Perimeter 81 Channel Partner Program Guide

Protect Your Clients and Grow Your Business Confidently
Why Partner with Perimeter 81?

Perimeter 81 enables you to effortlessly manage networking and security across any number of clients.

**Lead the Market**

VPNs are ineffective in today’s cloud-forward, remote work era. Perimeter 81 offers visibility, seamless hybrid-cloud integration and security tools that go beyond encryption.

**Save Time and Resources**

Get your clients up and running in less than 15 minutes. Our technology enables you to quickly deploy tenants’ complex networks without tedious configuration or hardware.

**Earn High-Recurring Revenues**

Perimeter 81’s scalable software requires no hardware, saving thousands of dollars yearly. With SaaS-based pricing you can pay as you go and leave all the large upfront costs behind.

**Partner Portal**

Providing you with real time data and actionable insights into your clients performance, on-demand partner training, and co-branded materials.

**Enablement**

Perimeter 81 Partners have access to training resources and program materials that will enable you to build a valuable and differentiated Secure Network as a Service offering.

**Brand Recognition**

Align yourself with the leading Secure Access Service Edge (SASE) platform and receive a constant stream of branded collateral to help you stand out.

**Global Support**

Work with dedicated, friendly and knowledgeable pre- and post-sales support, available 24/7 to help you stay on track and meet your goals.
Program Overview

Our award-winning platform delivers the highest level of networking and security capabilities from the cloud edge.

Replace your legacy security services with one seamless platform. Perimeter 81 offers our partners a powerful, scalable and simple Secure Network as a Service to keep your clients’ network data safe, and you at the cutting edge. Our scalable, multi-tenant management solution enables you to effortlessly manage networking and security across any number of clients.

Perimeter 81 Channel Partner Program enables partners to maximize the value of network security, as we offer our partners comprehensive technical training, best-in-class sales and marketing collateral, and 24/7 dedicated technical support.

With Perimeter 81, you can manage and secure your customers’ access to their cloud and on-premise resources, and track your own performance all in one place.

“For our partners, Perimeter 81 represents a one-stop-shop where they can deploy both security and networking across any number of tenants. The single management console and freedom from all hardware requirements helps partners ramp up recurring revenues in no time, and results in growth that’s parallel with their customers.”

Bob Kilbride
Vice President, Channel Sales, Perimeter 81
Program Framework

Program Membership Tiers & Requirements

The Perimeter 81 Partner program is designed to increase your market share, boost retention, and achieve continual revenue growth. Our tier levels provide partners with clear requirements, support and exclusive benefits at every level and are based on the partners annual spend.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Reseller</th>
<th>Professional</th>
<th>Advanced</th>
<th>Premier</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARR</td>
<td>$0</td>
<td>$3,000</td>
<td>$50,000</td>
<td>$100,000</td>
</tr>
<tr>
<td>Net Retention MRR</td>
<td>105%</td>
<td>110%</td>
<td>115%</td>
<td></td>
</tr>
<tr>
<td>Net New Customer Growth</td>
<td>5%</td>
<td>10%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Minimum Sales Certifications</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Minimum Network Security Engineer (NSE) Certification</td>
<td>N/A</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Signed MSP Agreement</td>
<td>N/A</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Partner Portal Registration</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

Business and Sales Tools

<table>
<thead>
<tr>
<th>Deal Incentives</th>
<th>Apply for our partnership to discover our program's discounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deal Registration</td>
<td>✔</td>
</tr>
<tr>
<td>Dedicated Channel Partner Manager (CPM)</td>
<td>✔</td>
</tr>
<tr>
<td>Access to Multi-Tenant Platform</td>
<td>✔</td>
</tr>
<tr>
<td>Dedicated Client Success Engineer (CSE)</td>
<td>✔</td>
</tr>
<tr>
<td>Alignment with Perimeter 81 Field Sales</td>
<td>✔</td>
</tr>
<tr>
<td>Roadmap Briefings</td>
<td>✔</td>
</tr>
<tr>
<td>Executive Business Reviews</td>
<td></td>
</tr>
<tr>
<td>Beta Program Participation</td>
<td></td>
</tr>
<tr>
<td>Joint Annual Business Planning</td>
<td></td>
</tr>
</tbody>
</table>
## Marketing Development Funds

The Marketing Development Funds (MDF) are to be used with the intent to grow Perimeter 81 solution sales. In order to receive the funds, all MDF requests must be submitted in the MDF request form. All activities must be approved by the Perimeter 81 Channel Marketing Manager. The MDF can be distributed in the form of account credits.

### Approved MDF activities include:

- Demand Generation
- Events
- Marketing Materials
- Campaigns

### Marketing Benefits

<table>
<thead>
<tr>
<th></th>
<th>Reseller</th>
<th>Professional</th>
<th>Advanced</th>
<th>Premier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to Partner Portal</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Co-Branded Material</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Listing in the Partner Locator</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Dedicated Partner Marketing Support</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Joint Lead-Gen Activities</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Availability of MDF Funds*</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Go-To-Market Business Plan</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

### Trainings, Enablements and Certifications

<table>
<thead>
<tr>
<th></th>
<th>Reseller</th>
<th>Professional</th>
<th>Advanced</th>
<th>Premier</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Demand Partner Training</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Partner Resources</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Pre-Sales Support</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>NFR and Trial Licenses</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

### Community

<table>
<thead>
<tr>
<th></th>
<th>Reseller</th>
<th>Professional</th>
<th>Advanced</th>
<th>Premier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Partner Newsletter</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Quarterly Partner Webinar</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Private Slack Group</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Partner Advisory Board</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
About Perimeter 81

Perimeter 81 is a leading Secure Access Service Edge (SASE) provider that has taken the outdated, complex and hardware-based network security technologies, and transformed them into one unified, scalable and easy-to-use software solution—simplifying secure access for the modern and distributed workforce. Perimeter 81’s clients range from small businesses to Fortune 500 corporations across a variety of sectors, and its partners are among the world’s foremost integrators, managed service providers and channel resellers.

Certified SOC 2 Type 2, GDPR, HIPAA and ISO 27001 Compliant

We adhere to the highest standards of software security compliance, so you can rest assured that your organization’s data remains fully protected.

Our scale-as-you-grow subscription pricing eliminates large upfront costs and is the ideal solution for organizations of all sizes in every industry.

Partner with Perimeter 81 and discover a more robust and simpler Secure Network as a Service today!

Contact us to learn more:
partners@perimeter81.com