

Bundle Packages

Security is hard. Security products shouldn't be.

See the capabilities in each ThreatDown Bundle.

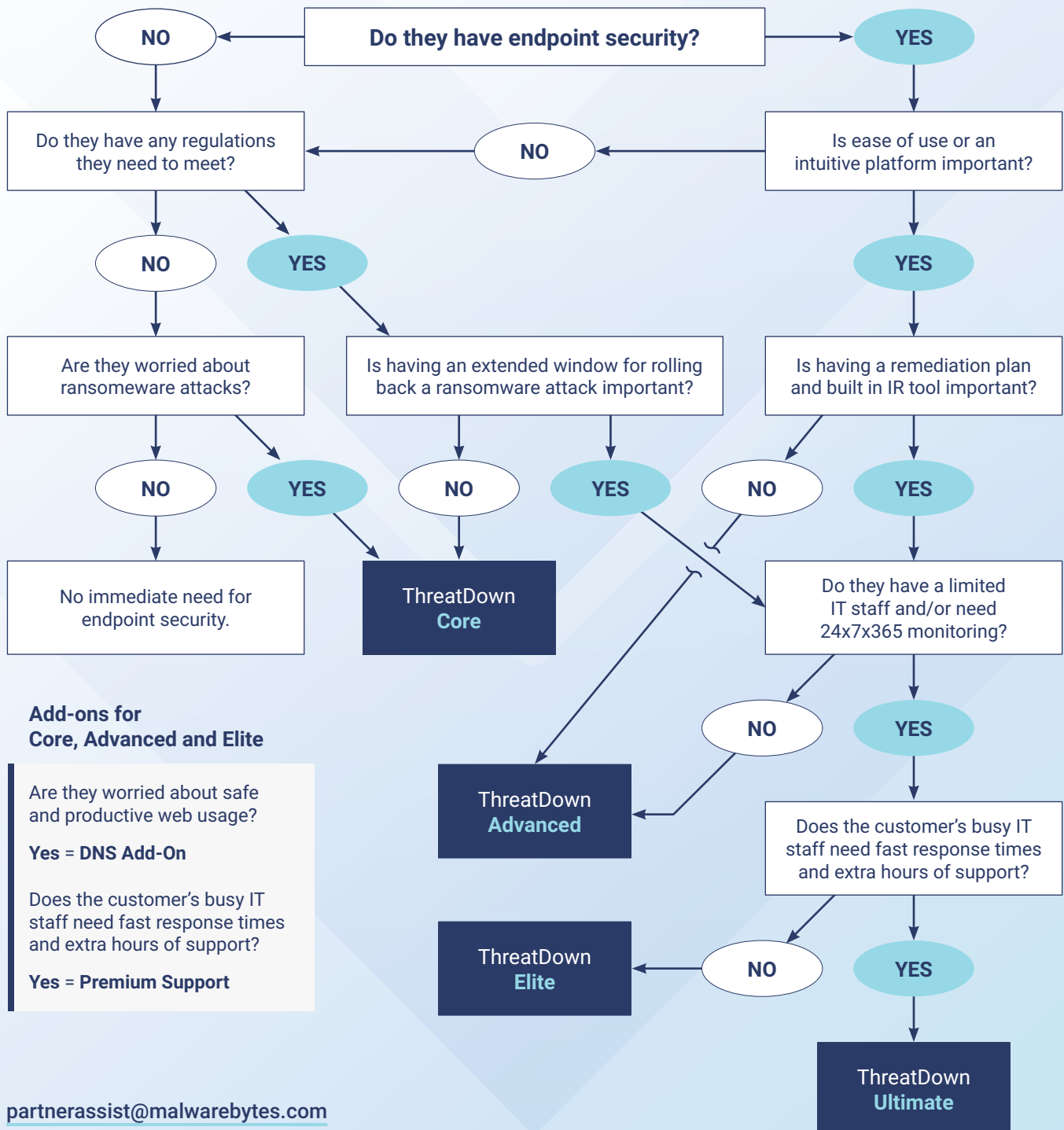
What businesses get	Core	Advanced	Elite	Ultimate
Incident response	✓	✓	✓	✓
Next-gen AV	✓	✓	✓	✓
Device control	✓	✓	✓	✓
Block unwarranted applications	✓	✓	✓	✓
Vulnerability Assessment	✓	✓	✓	✓
Ransomware Rollback		✓	✓	✓
Endpoint Detection & Response		✓	✓	✓
Patch Management		✓	✓	✓
Managed Threat Hunting		✓	✓	✓
Managed Detection & Response			✓	✓
DNS Filtering				✓
Premium Support				✓
Add-Ons	✓	✓	✓	✓

Explore ThreatDown Bundles today!

Let ThreatDown take care of endpoint security. Deploy the solution that delivers superior defense, easy to use management, and the best value for an organization's security investment.

ThreatDown Bundle Navigator

The ultimate cheat sheet for matching customers with the perfect ThreatDown Bundle



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February 1 – April 30, 2025

MISSION: SPIFF POSSIBLE

Reach new heights with deals that are out of this world!

STAR LEVEL 1

For Deals \$3,000 – \$9,999

- ✔ \$50 for submitting a deal registration
- ✔ \$50 for closing the deal

STAR LEVEL 2

For Deals \$10,000 and Above

- ✔ \$100 for submitting a deal registration
- ✔ \$100 for closing the deal

FAST TRACK BONUS

Close a deal within 15 days and receive:

- ✔ an additional \$100 for Star Level 1
- ✔ an additional \$200 for Star Level 2

DNS ADD-ON BONUS

- ✔ Book a demo with DNS as an add-on and receive \$50*

TERMS AND CONDITIONS

Must be deal registered between 2/01/25 and 4/30/25. Deal registration must be approved by ThreatDown CAM. Deal must close by 4/30/25 11:59pm PST to qualify for close bonus. Only new customers who haven't purchased a ThreatDown Business product in the last two years are eligible for promotion (they have not purchased within 2 years).

eGiftcards will be paid out within 90 days of promo end. Valid email address required to receive eGiftcard. Only ARR values verified at the time of deal closure will be eligible for payouts. Deals involving cancellations will void associated SPIFF payments. This program cannot be combined with other promotions or SPIFF initiatives unless otherwise stated. This program is subject to change or cancellation at the sole discretion of ThreatDown.

*Must be deal registered to qualify/CAM add to notes on acct demo.

Reseller Partner Program

There has never been a more exciting time to be a ThreatDown Reseller! We are committed to helping our partners deliver leading cybersecurity solutions with a channel-first philosophy. We provide 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 program focuses on providing our partners:

Partner Benefits

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

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

Marketing Resources

ThreatDown 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

Our ThreatDown Reseller 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

Financial	Silver	Gold	Platinum
Standard margins**			
Program margins	15%	15%	15%
Deal registration margins	10%	15%	20%
Renewal margins			
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		
Sales & Marketing	Silver	Gold	Platinum
Assigned Channel Account Manager	✓	✓	✓
Joint business planning	Limited	Eligible	Eligible
Lead sharing	✓	✓	✓
Partner locator inclusion		✓	✓
Partner advisory committee			✓
Marketing support and services		✓	✓
Co-branded collateral	✓	✓	✓
Access to global campaign repository	✓	✓	✓
Partner communications	✓	✓	✓

Support	Silver	Gold	Platinum
POC and pre-sales engineering support	✓	✓	✓
Dedicated technical support pod			✓
Automated customer on-boarding	✓	✓	✓
Online training and certifications	✓	✓	✓
On-site training and certifications			✓
Program Requirements	Silver	Gold	Platinum
Annual new business revenue goal	\$10,000	\$50,000	\$100,000
Account sales certifications	1	2	3
Account technical certifications	1	1	2
Signed partner agreement	✓	✓	✓
Business reviews	Annual	Semi-Annual	Quarterly
Active distribution account	✓	✓	✓
Malwarebytes provisioned web page		✓	✓

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

**Regional Discounting may vary.

More resources?

Go to: partners.threatdown.com



threatdown.com/partner-program/partner-reseller/



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