THREATDOWN™

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				●

THREATDOWN™

Exclusive Partner Offer!

August 1–January 31, 2026

CODENAME: PAYDAY!

MISSION

Target Big
The bigger the deal, the better the reward. Your targets are high-value—don't aim small.

Be Certified
Certified reps double their rewards. Training pays off—literally.

MISSION PAYOUTS

	CLOSED WON DEAL SIZE		
NON-CERTIFIED	**$5K – $7,499**	**$7.5K – $9,999**	**$10K+**
Rep Reward	**$100**	**$200**	**$300**
CERTIFIED	**$5K – $7,499**	**$7.5K – $9,999**	**$10K+**
Rep Reward	**$200**	**$400**	**$600**

Not Certified Yet? Let's Fix That.
Sales Cert: Just 60 mins. Get certified through the ThreatDown Partner Portal!

Complete your mission. Collect your reward.

THIS MESSAGE WILL SELF-DESTRUCT ON JANUARY 31, 2026.

Register your deal today

TERMS AND CONDITIONS

- Must be deal registered to qualify.
- Deal must be registered between Aug. 1st, 2025 – Jan. 31st, 2026 at 11:59 p.m. PST.
- Deal registration must be approved by ThreatDown CAM.
- For NEW logo ThreatDown customers only. New meaning they have not purchased within 2 years.
- Gift cards will be paid out within 90 days of deal closing. Valid email address required to receive eGift card.
- 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.
- The program is subject to change or cancellation at the sole discretion of ThreatDown.
- SPIFFs may not be combined. Only one eligible SPIFF will be paid per opportunity.

THREATDOWN™

ThreatDown 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	⊕ Add-on	⊕ Add-on	⊕ Add-on	✓
Premium Support	⊕ Add-on	⊕ Add-on	⊕ Add-on	✓
Email Security	⊕ Add-on	⊕ Add-on	⊕ Add-on	⊕ Add-on

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.

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Case Study

THREATDOWN™

HumanKind: Building Strategic IT Security to Support Community Impact

For 120 years, HumanKind has been changing lives across Virginia through a diverse range of essential community services. From foster care placement and Early Head Start childcare for single parents to financial education and loans for those with damaged credit, HumanKind reaches those who need support most.

Operating throughout Virginia with six physical offices and a primarily remote workforce of 180 employees, HumanKind's mission demands a secure digital foundation. As the organization continued to grow and expand its services, leadership made the strategic decision to establish an in-house IT department and bring on an experienced IT manager: Don Schimming.

> "As soon as I joined, I conducted a comprehensive assessment of our security posture, ... With our mission-critical services and sensitive data, I knew that developing a robust security framework needed to be a top priority."
>
> **Don Schimming, IT Manager**
> **HumanKind**

Visibility Gaps and False Positives Drain Resources

With approximately 180 Windows laptops and 140 mobile devices distributed throughout the state, HumanKind's previous security solution wasn't providing the protection or peace of mind the organization needed. **"Sophos antivirus lacked visibility and triggered numerous false positives, which hurt our confidence in the product," said Don.** "Chasing the false positives also consumed a lot of time and resources from myself and the team."

The impact was significant for the lean IT team of three. False positives consumed an hour of the team's time daily — around five hours per week. Investigating these also meant disrupting employee workdays, too. "Sometimes we'd need to log in and interrupt

HumanKind

Customer-at-a-glance

Customer - HumanKind
Industry - Non-profit
Country - United States
Displaced Solution - Sophos

ThreatDown Solutions

ThreatDown Ultimate bundle, including:

- Endpoint Protection
- Endpoint Detection & Response
- Managed Detection & Response
- Application Block
- Vulnerability Assessment
- Patch Management
- DNS Filtering
- Mobile Security

the user to investigate what was going on," said Don. "Other times, we'd have to have them show us exactly what they were doing so that we could try to duplicate the issue."

With employees spread across Virginia and many working remotely, Don knew he needed a more comprehensive security approach that could protect endpoints regardless of location, while freeing his team to focus on supporting HumanKind's mission.

A Multi-Layered Security Approach

After a thorough three-month evaluation process, Don chose ThreatDown's Ultimate bundle with mobile protection, which delivers Endpoint Protection, Endpoint Detection & Response (EDR), Managed Detection & Response (MDR), Application Block, Vulnerability Assessment, Patch Management, and DNS Filtering capabilities.

Don's confidence in ThreatDown, powered by Malwarebytes, stemmed from both its technical capabilities and the company itself. "Having been in IT for a long time, Malwarebytes was the company that anytime you weren't sure if something was going on within a system, or if something odd was trying to happen, you would always install Malwarebytes and run a scan to see if it could catch it, because you knew it was going to catch it," said Don.

The comprehensive nature of ThreatDown's offering perfectly matched HumanKind's multi-layered security needs. "What impressed me most about ThreatDown was how their unified platform addressed all our security requirements in one solution," Don explained. "Each component directly aligned with a critical security layer we needed to implement. Having these integrated capabilities in a single platform was extremely valuable for an organization of our size and structure."

For Don, two high-value capabilities stood out:

- **MDR Services**

  "The MDR service was a strategic investment for our lean team. With limited resources focused on supporting our infrastructure and daily operations, having expert security analysts continuously monitoring our environment allows us to extend our capabilities without expanding headcount," Don shared.

- **DNS Filtering**

  "ThreatDown DNS Filtering is essential for our security architecture. With a primarily remote workforce, this gives us robust protection that extends beyond our corporate firewall. ThreatDown's DNS Filtering provides that critical layer of security regardless of where our staff is working," explained Don.

Results

- **Simplified and advanced security management** with a unified solution across workstations, servers, and mobile devices
- **Consolidated security visibility** into a single dashboard for faster issue identification and resolution
- **Gained expert MDR security monitoring** without expanding the internal IT headcount
- **Eliminated 5-10 hours** of weekly after-hours log review by implementing 24/7 MDR monitoring
- **Recouped 5 hours weekly** by reducing false positives and ending the cycle of chasing non-issues
- **Extended safe web browsing** beyond the corporate firewall to remote workers with DNS filtering

Robust Protection with a Unified Platform

ThreatDown immediately demonstrated its value by identifying issues that HumanKind's previous solution had missed. The deployment revealed not only adware slowing down systems but also detected potentially suspicious network activities that required investigation.

The single unified dashboard has transformed how Don manages security. "The consolidated management interface provides complete visibility across our entire security landscape," he said. "Having all security metrics and vulnerability indicators in one view gives me efficient oversight and lets me quickly see what needs attention without having to hunt through multiple systems."

24/7 Expert Monitoring Transforms Security Operations

With ThreatDown's MDR team handling security monitoring, HumanKind effectively expanded their security capabilities without adding headcount. "The MDR team functions as a true extension of our security operations," said Don. "Having professional security analysts monitoring our environment 24/7 provides tremendous reassurance. It ensures our environment remains protected at all times."

The quality of ThreatDown's alerts has restored confidence that was missing with HumanKind's previous solution. "ThreatDown's MDR alerts deliver actionable intelligence we can trust," Don explained. "When we receive an alert, we know it's legitimate and requires attention. This level of confidence in our security alerts makes it so much easier for our team to prioritize their time."

For Don personally, one of the most significant benefits has been the time saved from after-hours work. "Before implementing ThreatDown, I spent five to ten hours weekly reviewing security logs outside business hours," Don revealed. "The MDR team now handles that monitoring, which eliminated the constant after-hours vigilance and helped improve work-life balance."

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A Partnership Built on Trust

Beyond the technology itself, Don values the strategic partnership he has gained. "ThreatDown has established themselves as a true security partner, not just a vendor," Don said. "Their responsiveness and proactive approach to our security needs demonstrates their commitment to our success."

The expertise of both the MDR and support teams has impressed Don. "The technical proficiency of ThreatDown's team is exceptional. Their ability to provide immediate, actionable guidance enhances our security posture and builds confidence in our overall strategy."

For an organization dedicated to supporting vulnerable populations throughout Virginia, having reliable security protection allows HumanKind to focus on its mission with confidence that their digital assets are protected.

"Implementing ThreatDown has enabled a fundamental shift in our IT priorities. Our team can now focus on improving service delivery and new projects rather than troubleshooting security issues. This translates directly to better support for our clients and allows us to dedicate more time to strategic planning and innovation," Don concluded.