier

PARTNER REQUIREMENTS

To maintain their status, our partners must achieve required accreditations according to partner level, reach program level revenue goals, and participate in required business planning, reviews, and periodic Armor surveys.

PARTNER BENEFITS

Increase revenue and profitability by expanding your business opportunities in new markets and increasing your solution and services footprints in new and existing accounts. Our partner program is focused on helping channel partners provide their customers with today's best cloud security outcomes for addressing the needs of greenfield security deployments in multi-cloud and hybrid cloud environments.

ARMOR GLOBAL PARTNER PROGRAM BENEFITS	SELECT (HIGH)	ADVANCED (HIGHER)	PREMIER (HIGHEST)
	Select partners receive training and sales support, and are eligible for deal-by-deal support. They benefit from named Armor staff, funding, and incentives.	Advanced partners receive substantial benefits based on their investment in training and their increasing commitment to selling Armor's solutions and services.	The highest level of commitment is rewarded with the highest level of benefits, incentives, and rebates. Premier partners are business advisors to their customers.
TECHNICAL SUPPORT AND SALES TRAINING			
Certifications	•	•	•
Pre-Sales Training	•	•	•
Roadmap Briefing		•	•
Field-Delivery Training – Shadowing			•
SERVICES AND SOLUTIONS			
Threat & Intelligence Reporting	•	•	•
Armor Cloud Security Assessments	•	•	•
Templatizing Cloud Security Infrastructure as Code (Multi-Cloud) <i>(Professional Service Hours Based on Partner Level)</i>		•	•
Cloud Security Well-Architected Review			•
Service Wrapper Definitions			•
Assigned Partner Experience Manager			•

ARMOR GLOBAL PARTNER PROGRAM BENEFITS	SELECT (HIGH)	ADVANCED (HIGHER)	PREMIER (HIGHEST)
SALES AND PARTNER EXPERIENCE			
Deal Registration	•	•	•
Sales Enablement Materials & Tools	•	•	•
Sales Support		•	•
Annual Armor User Conference (SecureCon)		•	•
Armor Business Review Quarterly (2 F2F per year)		•	
Armor Business Review Quarterly In-Person			•
Armor Business Review Bi-Annually	•		
MARKETING AND COMMUNICATIONS			
Campaign Assets	•	•	•
Armor Logos	•	•	•
Partner Listing on Armor Website	•	•	•
Partner Portal Access	•	•	•
Promotions and Incentive Programs		•	•
Co-Branded Marketing Materials		•	•
MDF and Co-Op Funds		•	•
Joint Press Releases		•	•
Social Media Plan		•	•
Customer Case Studies		•	•
Digital Marketing		•	•
Webinars		•	•
Shared Leads		•	•
Bi-Weekly Marketing Support			•
Armor-Sponsored Trade Shows & Events (Speakerships, Co-Sponsor)			•

Interested in Becoming an Armor Channel Partner?

For more information, contact your Armor channel account executive. Visit https://partners.armor.com/English/register_email.aspx to learn more. Or check out the **Partner Portal** for more details. We'll connect with you!





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