

PARTNER ECOSYSTEM

FY25 Program Guide - Value Added Reseller



NETWITNESS



FOREWORD

Progressive thinking organizations worldwide rely on NetWitness to empower their cybersecurity efforts with unparalleled threat detection and response capabilities. Our advanced platform, driven by a distinctive unified data architecture, offers comprehensive and highly scalable solutions to combat evolving cyber threats effectively.

By joining our partnership program, partners gain access to cutting-edge technology, extensive resources, and a collaborative partner ecosystem aimed at driving mutual success and growth. Together, we can fortify defenses, enhance resilience, and safeguard the digital assets of organizations against the ever-growing landscape of cyber threats.

Join us in our mission to revolutionize cybersecurity and shape a safer digital future for all.

TABLE OF CONTENTS

Foreword.....	2
Program Overview.....	3
Partner Portal.....	4
Tier Overview.....	7
Benefits.....	8
Revenue and Training Requirements.....	9
AWS Marketplace.....	11
Contacts.....	12
Appendix.....	13

PROGRAM OVERVIEW

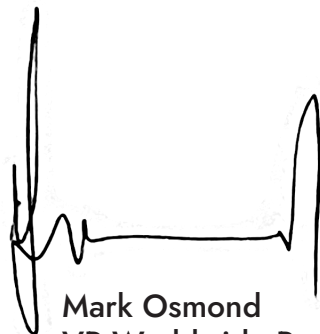
Welcome!

We are thrilled to have you on board as a valued partner in our ecosystem. This guide serves as your comprehensive roadmap to navigate the exciting opportunities and resources available to you as a member of our partner portal community.

Whether you're an existing partner or just beginning your journey with us, this guide is designed to empower you with the knowledge and tools needed to thrive in our collaborative partnership.

Partner Program sets out the various benefits requirements and associated guidelines for partners participating in the NetWitness Partner Program. It aims to be beneficial for both NetWitness and its partners, providing increased incentives for partners dedicated to utilizing NetWitness solutions and ready to invest in securing new customers.

To get started, join the program via our [Partner Portal](#). It's free to sign up and unlocks exclusive benefits and resources, including expert tips on leveraging our dynamic Partner resources to their fullest potential.



Mark Osmond
VP Worldwide Partner Ecosystem
NetWitness

PARTNER PORTAL

We are delighted to announce the launch of our Partner Portal, thoughtfully designed to facilitate seamless collaboration, provide resource accessibility, and optimize your achievements as a valued partner within our ecosystem.

KEY FEATURES & BENEFITS

Centralized Resource Hub

- Access a comprehensive library of sales, marketing, and training resources in one centralized location. From product documentation to marketing collateral, everything you need is just a click away.

Deal Registration

- Secure your sales opportunities by registering deals directly through the portal.
- Gain visibility into your pipeline
- Qualify to receive an additional discount.

Training and Certification

- Enhance your skills and expertise through our free training and certification programs available on the portal.
- Stay updated on the latest product features, sales techniques, and industry trends to stay ahead of the competition.

Real Time Updates

- Stay informed about the latest news, product updates, promotions, and events through real-time notifications and updates on the portal.
- Be the first to know and capitalize on new opportunities as they arise.

Marketing Funds

- Drive joint marketing initiatives and amplify your market presence by requesting Market Development Funds (MDF) through our portal.
- Submit proposals, track approvals, and manage your marketing

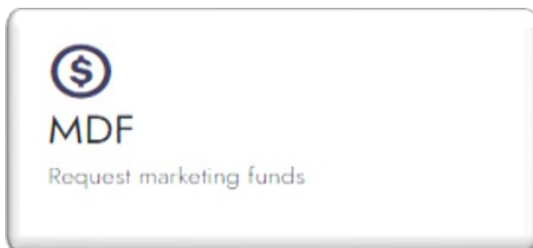
REGISTRATION

To enroll, please navigate to the [Partner Portal](#). If you're not currently under agreement with NetWitness, you'll need to provide details such as company information, headquarters location, and preferred partnership type.



Attaining access to the Partner Portal will unlock numerous advantages:

- Gain entry to a comprehensive platform serving as a centralized hub
- Seamlessly register deals
- Access complimentary technical training
- Stay informed about the latest product launches

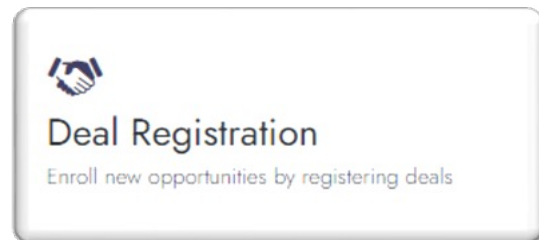


Elevate Your Marketing Strategy:

Access MDF Applications now online within our Partner Portal!

1. Submit
2. Execute
3. Claim – All in One Convenient Hub!

Enjoy Real-Time Updates Every Step of the Way for Seamless Campaign Execution!



Explore our intuitive DR format, designed for ease of use.

Open to all NetWitness partners, Deal Registration Program is offering rewards for specific engagements.

By enrolling in the program and registering qualified opportunities, you can obtain Opportunity Protection and become the exclusive Partner of record, preventing approval for any other Partner regarding same opportunity.

Qualify to receive Upfront Discount when completing new logo deals with NetWitness. The Deal Registration program accommodates various licensing models, supporting both commercial licenses and subscriptions in line with NetWitness product offerings.

Explore further into the deal registration guidelines [here](#).

* Note that MDF is proposal-based and open to Titanium, Platinum and Gold NetWitness Partner Program Partners.

USER ROLE-BASED ACCESS

Partner Portal introduces a novel functionality known as role-based access, tailored specifically for our partners.

These distinct user roles streamline company management by assigning specific roles, activities and visibility levels, ensuring efficient operation.

EXECUTIVE

Users with this role can view deals for Manager and Sales roles within the primary company. Additionally, they can submit deals on behalf of Manager and/or Sales role users.

However, access to other Executive role deals is restricted. Executive users do not receive default deal-related email notifications.

MANAGER

Tailored for users managing sales teams, this role grants access to deals for Sales roles within the primary company.

Managers can submit deals for Sales role users but cannot view deals for other Manager roles. Managers receive all default deal-related email notifications.

SALES

Intended for individual sales representatives, allows access only to deals they have submitted or those submitted on their behalf.

Sales users cannot view deals for other Sales roles. They receive default deal-related email notifications for deals submitted by Manager or Executive users but not for deals they register themselves.

Account Owner (Partner Account Manager) Role

Designed for NetWitness Sales Partner Managers, this role offers unparalleled pipeline visibility. Users with this role can access deals for Sales, Manager, and Executive roles within their primary company, as well as associated companies.

NETWITNESS PARTNER PROGRAM TIERS OVERVIEW

Every Partner commences at the silver level, indicating their enrollment in the program. Partners can progress to higher tiers by fulfilling additional criteria in terms of revenue and training certificates.

SILVER

- Partners enter the NetWitness Program at this tier.
- Access to NetWitness Partner Communities and Partner Training.

GOLD

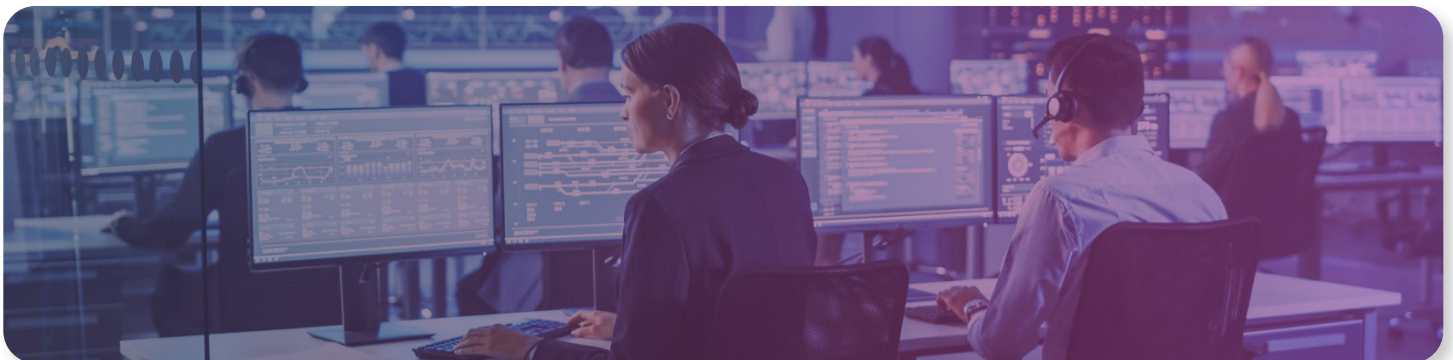
- Have completed trainings and secured NetWitness Business
- Deal Registration discounts and maintenance renewal program available
- Access to Marketing Funds subject to approval from NW.

PLATINUM

- Significant NW Revenue
- Business plan required
- Have invested in training and revenue
- Identify and close incremental business in area of focus
- Access to Marketing Funds subject to approval from NW

TITANIUM

- Greatest investment in revenue and completed training for Sales, Pre-sales Technical and Professional Services Delivery
- Business plan required
- Drive and close Incremental Net New Logo Business
- Access to Marketing Funds subject to approval from NW



BENEFITS - PROGRAM TIER BREAKDOWN

Every Partner commences at the silver level, indicating their enrollment in the program. Partners can progress to higher tiers by fulfilling additional criteria in terms of revenue and training certificates.

	Deal Registration				Marketing Funds
	Maintenance Renewal	Value	Incremental Expansion	Net New	All Deals
SILVER	✗	✓	0%	0%	✗
GOLD	✓	✓	5%	10%	Proposal Based
PLATINUM	✓	✓	10%	20%	Proposal Based
TITANIUM	✓	✓	15%	30%	Proposal Based

DEAL REGISTRATION GUIDELINES

Resellers have the eligibility to submit deal registrations autonomously or may opt to request their distributor to do so on their behalf.

The deal registration process remains valid for a duration of 180 days. Extension option is provided to the deal registration, if submitted 45 days before the expiration date, granting an additional 180 days. In the event of expiration, re-registration is possible, contingent upon approval.

Eligible for deal registration within the NetWitness Platform are endeavors pertaining to its services and products. However, please note that certain services, such as Professional Services, Education Services, and Customer Services, are deemed ineligible for deal registration.

MAINTENANCE RENEWAL DEAL REGISTRATION

Eligibility Criteria

- The Partner must be an incumbent, meaning having done business with the end user within the past 12 quarters.
- The Partner must be Gold, Platinum or Titanium Tier.
- The License must be within 120 days of the expiration

Benefits

- Incumbency Protection
- Deal Protection
- Sole Access to NSP Discounting

Note: This will be approved as a Value Deal Reg only with no DR Discount

REVENUE REQUIREMENTS AND TRAINING CERTIFICATES

GUIDELINES AND RULES

- Partners are eligible to enroll starting with Silver Tier.
- Titanium, Platinum, Gold and Silver Partners must always maintain all requirements of the NetWitness Partner Program applicable to their partner tier during the period of this program.
- NetWitness conducts periodic assessments to verify that partners maintain compliance with the requisite criteria for their assigned program level. Partners will be placed into their NetWitness Partner Program tier for 12 months. The 12-month program period will run from the beginning date of January 31st, 2024, to the end date of January 27, 2025. At the annual compliance review point the NetWitness Channel Operations Team will review Partner status against program requirements and place Partners into appropriate tiers. In addition to the annual compliance review, NetWitness may run half year soft reviews. During these half year reviews, Partners that meet the NetWitness Partner Program requirements of a higher tier will be promoted to that higher tier for the duration of the current compliance period. Partners will not be demoted during half year compliance reviews.
- Upon meeting the prerequisites for advancement within the program, partners can request upgrade to the next level via their designated NetWitness account representative.

Detailed requirements pertaining to revenue thresholds and training certifications are delineated in the tables provided, categorized by respective zones:

SILVER	Zone 1	Zone 2	Zone 3
Revenue	One transaction per FY		
Training Certificates	Not required but highly Recommended		

GOLD		Zone 1	Zone 2	Zone 3
Revenue	Incremental	80,000	75,000	50,000
	Program Eligible	SUBJECT TO APPROVAL		
Training Certificates	Sales	1	1	1
	Technical	1	1	1

ZONE 1: USA, Italy, UK, UAE, Saudi Arabia

ZONE 2: France, Germany, Netherlands, Spain, India, Japan, South Korea, Qatar

ZONE 3: All Other Countries

PARTNER REVENUE (USD) THRESHOLDS

As a second-highest tier within our partner program hierarchy our **Platinum Partners** gain access to exclusive benefits, resources, and opportunities to further grow your business and collaborate with us.

PLATINUM		Zone 1	Zone 2	Zone 3
Revenue	Incremental	200,000	150,000	100,000
	Program Eligible	400,000	300,000	200,000
Training Certificates	Sales	4	3	2
	Technical	3	2	1
	Service Delivery	1	1	1

Titanium Partners are recognized as the highest level within our partner program hierarchy. Specific criteria and expectations that Titanium Partners must meet to maintain their status and eligibility for program benefits are outlined below:

TITANIUM		Zone 1	Zone 2	Zone 3
Revenue	Incremental	400,000	300,000	200,000
	Program Eligible	600,000	450,000	300,000
Training Certificates	Sales	6	4	3
	Technical	4	3	2
	Service Delivery	2 Cert*	2 Cert*	1 Cert*

* Certification within 12 months of attaining partner status is required, except in cases where the partner has achieved Titanium Partner status previously under the DMR designation.

PARTNER WITH NETWITNESS IN THE AWS MARKETPLACE

NetWitness Platform is now available on the [AWS Marketplace](#).

Seize the opportunity to effortlessly deploy and integrate our advanced security capabilities directly into client AWS environments.

This streamlined process enables organizations to enhance their security posture, protect critical assets, and detect and respond to threats more effectively — all within the familiar AWS ecosystem.

KEY BENEFITS OF DEPLOYING NETWITNESS ON aws marketplace

Simplified Procurement:

Easily procure and deploy the NetWitness Platform directly from the AWS Marketplace with flexible billing options.

Scalability and Flexibility:

Scale resources as needed and leverage the flexibility of AWS infrastructure to adapt to evolving security requirements.

Rapid Deployment:

Accelerate time-to-value with quick and seamless deployment of our security solutions within your AWS environment.

Enhanced Security Posture:

Leverage the robust capabilities of the NetWitness Platform to strengthen your security defenses and proactively identify and mitigate threats.

To explore and deploy the NetWitness Platform on AWS Marketplace, [click here](#).

USEFUL RESOURCES AND CONTACTS

Need assistance? Whether you have questions or need support, we're here for you!

- For any inquiries related to the Partner Portal, reach out to our dedicated NetWitness Partner Enablement Team at partnercentral@netwitness.com
- Submit a case portal [here](#) to open and manage cases.

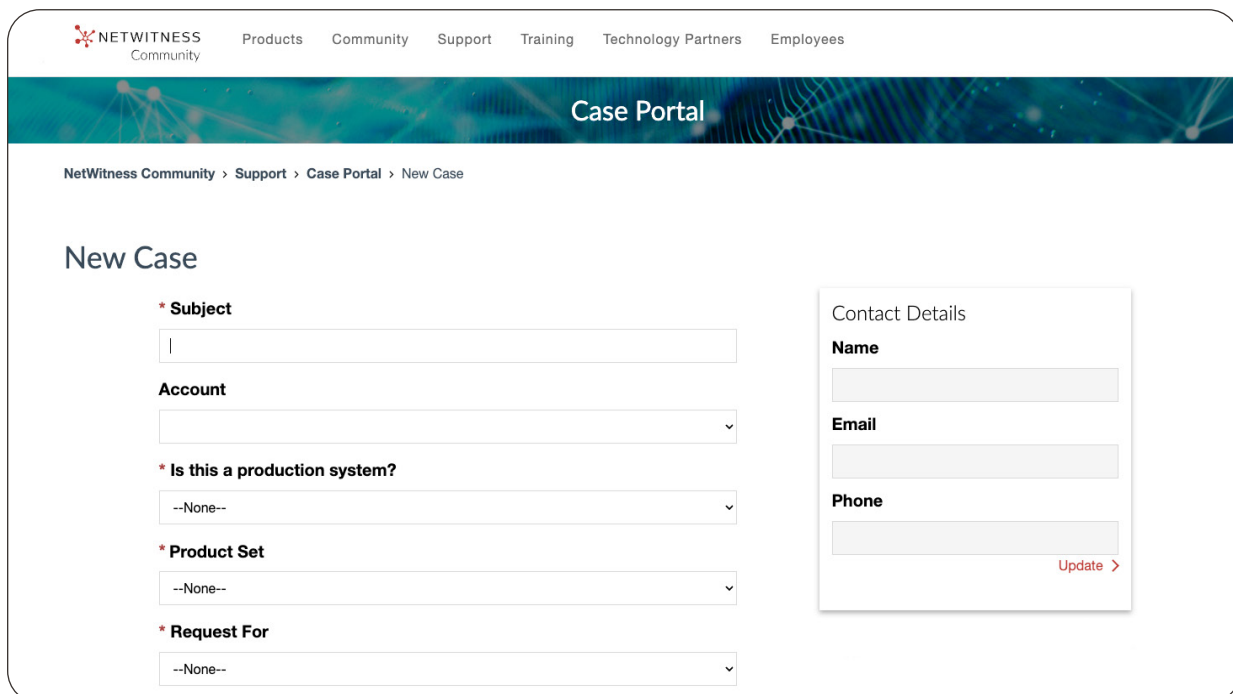
Please note that this shortcut leads to the NetWitness community platform, where you may be prompted to log in for access.

1. Select 'Case Category' from the drop-down list.



A screenshot of a web form showing a drop-down menu for 'Case Category'. The menu is open, displaying the following options: Technical Support, NetWitness Community, myRSA Portal, Sales Inquiries, Education, and Partner Community. A red 'Proceed' button is visible below the menu.

2. Complete the form providing as much detail as possible and attach any supporting files or screenshots.



A screenshot of the NetWitness Case Portal form. The page title is 'Case Portal'. The breadcrumb trail is 'NetWitness Community > Support > Case Portal > New Case'. The form is titled 'New Case' and contains the following fields:

- * Subject**: Text input field.
- Account**: Dropdown menu.
- * Is this a production system?**: Dropdown menu with '--None--' selected.
- * Product Set**: Dropdown menu with '--None--' selected.
- * Request For**: Dropdown menu with '--None--' selected.
- Contact Details**: A separate box containing:
 - Name**: Text input field.
 - Email**: Text input field.
 - Phone**: Text input field.
 - Update >**: Red button.

3. Click "SAVE" to route the case to the appropriate team.

Resources

NetWitness Partner Communities access full range of sales tools, marketing materials and partner forums.

APPENDIX

Definitions

NetWitness Program Guide: NetWitness Reseller Program.

Reseller: A Reseller that has accepted the Term and Conditions of the Program.

Eligible Product: Products within the following NetWitness product families: NetWitness Platform per Appendix A.

Titanium Tier: The highest tier in the Program

Platinum Tier: The mid-tier in the NetWitness Partner Program Reseller Program.

Gold Tier: The initial tier in the Program where benefits are introduced.

Silver Tier: Entry level tier in the Program.

Deal Registration Discount: A discount provided as a percentage from list price.

Deal Registration Form: The web page within NetWitness Partner Central Portal, where a Reseller registers a deal.

Deal Registration Program: A program that allows Resellers to register a deal with NetWitness and in certain circumstances receive an upfront discount and/or be the sole recipient of non-standard pricing discounts, all subject to certain criteria and constraints.

Incremental Deal Registration: A channel found deal for deal registration eligible products and an opportunity that does not exist on the NetWitness forecast that has been registered.

Incremental Expansion Deal Registration: A registered deal not on the NetWitness forecast within an existing NetWitness customer. An existing NetWitness customer is defined as a customer that has purchased NetWitness products within the last 5 years. Customer is defined at the global parent entity level.

Incremental Net New Logo Deal Registration: A deal registration for Eligible Product(s) for (i) a customer that does not own any NetWitness products (ii) NetWitness Sales has neither forecasted or is already working the opportunity, both as determined by NetWitness. A new NetWitness customer is defined as a customer that has not purchased NetWitness products within the last 5 years. Customer is defined at the global parent entity level.

Maintenance Renewal Deal Registration: A registered deal that has been submitted by a Reseller for maintenance renewal.

Deal Registration Extension: When the deal will not close within the granted 180 days deal reg approval time, the reseller has the option to apply for an extension which will grant an additional 180 days and guarantee the same approval of deal type status also.

Opportunity Re-registration: When a deal registration expires, the partner can apply for a re-registration of that opportunity. Approval and deal type status at which it may be approved are at the discretion of NetWitness. Where granted, a further 180 days is granted.

Value Deal Registration: A deal registered by a Reseller and the deal already exists on the NetWitness forecast but the Reseller is providing value.

APPENDIX

The table below details NetWitness products that are eligible for resale by NetWitness Resellers, as well as products that are excluded from the Deal Registration program.

NETWITNESS PRODUCT FAMILY FOR RESALE	EXCEPTIONS FROM RESELLER RESALE	EXCEPTIONS FROM DEAL REGISTRATION
NetWitness Suite	All may be resold	Maintenance Renewals eligible for Renewals DR Program only. Term/Subscription Renewals eligible for Std Value DR.

All Eligible Product families with the exceptions of Not for Resale (NFR) products, professional services, education services, customer support and maintenance renewals.

NetWitness Partner Program Eligibility by Product Type

TYPE	NETWITNESS PARTNER PROGRAM ELIGIBLE
Hardware / Software	Yes
Managed Services	Yes
Term Renewals	Yes
Disti buying for own use	Yes
Reseller buying via Disti for own use	Yes
Customer Services	Yes (First Year Support)
Professional Services	No
Maintenance Renewals	No
Tier 1 transaction (NetWitness -> Reseller -> End User)	No
Tier 1 transaction (NetWitness -> Distributor -> End User)	No
Education Services	No
3rd Party Resell	No
RSA Conference Passes	No

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