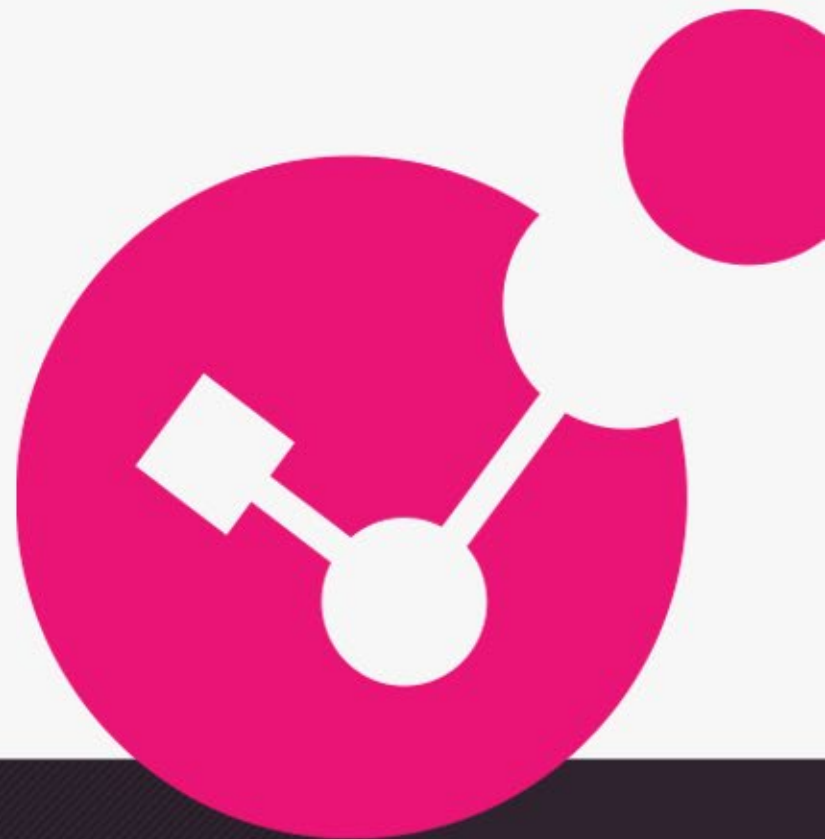




# Partner Playbook 2023



YOU DESERVE THE BEST SECURITY

# Table of Contents

- 2023 Channel Strategy
- Why Partner with Check Point?
- Maximizing Margins
- Innovative Partner Sales and Service Programs
- Sales Tools and Programs to Help Partners Create New Opportunities and Increase Win Rates



# 2023 CHANNEL STRATEGY



# 2023 Channel Strategy Priorities

**New Business Growth through  
New Customers and Cross-Sell / Up-Sell  
to Existing Customers**

**Maintain 28 Year  
100% Channel Commitment!**

**Create and Execute the Best  
Partner Experience – Predictability,  
Profitability, Ease of Doing Business**

**Offer Our Customers and Partners  
the Best Security Solutions**

**Create New Opportunities with Partners  
through Emerging Security Solutions**

**Enable Partner Opportunities with  
Best in Class Training, Marketing,  
Services and Tools**

**Assist Partners in Creating New Markets  
with Infinity, SMB and MSSP Programs**

# **WHY PARTNER WITH CHECK POINT?**



# Why Partner with Check Point?

- 100% Channel committed since 1993 – 30 years
- Best in class margins and deal protection on new business
- Professional and managed services opportunities for partners
- Supply chain advantages
- Industry leading business planning and customer acquisition tools
- Solutions to prevent every possible threat



# Check Point Has the Best Solution to Address Every Possible Threat

## Less Security Partners equals Lower Cost of Sales!



SECURE THE CLOUD

SECURE THE NETWORK

SECURE USERS & ACCESS

CONSOLIDATED MANAGEMENT  
& SECURITY OPERATIONS





# Leading G2 Crowd in Six Categories Offer Your Customers “The Best”



★★★★★ Jun 13, 2021

"The best of cloud protection."

★★★★★ Jul 26, 2021

"EndPoint Secured, Network more secured"

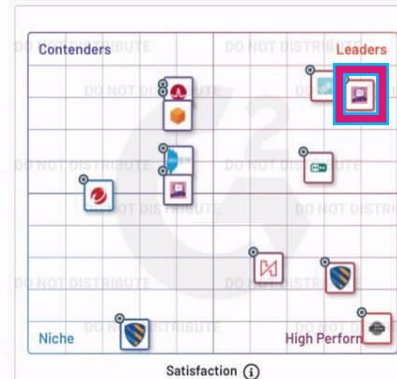
★★★★★ Sep 27, 2021

"CheckPoint NGFWs: Security is priceless"

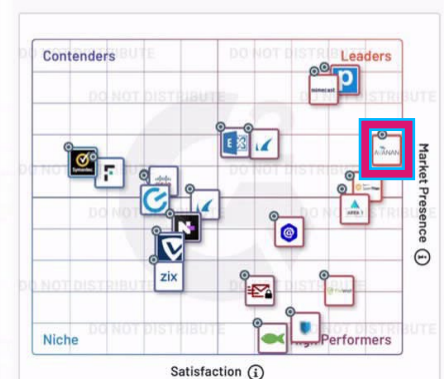
Grid® for Cloud Data Security Software



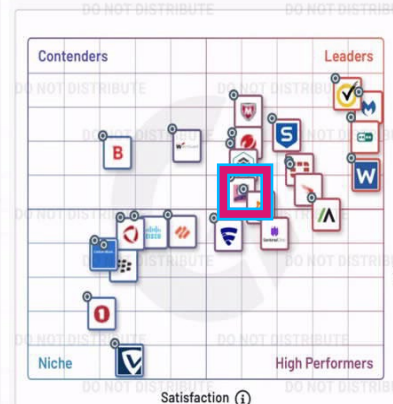
Grid® for Mobile Data Security Software



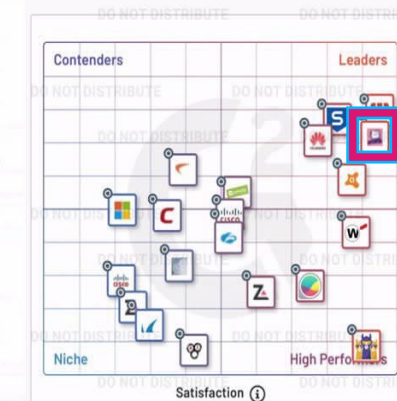
Grid® for Cloud Email Security Software



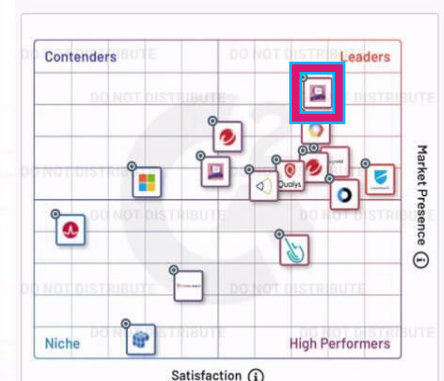
Grid® for Endpoint Protection Suites



Grid® for Firewall Software



Grid® for Cloud Workload Protection Platforms Software





# Channel Awards

## 2021

### Q1

- Canals APAC Award
- Canals EMEA Award
- CRN Top 100 Coolest Cloud
- CRN 100 Security
- CRN 2021 Partner Program Guide
- CRN Channel Madness



### Q2

- Canals Global Leadership Matrix
- Microsoft 20/20 Security Award
- 2021 Channel Chief
- Top 100 Channel Executives
- CRN Mobile 100

### Q3

- Top 100 People You Should Know: Lauren Ventura

### Q4

- CRN 100 Edge Computing
- CRN Innovators: Quantum Spark
- Canals EMEA Leadership



## 2022

### Q1

- Top 20 Coolest Cloud
- Security 100
- 2022 Channel Futures Influencer: Frank Rauch
- 2022 Partner Program Guide: 5-star rating
- Channel Madness



### Q2

- Channel Madness
- Frank Rauch inducted into 2022 Circle of Excellence by Channel Futures – 4/13
- 2022 Channel Chief
- Top 100 Channel Execs
- Women of the Channel
- ARC Awards Partner Submission



# MAXIMIZING MARGINS



# How to Make More Money with Check Point in 2022

- Deal Registration...Margin!
- Promotions and Sales Campaigns
- Co-Op & MDF (Lower Cost of Sales)
- Professional Services Partner Program
- Managed Security Services Partner (MSSP)
- Infinity (Larger Deal Size & Margins)

TYPE	PRODUCT	SERVICES	SUPPORT
Regular Deal Registration	6%	6%	6%
Emerging Technology Deals * Deal above \$20K list price	15%	15%	6%
Competitive Replacements * Deal above \$20K list price	15%	15%	6%
New Customer * Deal above \$5K list price	25%	25%	25%



Address customer needs directly



Increase PS revenue



Add a specialization to your profile



Your engineers become Check Point experts & earn a CPSE certification



Increase your customer value and retention



Professional services is the current market trend



Access to a private Professional Services group on Checkmates platform

# **INNOVATIVE PARTNER SALES AND SERVICE PROGRAMS**



# Infinity in Partner Program

- Training
  - Free Infinity pre-sales training for all Channels
  - Must be consumed for all Channels that have open infinity opportunity
- Infinity certification – provided to channel led deals
  - Measured via deal registration
- Part of 2022 rebate program alongside Cloud and Harmony
- Best in class margin opportunities

# Professional and Support Services

Managed Services	Security Services	Assessment Services	Support & Pro Services
<ul style="list-style-type: none"> <li>• <b>Consumption</b> <ul style="list-style-type: none"> <li>– Tiering Monthly Pricing</li> <li>– E-mail Security</li> <li>– Office 365</li> <li>– Google Workspace</li> <li>– Collaboration Tools</li> </ul> </li> <li>• <b>Leasing/ Right to Use</b> <ul style="list-style-type: none"> <li>– Monthly Pay as you go</li> <li>– Hardware</li> <li>– Software</li> </ul> </li> <li>• <b>No upfront costs</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>MDR</b> <ul style="list-style-type: none"> <li>– White Label</li> <li>– Co-Delivered</li> <li>– PaaS</li> </ul> </li> <li>• <b>IRT</b> <ul style="list-style-type: none"> <li>– White Label</li> <li>– Co-Delivered</li> <li>– Sub-Contracting</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Cloud</b> <ul style="list-style-type: none"> <li>– Free PoC/PoV</li> <li>– Unlimited Assessment Consultant Licenses</li> </ul> </li> <li>• <b>Detection and Response</b> <ul style="list-style-type: none"> <li>– Cloud (NDR)</li> <li>– Network (NDR)</li> <li>– Endpoint (EDR)</li> <li>– Pen Testing</li> <li>– Business E-mail Compromise (BEC)</li> <li>– Security Check-up</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Collaborative Support</b> <ul style="list-style-type: none"> <li>– <b>NEW:</b> Partner front-line support including Americas</li> <li>– Consistent program worldwide</li> <li>– All products</li> <li>– Unlimited access without prepaid tickets</li> <li>– Part of Infinity for Partner-led Support</li> <li>– Can be combined with Pro &amp; Elite Support</li> </ul> </li> <li>• <b>Professional Services</b> <ul style="list-style-type: none"> <li>– Professional Services Certifications</li> <li>– Quantum</li> <li>– CloudGuard</li> <li>– Harmony</li> </ul> </li> </ul>



# Marketplaces



## AWS

- Marketplace
- CPPO
- SPPO



## Azure

- Marketplace
- Azure Private Offer

# Partner Training

- High Quality Curriculum
- More Relevant – 8 Infinity Specializations
- Lowest Cost – 30% less
- Least Time Out of the Field – 30% Less

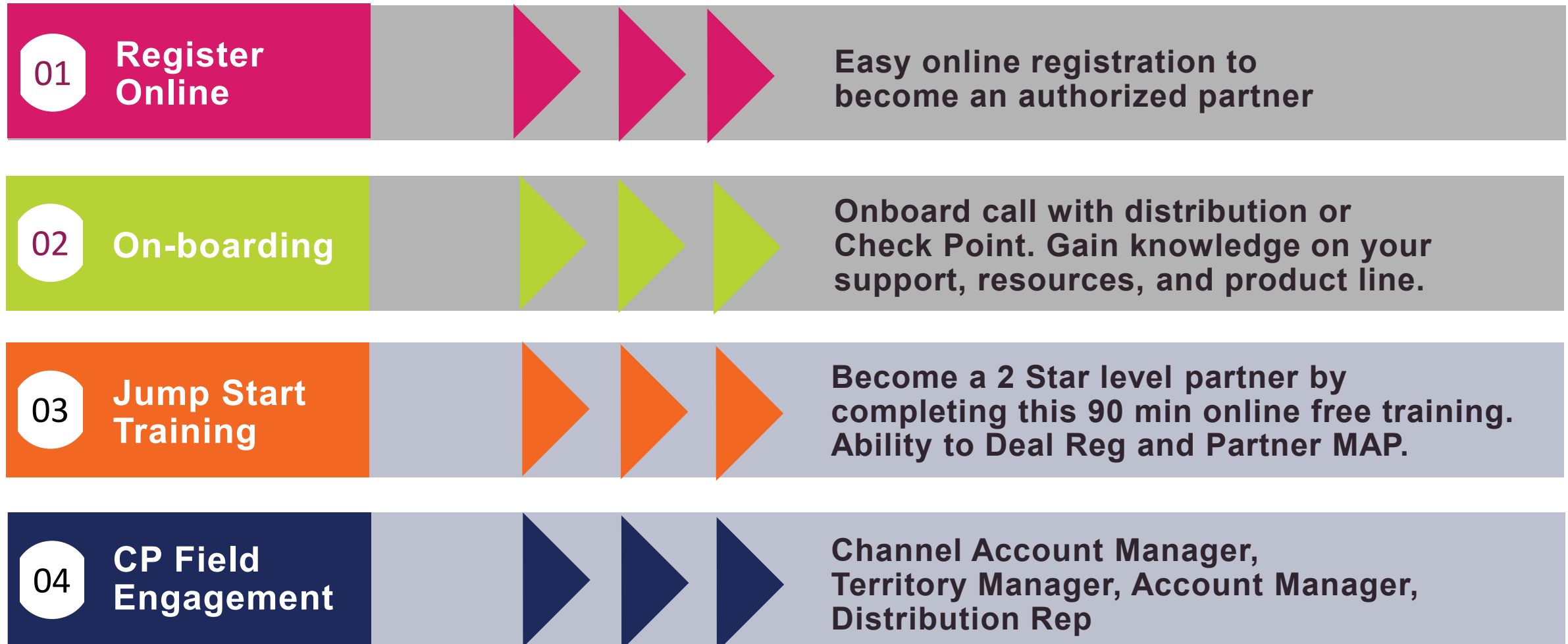
Competency	Tier/Knowledge capacity	Delivery Method	Cost	2 stars	3 stars	4 stars	5 stars	Elite
Reseller	Sales/ Pre - Sales Learning Paths CloudGuard/Harmony/ Quantum	eLearning	Free	1	2	2	2	2
	Sales - Welcome Partner	eLearning	Free	1 CPSC	3 CPSC	3 CPSC	5 CPSC	5 CPSC
	(1)Post – Sale	Virtual instructor-led training	Paid	<u>Only CCSP:</u> 1 CCSE 1 Infinity specialist	1 CCSE 1 Infinity specialist	2 CCSE 2 Infinity specialist	2 CCSE 2 Infinity specialist	2 CCSE 2 Infinity specialist
Support Provider (CCSP)	Troubleshooting Expert	Virtual instructor-led training	Paid	1 CCTE	1 CCTE	2 CCTE	2 CCTE	2 CCTE

CCSP – Support partner | CCTE – troubleshooting Expert | CCSE – Security expert

**SALES TOOLS AND PROGRAMS  
TO HELP PARTNERS CREATE  
NEW OPPORTUNITIES AND  
INCREASE WIN RATES**

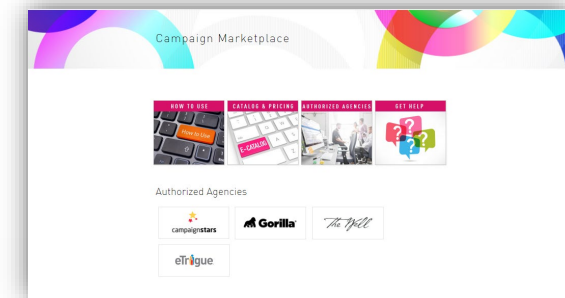
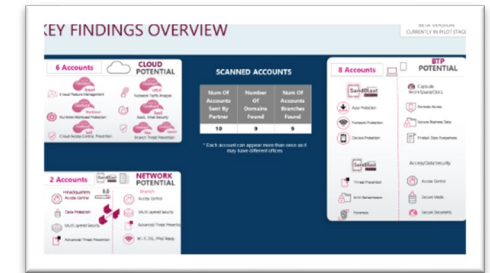


# How to Add Value and Differentiate in the Hot SMB Market



# Creating Demand for Security Solutions

- Account Mapping...high propensity to buy targeting
- Co-branded Digital Campaigns
- Field engagement
- Check Point Offers:
  - Account Mapping / Enhanced White Space
  - Campaign Central
  - Campaign Marketplace
  - Field Marketing Events (Sponsorships)
  - Demos, Trials, POCs



# Check Point “Easy to Use” Sales Tools

## Ice Breaker / Quick Use



CheckMe



GDPRate



ThreatGuard



cp<r>

## Advance Assessment



Security  
Checkup



CSPM



NDR



E-Mail

## Demo & Migrate Tools



DemoPoint



SmartMove

**CHECKMATES**  
**LAB**

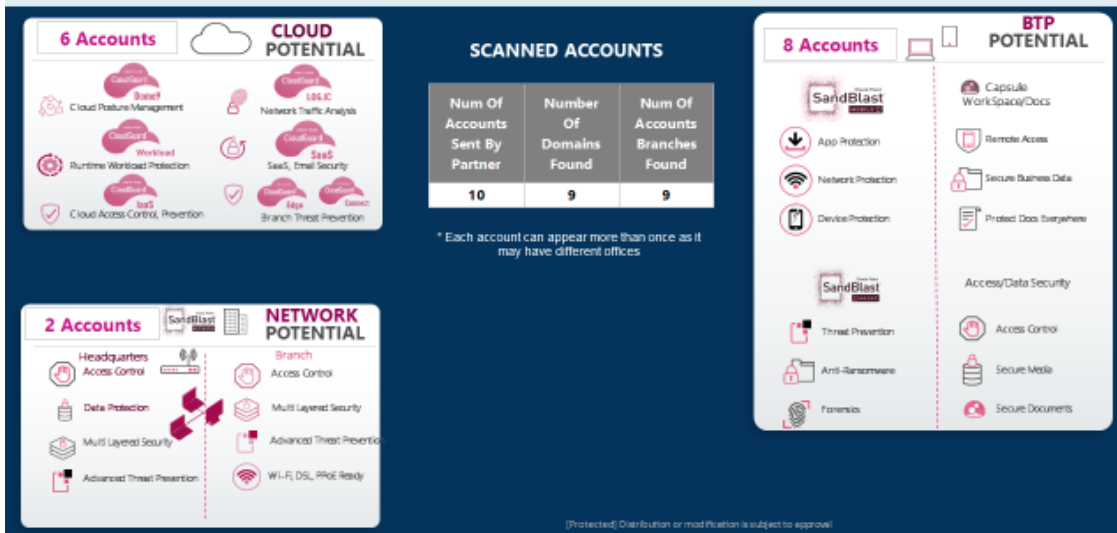


# Enhanced Whitespace Program

- The Whitespace program provides an opportunity for Check Point's partners to increase wallet share of their existing customers through joint security projects, while generating revenue for both you and Check Point.
- Via the program, you would be able to get an intelligence data regarding your accounts' IT install base in the recent years. In addition we will provide you with a set of recommendations for each account, that including a suggested Check Point solutions list, in order to ensure you're going after the right accounts.

## KEY FINDINGS OVERVIEW

BETA VERSION  
CURRENTLY IN PILOT STAGE



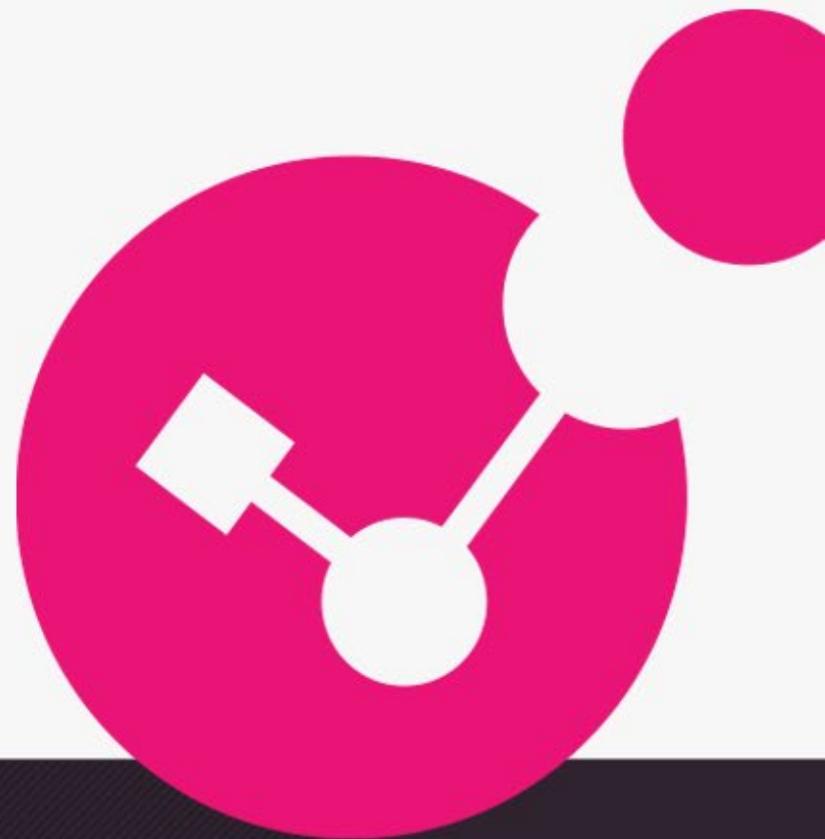
## Account 1: ABCD Ltd.

BETA VERSION  
CURRENTLY IN PILOT STAGE





# Thank you!



YOU DESERVE THE BEST SECURITY