

MSP PARTNER PROGRAM

There has never been a more exciting time to join the MSP Partner Program! We are committed to helping our partners deliver leading cyberprotection with our innovative technology and partner-first philosophy. The MSP 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 MSP 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 monthly usage discounts, generous 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 OneView platform, you can easily deploy a new customer today and show value on their improved security posture, tomorrow.



PARTNER BENEFITS

MSP partners enjoy generous margin discounts, NFR licenses, access to marketing support and services, and more. When you win, we win, and we focus every day on ways we can enable you to do more business through our Partner Program. MSP partners enjoy industry leading margin discounts, NFR licenses, access to sales and marketing support, and much more. We've also invested in offerings to support your business growth, including robust sales and technical trainings and easy to navigate tools and platforms.

Strong Financial Growth

Drive your business success with competitive pricing and margins. Our program offers a usage or utility licensing model that provides the flexibility to deliver service offerings that align to the varying requirements and budgets of your customer base.

Partner Portal

Our Partner Experience Center (PXC) is an effortless way to centrally access exclusive tools and resources, including demos, free trials, product resources, videos, trainings, and a wide array of marketing material.

Sales and Technical Training

Whether on-demand or onsite, we have 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

Malwarebytes is fully invested in ensuring you are set up for success when it comes to growing your cybersecurity business. Our partners can take advantage of a variety of marketing engagement opportunities that support lead generation and pipeline acceleration, some of which qualify for funding through MDF requests.

PARTNER PROGRAM STRUCTURE

The MSP 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 tier.

BENEFITS	SILVER	GOLD	PLATINUM
FINANCIAL			
Starting program margins	40%	50%	60%
Upfront opportunities	Generous Multi-Year Discounts		
Net-30 terms offered	✓	✓	✓
Quarterly SPIFF program	✓	✓	✓
Customer incentive programs	✓	✓	✓
NFR license keys	✓	✓	✓
Marketing development funds	Limited	Eligible	Eligible
Internal use licensing	Attractive Discounts		
SALES & MARKETING			
Assigned Channel Account Manager	✓	✓	✓
Joint business planning	Limited	Eligible	Included
Lead sharing programs		Eligible	Included
Partner locator inclusion		Eligible	Included
Partner advisory committee		Eligible	Eligible
Marketing support and services		✓	✓
Co-branded collateral	✓	✓	✓
Access to partner portal	✓	✓	✓
Partner communications	✓	✓	✓

BENEFITS

SILVER

GOLD

PLATINUM

SUPPORT

Assigned post sales partner success manager	✓	✓	✓
POC and pre-sales engineering support	✓	✓	✓
Automated customer on-boarding	✓	✓	✓
Self-paced training and certifications	✓	✓	✓
Instructor led training and certifications	Eligible	Eligible	Included
In-app resource guides	✓	✓	✓

PROGRAM REQUIREMENTS

Annual revenue goal	\$25,000	\$50,000	\$100,000
Account sales certifications	1	2	3
Account technical certifications	1	1	1
Active partner agreement	✓	✓	✓
Transfer partner agreement	✓	✓	✓
Business reviews	Annual	Semi-Annual	Quarterly
ThreatDown dedicated web page		✓	✓
Designated partner contact	✓	✓	✓

READY TO JOIN THE PROGRAM?

There has never been a better time to become a MSP Partner.
For more information, go to malwarebytes.com/partners/managed-service-providers.



www.malwarebytes.com/MSP



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