



Nexus Partner Program

Strengthen relationships, your impact, and your business.

Effective November 10, 2025

Together at the Center of Cybersecurity

In today's increasingly complex cybersecurity landscape, businesses face relentless threats that evolve faster than ever. That's why organizations turn to trusted partners who can deliver smarter, stronger security outcomes.

ThreatDown Nexus is more than a partner program—it's the embodiment of our channel-first commitment. Nexus connects your business to our trusted cybersecurity solutions, empowering partners to achieve profitability and long-term success. It's where the channel's potential and our commitment align to fuel growth together.

Partnership Principles

- **Trust:** At ThreatDown, we invest in building strong, reliable relationships with our resellers. Not only do we create solutions that make you indispensable to your customers, we also stand beside you every step of the way.
- **Profitability:** Partners have the potential to earn high margins, especially through deal registration margin protection and back-end rebate programs ensuring your efforts are rewarded and your business remains competitive.
- **Support:** Our channel-first commitment means your success is our success. Our dedicated account, marketing, sales, and support teams are here to help you connect, win, and thrive.

Program Benefits

- **Lucrative Discounts:** Partners enjoy industry leading discounts on new business, upgrade/add-on and renewal deals.
- **Deal Registration:** Protect your deals and earn additional discounts by registering opportunities early.
- **Incumbent Partner Designation:** Stay front and center on renewals with prioritized access and pricing support.
- **Sales & Technical Enablement:** Partners can take our sales and technical certification courses (at no cost) and participate in live training sessions.
- **Marketing Power:** Utilize our campaigns in-a-box, co-branded collateral and global asset repository to drive demand. Marketing development funds (MDF) are also available for qualifying partners.
- **SPIFFs & Rebates:** Put more money in your pocket with our quarterly SPIFF program. We also offer a new business rebate program for qualifying partners.

Program Tiers

Tier	Annual New Business Revenue	Sales Certification	Technical Certification	Key Benefits
Registered	None	None	None	NFR licenses, training access, marketing materials
Silver	10,000	1	1	Dedicated account manager, higher discounts
Gold	50,000	2	1	MDF, SPIFFs, sales engineering support
Platinum	100,000	3	2	Lead sharing, post-sale support, maximum incentives

Benefits Summary

	Registered	Silver	Gold	Platinum
Program Benefits				
Access to Online Training and Certifications	●	●	●	●
Assigned Channel Account Manager		●	●	●
Marketing Development Funds (MDF)			Eligible	Eligible
Partner Advisory Committee			Eligible	Eligible
Marketing Benefits				
Co-Branded Collateral	●	●	●	●
Access to Global Campaign Repository	●	●	●	●
Marketing Support and Services			●	●
Sales Benefits				
Annual New Business Rebate Program			Eligible	Eligible
Quarterly SPIFF Program			Eligible	Eligible
NFR License Keys			●	●
Lead Sharing				●
Sales Support & Training				
Pre-sale and Sales-Engineering Support			●	●
Live Training and Certifications			●	●
Post-sale technical support				●

