

# RESELLER PARTNER PROGRAM

There has never been a more exciting time to join the Malwarebytes Partner Program! We are committed to helping our partners deliver leading cyberprotection with our innovative technology and channel-first philosophy. The Malwarebytes Reseller Partner Program provides a powerful framework for you to grow a differentiated and profitable business that meets your customers' security needs.

As industry leaders, we believe it is critical to invest in partnerships that accelerate growth, remain cutting edge, and deliver on customer expectations. To achieve these goals, our Partner Program focuses on providing our partners:

## EASE OF DOING BUSINESS

Simple and responsive selling tools are available in our partner portal, including resources for collateral and creative co-marketing that helps you generate more leads.



## PROFITABLE GROWTH

Our pricing model offers favorable margins and fosters a strong alliance that supports your business goals now and well into the future.



## FAST TIME-TO-VALUE

With our cloud-native Nebula platform, you can easily deploy a new customer today and show value on their improved security posture, tomorrow.



## PARTNER BENEFITS

Malwarebytes partners enjoy generous margin discounts, protected margins on deal registration, lead sharing, NFR licenses, access to market development funds (MDF), and more. Channel-first Malwarebytes is committed to your success and has significantly invested in the channel with offerings that include sales and technical training, tools, and certifications.

### Strong Financial Growth

Drive your business success with competitive pricing and margins. Our partners can increase overall earnings potential with deal registrations. You gain additional margin and deal exclusivity on all new opportunities you bring to Malwarebytes. These additional margins also extend to all Up-Sell opportunities closed in the first year of a new customers contract, allowing you to land and easily expand within the account. This margin extension on additional deals is not common in the industry and a differentiator for our program.

## Partner Portal

Our Partner Experience Center (PXC) is an easy way to centrally access sales and marketing resources, register deals, and provide your customers with free trials.

## Sales and Technical Training

Whether on-demand or onsite, Malwarebytes has the training curriculum to provide you with the necessary skillset to sell and support Malwarebytes solutions. We offer multiple training options to help you integrate Malwarebytes into your sales motion and deliver the highest possible service levels to your customers.

## Marketing Resources

Malwarebytes is fully invested in our partnerships. Our strategic, ongoing relationships create the need for mutual engagement in technology development, marketing, and sales activities. We aim to help you become more productive by optimizing the customer experience in a wide range of areas.

# PARTNER PROGRAM STRUCTURE

The Malwarebytes Reseller Partner Program is a three-tiered program. Each membership level has its own specific requirement and benefits. Membership at each particular level allows access to the resources and rewards specifically designed for that membership level.

BENEFITS	SILVER	GOLD	PLATINUM
<b>FINANCIAL</b>			
<b>Standard margins</b>			
Program margins	15%	15%	15%
Deal registration margins	10%	15%	20%
<b>Renewal margins</b>			
Standard renewal margins	5%	5%	5%
Renewal incumbency margins	10%	10%	10%
Deal expansion margin protection	✓	✓	✓
Quarterly SPIFF program	✓	✓	✓
Customer incentive programs	✓	✓	✓
NFR license keys	✓	✓	✓
Marketing development funds	Limited	Eligible	Eligible
Internal use licensing	Attractive Discounts		
<b>SALES &amp; MARKETING</b>			
Assigned Channel Account Manager	✓	✓	✓
Joint business planning	Limited	Eligible	Eligible
Lead sharing	✓	✓	✓

**BENEFITS****SILVER****GOLD****PLATINUM**

<b>Partner locator inclusion</b>		✓	✓
<b>Partner advisory committee</b>			✓
<b>Marketing support and services</b>		✓	✓
<b>Co-branded collateral</b>	✓	✓	✓
<b>Access to global campaign repository</b>	✓	✓	✓
<b>Partner communications</b>	✓	✓	✓
<b>SUPPORT</b>			
<b>POC and pre-sales engineering support</b>	✓	✓	✓
<b>Dedicated technical support pod</b>			✓
<b>Automated customer on-boarding</b>	✓	✓	✓
<b>Online training and certifications</b>	✓	✓	✓
<b>On-site training and certifications</b>			✓
<b>PROGRAM REQUIREMENTS</b>			
<b>Annual new business revenue goal</b>	\$10,000	\$50,000	\$100,000
<b>Account sales certifications</b>	1	2	3
<b>Account technical certifications</b>	1	1	2
<b>Signed partner agreement</b>	✓	✓	✓
<b>Business reviews</b>	Annual	Semi-Annual	Quarterly
<b>Active distribution account</b>	✓	✓	✓
<b>Malwarebytes provisioned web page</b>		✓	✓

Margin discounts are for eligible products and services as announced by Malwarebytes.

## READY TO JOIN THE PROGRAM?

There's never been a better time to become a Malwarebytes partner.  
Apply now, go to [www.malwarebytes.com/partners/reseller-application](http://www.malwarebytes.com/partners/reseller-application).



[www.malwarebytes.com/business](http://www.malwarebytes.com/business)



[corporate-sales@malwarebytes.com](mailto:corporate-sales@malwarebytes.com)



1.800.520.2796