Partner Program Guide.

Scale your business, increase MRR, and take your business to the next level with ArmorPoint.

ArmorPoint.

Arm Your Clients with the

Cybersecurity They Deserve.

With the overwhelming amount of cybersecurity solutions on the market, choosing the right tools to secure your clients can seem like a daunting task. That's where the ArmorPoint Partner Program comes in.

With ArmorPoint's comprehensive suite of cybersecurity solutions, security-focused businesses like yours can enable SMB and enterprise clients alike to transform how they approach cybersecurity and digital transformation, all while expanding your service offerings and tapping into new streams of revenue.

Dive into our Partner Program Guide to explore the key features and benefits of making ArmorPoint your next strategic partner.

Why Partner with ArmorPoint?

Expand Your Offerings.

Grow your portfolio of security services by offering your clients a complete cybersecurity program, including SOC management, risk management and a fully managed cyber strategy.

Enhance Your Workforce.

Empower your IT department to tackle larger projects, and leave the rest to us. With ArmorPoint, you and your customers will have access to 100% U.S.-based SOC & NOC support 24/7/365.

Access A New Stream of Revenue.

Utilize ArmorPoints generous partner margins to secure new strong lines of revenue for your book of business.

Program Benefits.

SALES & MARKETING

Accounting Team.

All ArmorPoint partners will have access to ArmorPoint's sales and technical resources. For MSPs, MSSPs, and VARs, you'll be paired with an ArmorPoint Partner Manager and Sales Engineer.

Sales Support.

Accelerate your sales cycle with ArmorPoint sales collateral, playbooks, and deal support. Go even further and connect with your ArmorPoint Sales Engineer for active co-selling, sales enablement resources, and more.

Partner Portal.

Utilize the ArmorPoint Partner Portal to find a library of exclusive sales resources, technical guides, and marketing assets that support your internal needs and sales initiatives. Interact with Partner Program members, and experience the benefits of being connected with other businesses redefining IT.

Co-Marketing.

The key to a partnership is working together, and we want you to know that when you partner with ArmorPoint, we'll be here for you. Whether it's sharing content on social media, conducting a mutual case study, or holding a joint event, you can count on our team to help you co-promote ArmorPoint.

Program Benefits.

PARTNER ENABLEMENT, TRAINING AND SUPPORT
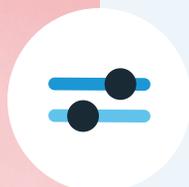
Sales Training.

To get the most out of your partnership with ArmorPoint, we've created a comprehensive sales training program that ensures your sales reps are equipped with everything they need to grow their pipeline, close deals, and increase revenue.

Technical Training.

All ArmorPoint partners will receive technical training that includes, but is not limited to: an interactive demo with ArmorPoint, technical documents that explain the features of ArmorPoint, access to self-guided modules, and more.

Support.

Your success is important to us. When you partner with ArmorPoint, you will have access to our world-class customer support team. Have questions about selling ArmorPoint? They'll do whatever they can to provide clarity and guidance.

Product Roadmapping.

Have questions about how ArmorPoint fits into your solution offering? Your Partner Manager and Sales Engineer will work with you to map out the vision and direction of your product and ArmorPoint over time.

Program Benefits.

NEXTGEN TOOLS

Streamlined SOC Management.

Managing a SOC can be overwhelming, especially if you're short on IT staff. Inspire your customers to take control of their SOC environment, and put their SOC management in the hands of something they can trust: ArmorPoint. ArmorPoint streamlines SOC management by providing real-time threat detection and response.

Multi-Tenant Ready.

Just one instance of ArmorPoint supports multiple customers, allowing you to provide customers with a solution that fits their complex cybersecurity challenges, helps increase their ROI, and quickens the pace of maintenance and updates for their tenants.

Customizable Platform.

Do your customers have specific IT challenges they're looking to overcome? ArmorPoint is a custom-built technology driven by and developed for our customers' unique needs.

> **CLOUD-BASED SIEM**
> Streamlined security event management in real-time

> **INTEGRATED EDR**
> Enhanced Endpoint Detection and Response capabilities for holistic threat monitoring

> **INSIGHTFUL REPORTS**
> Comprehensive, user-friendly reporting dashboards showcase vital security analytics and deliver clear, actionable security insights.
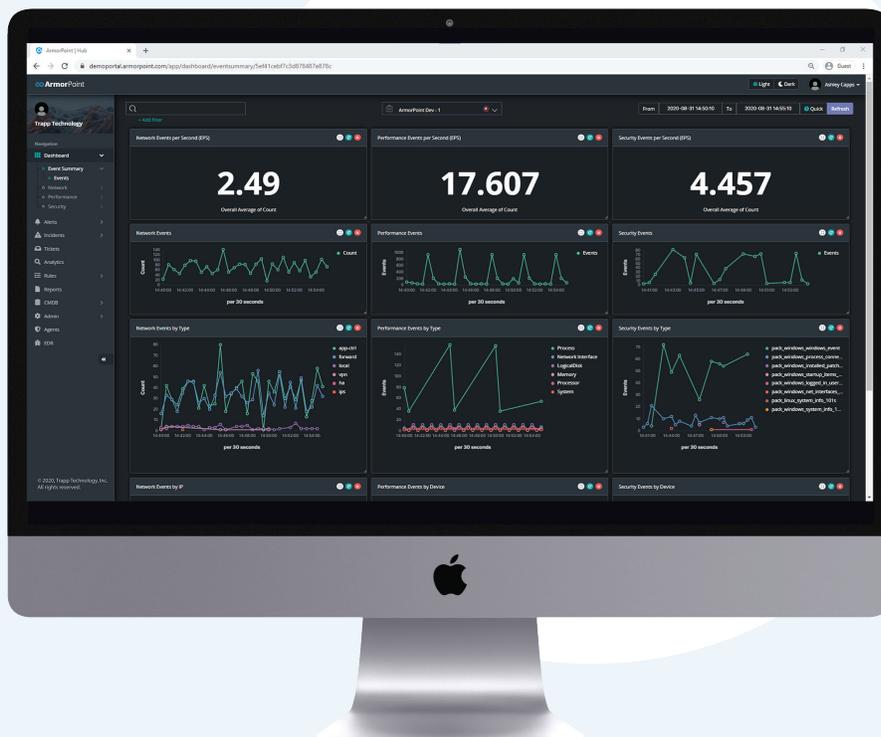
Partnership Models.

ArmorPoint understands that there are unique approaches to managing the client-platform relationship, and we are more than happy to work with our best way that fits their needs. If you're curious about this, your ArmorPoint Partner.

MSP/MSSP

Our MSP/MSSP partners see the intrinsic value of integrating ArmorPoint as a pivotal security solution alongside their managed services. While both aim to augment their offerings with ArmorPoint, MSP partners often lean on our support team and resources for delivery. In contrast, MSSP partners frequently integrate ArmorPoint directly into their product roadmap, incorporating a robust NOC/SOC/SIEM solution that empowers their customers to fortify their security stance.

VALUE-ADDED RESELLER

As a value added reseller of ArmorPoint, gain access to our full team of presales and post sales account managers, solutions engineers and product specialists. ArmorPoint will provide all the necessary resources, training and collateral as well as be there with you to Co-Sell and Close mutual business. Our Account team will proactively work with you to ensure client satisfaction, retention and renewal.

Program Benefits.

SALES & MARKETING	MSP	VAR
ACCOUNT TEAM	✓	✓
PARTNER MANAGER	✓	✓
SALES ENGINEER	✓	✓
SALES PLAYBOOKS AND COLLATERAL	✓	✓
PARTNER-SPECIFIC NFR ENVIRONMENT	✓	✓
CO-SELLING SUPPORT	✓	✓
PARTNER PORTAL	✓	✓
EDUCATIONAL RESOURCES	✓	✓
SALES MATERIALS	✓	✓
DEAL REGISTRATION AND STREAMLINED OPPORTUNITY MANAGEMENT	✓	✓
CO-MARKETING	✓	✓
MUTUAL CASE STUDY	✓	✓
JOINT TESTIMONIAL VIDEOS	✓	✓
VIRTUAL EVENTS	✓	✓
SALES TRAINING	✓	✓
TECHNICAL TRAINING	✓	
PRODUCT ROADMAPPING	✓	
CUSTOMIZABLE SOC MANAGEMENT	✓	
MULTI-TENANT READY	✓	✓
ADVANCED PLATFORM SUPPORT	✓	

Partner Onboarding.

DAY 1-30

PHASE 1: PARTNERSHIP FOUNDATION

At ArmorPoint, we know that having a solid foundation is the key to a great partnership. During Phase 1 of Partner Onboarding, we'll focus on laying the building blocks for success, getting introduced to stakeholders in sales and marketing departments, and understanding how both companies will work together from an operational perspective.

DAY 31-60

PHASE 2: PARTNERSHIP DEVELOPMENT

In order for you to get the most out of your partnership with ArmorPoint, we know that you need to be well-equipped with product knowledge and resources. During Phase 2, we'll take a deep dive into the ArmorPoint solution, getting your team familiar with the features, functionality, and services. We will also begin strategizing the execution of initial marketing needs.

DAY 61-90

PHASE 3: GO TO MARKET TOGETHER

This is the exciting stuff! With a solid foundation, product knowledge training, and initial sales and marketing strategies squared away, we can now go to market together! During Phase 3, we'll begin implementing our co-selling strategy including demos, intros, and technical scoping, and will begin discussions on co-marketing initiatives we can execute together.

Partner Program FAQs.

› HOW DOES LICENSING WORK?

At ArmorPoint, we license per event source and per location. This means that you'll need a license for any event source that will be sending ArmorPoint a log or data stream (Ex. workstations and servers). Similarly, we license per location, which includes any location that houses critical information.

› HOW MUCH TIME WILL I SPEND MANAGING ARMORPOINT?

With ArmorPoint, you can manage the solution as much or as little as you want. Our team of cybersecurity experts can augment your existing SOC by sending true and valid incidents, or we can handle the remediation ourselves. So, simple answer: It's completely up to you and the needs of your team.

› WHERE ARE YOUR RESOURCES BASED?

ArmorPoint is proud to offer 100% U.S.-based services. All ArmorPoint client data and logs are stored in a SOC 2 Type II certified, geo-stable data center that is owned and operated by Trapp Technology.

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Start your path toward partnership now.

Apply today to begin arming your clients with the cybersecurity services they deserve.

ArmorPoint.