PARTNER GROWTH PLAYBOOK

Note: This Playbook available by download in the Check Point Engage App and also Partner Map website.
Foreword:
Check Point Channel Leadership Perspective

Check Point Partners:

Welcome to Check Point where our entire go-to-market is focused with you, our valued partners. Check Point has made significant investments and optimized channel coverage to ensure your ability to succeed with us.

Check Point is committed to listening and acting upon your feedback, which has been the case with the introduction of the 2021 Partner Growth Program. We’ve had several opportunities to solicit your direct feedback and ideas in venues such as Local CPX events, Partner webinars, executive forums, virtual CPX <Secure>, partner surveys, and the quarterly Partner Executive calls—to name a few. Check Point is, and will continue to be a 100% focused Channel-driven company—it’s been that way now for 27 years.

This playbook focuses on our joint collaboration and engagement, from strategy through execution. All with the objective of shortening the sales cycle, winning new accounts, increasing profitability while achieving record levels of growth.

You have our commitment and the commitment of the Check Point family to work hard on your behalf each and every day! And, in exchange we ask of you to engage Check Point in opportunities where we can bring mutual value to our customers in the spirit of making the world a safer place.

Good selling,

Frank Rauch
Head of Worldwide Channels, Check Point
And acting Head of Americas Channels, Check Point

Nisha Holt
Head of Americas Channel Sales, Check Point

Pankaj Narayan
Head of APAC Channels, Check Point

Olivier Huck
Head of Partners Ecosystem EMEA, Check Point

Good selling,

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Head of Americas Channel Sales, Check Point

Pankaj Narayan
Head of APAC Channels, Check Point

Olivier Huck
Head of Partners Ecosystem EMEA, Check Point
Americas Leadership Team

Nisha Holt
Head of Americas Channel Sales

Catey DeBalco
Head of Field Marketing Americas

Claus Kursell
Channel Director, Latin America

Angelo Valentini
Area Manager, Channel Sales, Canada

Kevin Purcell
Head of Global SI Sales

Gregg O’Neill
Area Manager, Channel Sales, East

Ted Friedman
Area Manager, Channel Sales, Mid-Atlantic

Chris Williams
Area Manager, Channel Sales, South

Deepak (Sunny) Azad
Area Manager, Channel Sales, West

Erick Foy
Head of Americas Distributor Sales

Coletta Vigh
Head of WW Channel Strategy

Geoff Waters
Head of Americas Sales
INTERACTIVE MENU

Foreword: Check Point Channel Leadership Perspective
Chapter 1 Check Point 2020 Strategy
Chapter 2 Check Point is a 100% Channel-Driven Company
Chapter 3 Market Leadership
Chapter 4 Partner Ecosystem
Chapter 5 Partner Growth Program
Chapter 6 Check Point Engage-Sales Enablement App
Chapter 7 Promotions and Special Benefits
Chapter 8 Marketing
Chapter 9 Co-op Program and Development Funds
Chapter 10 Certification and Training
Chapter 11 Certified Collaborative Support (CSSP) Program
Chapter 12 Professional Collaborative Support (CSSP) Program
Chapter 13 Managed Security Service Provider (MSSP) Program
Chapter 14 Business Plan
Chapter 15 Service Programs
Chapter 16 Sales Tools
Chapter 17 Selling Check Point
Chapter 18 Strategic Plays
Chapter 19 Meet The Experts Session
Chapter 20 Your Feedback Counts

CHECK POINT PARTNER GROWTH PLAYBOOK | 4
EMEA Leadership Team (continued)

Pankaj Bhula
Regional Director, Africa

Roberto Pozzi
Regional Director, Southern Europe

Yossi Ghez
Regional Director, Middle East

Christophe Dufau
Head of Global Accounts Europe

Philippe Thenard
Head of Growth, EMEA

Lillian Sapir
Head of Field Marketing, EMEA

Peter Sandkuijl
Systems Engineering Director, EMEA

EMEA Central Functions

I N T E R A C T I V E  M E N U

Foreword: Check Point Channel Leadership Perspective
Chapter 1 Check Point 2020 Strategy
Chapter 2 Check Point is a 100% Channel-Driven Company
Chapter 3 Market Leadership
Chapter 4 Partner Ecosystem
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Chapter 20 Your Feedback Counts
EMEA Channel Team

EMEA Heads of Channels

Anna Butvinova  
Head of Channels, Russia & CIS

Bas Van Kesteren  
Head of Channels, Netherlands

Elif Gunaydin  
Head of Channels, Turkey

Fernando Herrero Garcia  
Head of Channels, Spain

Kamel Karou  
Head of Channels, France

Laurent Vanderschrick  
Head of Channels, Belux

Lukas Fischer  
Head of Channels, Switzerland

Marcin Dziedzic  
Head of Channels, Poland

Massimiliano Bossi  
Head of Channels, Italy

Matthew Barker  
Head of Channels, Africa

Michael Wakefield  
Head of Channels, UK & Ireland

Michalis Bozos  
Head of Channels, Greece

Foreword: Check Point Channel Leadership Perspective

Chapter 1 Check Point 2020 Strategy

Chapter 2 Check Point is a 100% Channel-Driven Company

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Chapter 6 Check Point Engage-Sales Enablement App

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Chapter 11 Certified Collaborative Support (CSSP) Program

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Chapter 20 Your Feedback Counts
EMEA Channel Team (continued)

Miloslav Lujka
Head of Channels, Czech Republic

Bernd Sebode
Head of Channels, Germany

Shay Israel
Head of Channels, Israel
APAC Leadership Team

Sharat Sinha
VP, APAC

Pankaj Narayan
Head of Channels, APAC

Ian Raper
Regional Director, ANZ

Sundar Balasubramanian
Regional Director, India + Saarc

Argon Ho
Regional Director, Greater China

Evan Dumas
Regional Director, SEA

Masahiro Nishimura
Regional Director, Japan

Yuji Ashiya
Head of Channels, Japan

Robert Pizzarei
Head, Strategic & Global Accounts, APAC

Doug Farndale
Head of Growth Technologies

Sharon Tan
Head of Field Marketing, APAC

Gary Gardiner
Head of Security Engineering

INTERACTIVE MENU

Foreword: Check Point Channel Leadership Perspective
Chapter 1 Check Point 2020 Strategy
Chapter 2 Check Point is a 100% Channel-Driven Company
Chapter 3 Market Leadership
Chapter 4 Partner Ecosystem
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Chapter 6 Check Point Engage-Sales Enablement App
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PREVIOUS NEXT
APAC Leadership Team (continued)

Rodney Thorne
Head of Channels, ANZ

Manish Alishi
Head of Channels, India + Saarc

Harry Wong
Head of Channel, Greater China
Chapter 1
Check Point Strategy

Our legacy defines our commitment to the future. Check Point has been committed to a 100% channel model since 1994 and no intention of selling direct in the future. This remains a differentiator in our partner strategy. Our valued partners enjoy a model where they do not compete with us for deals or customers. We support this channel model of predictable profitability with 25 years of recognized product excellence. Check Point consistently reaches the analyst’s highest quadrants for vision and execution. The legacy meets customer demand with security solutions such as Quantum, Harmony, Cloud and Infinity, which prevent specific threats or offer overall consolidation opportunities.

We are “partner first” every hour of every day starting with a best in industry business planning process. Check Point has invested in a best in class business planning tools, which can help partner crush their goals. The plans contain on-line optimization with Check Point’s priorities to guide our channel to optimal field alignment, investment and profitability.
Chapter 2
Check Point is a 100% Channel-Driven Company

“Our strong mutually beneficial partnership with Check Point spans technical, account management and marketing and allows us to quickly develop strong go-to-market-strategies which both create profitable opportunities and ensure the smooth delivery of joint security projects for our mutual customers. The strong alignment and sense of working hand-in-hand with Check Point is central to this success. It creates trust and allows us to develop a portfolio of solutions and complementary services which are highly valued by customers, raising our ability to win deals in a crowded market.”

John Gilbertson, Sales Director
Bytes Security Partnerships
“Check Point’s strong products have clear value proposition, and the best in industry management interface across platforms and solutions. I am confident of meeting my customer’s cyber-security needs with Check Point and be a trusted advisor to them, and am able to do so thanks to the efforts of a world-class R&D team in Israel.”

Ramandeep Singh Walla, CEO
QOS Technology
As the global leader in cyber security, Check Point’s role is to protect organizations and user data from cyber criminals and security risk. It is estimated that during 2020 throughout the pandemic, digital transformation has accelerated and advanced by up to seven years. What was once thought to be almost impossible was achieved in just a few months. Check Point first predicted these types of multi-vector, fast-moving, large-scale Gen V attacks two years ago, and they are hitting organizations globally more frequently than ever before.

Check Point’s Global Threat Impact Index and its ThreatCloud Map is powered by Check Point’s ThreatCloud intelligence, the largest collaborative network to fight cybercrime which delivers threat data and attack trends from a global network of threat sensors. The ThreatCloud database inspects over 3 billion websites and 600 million files daily, and identifies more than 250 million malware activities every day. Check Point is differentiated with its prevent vs. detect product implementation.

Check Point has a proven track record in innovations and has received countless awards over the past 27 years from Gartner, NSS Labs, Network Computing, Forrester, and others for technology innovation and leadership in Cloud, Network, Remote Users and Access, the Infinity integrated management platform. Check Point also received over 20 awards in 2020 for its Channel Leadership in technology, programs and people.

Check Point has the industry’s largest security ecosystem, comprising more than 160 technology partners. While Check Point’s continuous investment in R&D outpaces rivals at 30% of total spend, the company has also successfully integrated newly acquired innovators, such as Dome9, Protego Labs, and Cymplify.
“As a Check Point Distributor in Australia, we have grown our business significantly together through close collaboration and trust. Our teams work closely together to drive value and profit for our partners and the support we receive from the Check Point team is invaluable in achieving the right outcomes for our partners.”

Craig Ashwood, General Manager
Orcatech AU
Check Point has a vibrant network of over 6,000 Partners worldwide. Our main goal is to continue to evolve our current network. We are always looking to diversify our partnerships by collaborating with resellers who specialize in integration, cloud, pure play cyber security, etc. Whether you are a hybrid of specialties or have one focus, we have a space for you to grow with us. That said, there is always more opportunity for new Partners who are capable of selling advanced technologies or developing new market segments. These are the easy steps to becoming a Check Point Partner.

ONBOARDING OF NEW PARTNERS:
Making sure we collaborate with the right partners is essential to keeping a healthy Channel Ecosystem, where we can better utilize our resources and allow our partners to grow as they should.
**HOW DOES IT WORK:**
In order to join our partner program, prospective partners are required to:
- Register via our website: [https://www.checkpoint.com/check-point-partner-program-applicant-form/](https://www.checkpoint.com/check-point-partner-program-applicant-form/)
- Submit a Business Plan (template is sent by Partner Alliance)
- Complete our Sales Certification (for free on PartnerMAP)

**WHAT’S IN IT FOR THE NEW PARTNERS?**
Our new partners will receive appropriate and free of charge sales training, training on our newest technology, first-hand information from headquarters, Ad hoc support and point of contact inside Check Point’s headquarters.

**NEW PARTNER JOURNEY**

1. **Welcome Webinar on Sales Tools Business Plan**
   - Introduction to Partner Alliance and Channel team
   - Completion of business plan
   - Sales training on PartnerMAP

2. **Advanced Tools Training: Specialized Webinars**
   - Check apps
   - Checklists

3. **1st Month**
   - Completion of junior Sales Training and Certification
   - Technical and Product training

4. **2nd Month**
   - CPC/Technical Cert.

5. **3rd Month**
   - QBR and F3
   - Review of an allocation
   - Schedule visits
   - Create campaigns
   - Monitor PP performance (Scorecard)

6. **End of Year Evaluation**
   - Quarterly Business Review to ensure Partner Potential
   - Performance on single box onto peer boxes with comparison to partners of same tier

7. **Last Quarter Updates**: Scorecard

8. **Q3**
   - Technical and Product training

9. **Q2**
   - Senior Sales Training and Certification

**INTERACTIVE MENU**
- Foreword: Check Point Channel Leadership Perspective
- Chapter 1: Check Point 2020 Strategy
- Chapter 2: Check Point is a 100% Channel-Driven Company
- Chapter 3: Market Leadership
- Chapter 4: Partner Ecosystem
- Chapter 5: Partner Growth Program
- Chapter 6: Check Point Engage-Sales Enablement App
- Chapter 7: Promotions and Special Benefits
- Chapter 8: Marketing
- Chapter 9: Co-op Program and Development Funds
- Chapter 10: Certification and Training
- Chapter 11: Certified Collaborative Support (CSSP) Program
- Chapter 12: Professional Services Program
- Chapter 13: Managed Security Service Provider (MSSP) Program
- Chapter 14: Business Plan
- Chapter 15: Service Programs
- Chapter 16: Sales Tools
- Chapter 17: Selling Check Point
- Chapter 18: Strategic Plays
- Chapter 19: Meet The Experts Session
- Chapter 20: Your Feedback Counts
“Check Point is constantly innovating its engagement with partners to find new ways to win together with us in the evolving business environment.”

Yeong-Cheol Lee, CEO
SP Information Technology
Chapter 5
Partner Growth Program

- REWARDING
  Partners for Alignment and Execution
- MARGIN
  & Customer Value THROUGH SERVICES
- Expanding Partner INVESTMENT OPTIONS
- Enhancing, Scaling & Modernizing MANAGED SERVICES
- ATTACK & WIN BACK Strategies
- Improved PREDICTABILITY & PROFITABILITY
- Building & Evolving ENGAGE

I N T E R A C T I V E  M E N U

- PREVIOUS
- NEXT
- CHECK POINT PARTNER GROWTH PLAYBOOK

Chapter 1
Check Point 2020 Strategy

Chapter 2
Check Point is a 100% Channel-Driven Company

Chapter 3
Market Leadership

Chapter 4
Partner Ecosystem

Chapter 5
Partner Growth Program

Chapter 6
Check Point Engage-Sales Enablement App

Chapter 7
Promotions and Special Benefits

Chapter 8
Marketing

Chapter 9
Co-op Program and Development Funds

Chapter 10
Certification and Training

Chapter 11
Certified Collaborative Support (CSSP) Program

Chapter 12
Professional Services Program

Chapter 13
Managed Security Service Provider (MSSP) Program

Chapter 14
Business Plan

Chapter 15
Service Programs

Chapter 16
Sales Tools

Chapter 17
Selling Check Point

Chapter 18
Strategic Plays

Chapter 19
Meet The Experts Session

Chapter 20
Your Feedback Counts
WHAT’S IN IT FOR YOU

PARTNERS

• More Opportunity, Predictability and Profitability
• New Investments in Strategic Initiatives
• Hyper-Growth Opportunities with Alliances
• Complete Alignment and Engagement with Check Point Field Teams

CUSTOMERS

• Greater Access to Expertise
• Increased Threat Prevention with combination of Alliances/Partners/Check Point
• Enhanced Day 1 Experience
• Improvement in Time to Value
NEW TIER MODEL

In our new model recognizes partner’s performance alongside their efforts and defines clear targets per partner level, that are based on Check Point’s priorities and engage activities. Each partner level has a specific points target. Ranging from 4,000 to 32,000 points.

Points can be attained in 3 ways: Performance Points, Engage Activities, Combination of Both.

TIERS POINTS TARGET

- Elite Eligibility – 4-5 Stars
- Elite
- 5 Stars
- 4 Stars
- 3 Stars
- 2 Stars
- Performance Points
- Engage Activities
- Combination of Both
- Elite Eligibility – 4-5 Stars
- Elite
- 5 Stars
- 4 Stars
- 3 Stars
- 2 Stars
- Performance Points
- Engage Activities
- Combination of Both
Our new model recognizes partner’s performance alongside their efforts and defines clear targets per partner level, that are based on Check Point’s priorities and engage activities. Each partner level has a specific points target. Ranging from 4,000 to 32,000 points.

Points can be attained in 3 ways:

<table>
<thead>
<tr>
<th>Target</th>
<th>4000</th>
<th>8000</th>
<th>16000</th>
<th>32000</th>
<th>32000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance Points</td>
<td>2 Stars</td>
<td>3 Star</td>
<td>4 Stars</td>
<td>5 Stars</td>
<td>Elite</td>
</tr>
<tr>
<td>New Customer 15%</td>
<td>4000</td>
<td>8000</td>
<td>16000</td>
<td>20000</td>
<td>20000</td>
</tr>
<tr>
<td>Cloud Security 15%</td>
<td>4000</td>
<td>8000</td>
<td>16000</td>
<td>20000</td>
<td>20000</td>
</tr>
<tr>
<td>Growth 15%</td>
<td>4000</td>
<td>8000</td>
<td>16000</td>
<td>20000</td>
<td>20000</td>
</tr>
<tr>
<td>*Infinity Total Protection</td>
<td>1000 Per Deal</td>
<td>1000 Per Deal</td>
<td>1000 Per Deal</td>
<td>1000 Per Deal</td>
<td>1000 Per Deal</td>
</tr>
</tbody>
</table>

**ELITE PARTNERS**

Elite is a prestigious Partner Level that is granted by invitation only and can be initiated by Check Point to eligible partners.

**REQUIREMENTS**

- Point Target = 32,000 Points
- Annual bookings of $2M
- Meet one performance criteria: New Customer/Cloud Security/Growth (15%)
- Infinity Total Protection - 2 Deals
- Security wallet share (Self-Reported with possible audit)
- Check Point’s Business = Min 50%

**BENEFITS**

- Development Funds
- Proposal priority
- Customer Delegations via DF/COOP
- Complimentary CPX360 vouchers for executives
- Priority in Early Awareness Programs

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- Proposal priority
- Customer Delegations via DF/COOP
- Complimentary CPX360 vouchers for executives
- Priority in Early Awareness Programs
**DISCOUNTS BY TIER LEVEL**

<table>
<thead>
<tr>
<th>TIER LEVEL</th>
<th>DEFAULT DISCOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PRODUCTS ONLY</td>
</tr>
<tr>
<td>Authorized</td>
<td>Base</td>
</tr>
<tr>
<td>2 Stars</td>
<td>+0%</td>
</tr>
<tr>
<td>3 Stars</td>
<td>+3%</td>
</tr>
<tr>
<td>4 Stars</td>
<td>+5%</td>
</tr>
<tr>
<td>5 Stars</td>
<td>+6%</td>
</tr>
<tr>
<td>Elite</td>
<td>+7%</td>
</tr>
</tbody>
</table>

Recommended discount for distribution

**INTERNET MENU**

- Foreword: Check Point Channel Leadership Perspective
- Chapter 1: Check Point 2020 Strategy
- Chapter 2: Check Point is a 100% Channel-Driven Company
- Chapter 3: Market Leadership
- Chapter 4: Partner Ecosystem
- Chapter 5: Partner Growth Program
- Chapter 6: Check Point Engage-Sales Enablement App
- Chapter 7: Promotions and Special Benefits
- Chapter 8: Marketing
- Chapter 9: Co-op Program and Development Funds
- Chapter 10: Certification and Training
- Chapter 11: Certified Collaborative Support (CSSP) Program
- Chapter 12: Professional Services Program
- Chapter 13: Managed Security Service Provider (MSSP) Program
- Chapter 14: Business Plan
- Chapter 15: Service Programs
- Chapter 16: Sales Tools
- Chapter 17: Selling Check Point
- Chapter 18: Strategic Plays
- Chapter 19: Meet The Experts Session
- Chapter 20: Your Feedback Counts
## Training and Knowledge Requirements

<table>
<thead>
<tr>
<th>Competency</th>
<th>Tier/Knowledge capacity</th>
<th>Cost</th>
<th>2 Stars</th>
<th>3 Stars</th>
<th>4 Stars</th>
<th>5 Stars</th>
<th>Elite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reseller</td>
<td>Sales and Pre-Sales</td>
<td>Free</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>(CloudGuard/Harmony/Quantum (eLearning paths)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Welcome Partner (eLearning)</td>
<td>Free</td>
<td>1 CPSC</td>
<td>3 CPSC</td>
<td>3 CPSC</td>
<td>5 CPSC</td>
<td>5 CPSC</td>
</tr>
<tr>
<td></td>
<td>Sales &amp; Post Sales Weekly Boost (eLearning &amp; VILT)</td>
<td>Free</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Post-Sale (VILT)</td>
<td>Paid</td>
<td>CCSP only: 1 CCSE 1 Infinity specialist</td>
<td>1 CCSE 1 Infinity specialist</td>
<td>2 CCSE 2 Infinity specialist</td>
<td>2 CCSE 2 Infinity specialist</td>
<td>2 CCSE 2 Infinity specialist</td>
</tr>
<tr>
<td>Support provider (CCSP)</td>
<td>Troubleshooting Experts</td>
<td>Paid</td>
<td>1 CCTE</td>
<td>1 CCTE</td>
<td>2 CCTE</td>
<td>2 CCTE</td>
<td>2 CCTE</td>
</tr>
</tbody>
</table>

### Competency Tier/Knowledge Capacity
- **Cost**
  - **Free**
  - **Recommended**
  - **Paid**
- **2 Stars**
- **3 Stars**
- **4 Stars**
- **5 Stars**
- **Elite**
Chapter 6
Check Point Engage—Collaborate and Connect Effectively with Check Point

“What everyone at sep² loves about the Check Point Engage App is its ease of use, which has enabled us to integrate it into our sales process. So much so that immediately after a customer or prospect meeting, we automatically go to the app, create a new record or submit the deal registration. Meanwhile the leaderboard has enhanced the competitive spirit within the sales team too! One of sep²’s key principals is to continually strive for excellence and this is the perfect platform for us to do even more with Check Point. Overall, Check Point’s Engage App has boosted the “engagement” between Check Point and sep² resulting in an even stronger partnership.”

Tim Ward, Director
sep² Limited
Check Point differentiates its Partners through activities that enable growth through an innovative app called Check Point Engage. Engage 2.0 was launched in August 2020 with a whole set of new features empowering our partners to be the best trained and growth-oriented channels they can be in order to be the ultimate trusted advisor.

Engage allows you to master our solutions, prepare for your meetings, and grow your business with all of the Engage 2.0 features: direct access to an expert at HQ, sales enablement resources, customer insights, and real-time updates; anytime anywhere. The more Engage points your partners earn, the closer they get to achieving their tier-level status requirements and the more CLC packages they can earn with the new Engage Rewards Program.

The new App will recognize your reps and your organization through activities performed. Activities can be customer meetings, security check-up, cloud/mobile demonstrations, sales activities, account planning and training. Each activity will grant points to be collected and based on accumulated points and thresholds, personal and partner status will be determined.
With the Check Point Engage Application you will benefit from the following:

- Stay up-to-date on the latest cyber security news and connect with an expert directly
- Full transparency with the Engage Dashboard and customer and lead insights
- Secure your deal anytime, anywhere and enhance your position as a trusted advisor with shareable content
- Learn about most recent updates in regarding to Check Point and the threat landscape
- Act and interact in collaboration with Check Point regarding your joint customers
- Schedule a Demo directly with our experts in HQ (Remote activators) together with customers
- Collect partner points tied to activities
- Accumulate partner points to help partners maintain or upgrade tier-status levels
- Redeem points for CLC packages to win prizes such as certification vouchers and more

The Check Point Engage application will allow you to collaborate and engage much more effectively with Check Point, log activities and collect points, view your personal status and team status, and redeem points.
POINTS DRIVEN ACTIVITIES

Below are the main activities that you can do jointly with Check Point or independently. These activities will enable you to collect points throughout your daily activities. Points structure subject to change periodically.

<table>
<thead>
<tr>
<th>Category</th>
<th>Activity</th>
<th>Engage Points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Core Technology Activity</td>
</tr>
<tr>
<td>Engagement</td>
<td>Engagement with Push Notifications (Pink Alerts)</td>
<td>5</td>
</tr>
<tr>
<td>Certifications</td>
<td>CCSA/CCSE/CCSM Certs</td>
<td>300</td>
</tr>
<tr>
<td></td>
<td>Technical Emerging Tech Path</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Sales Emerging Tech Path</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Sales Core Tech Certs</td>
<td>50</td>
</tr>
<tr>
<td>Customer Meeting</td>
<td>Customer Meeting</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>C-Level Meeting</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Register a deal</td>
<td>-10 (max 60)</td>
</tr>
<tr>
<td>Pre-Sales Activity</td>
<td>Account planning per hour</td>
<td>10-80</td>
</tr>
<tr>
<td></td>
<td>POC</td>
<td>150</td>
</tr>
<tr>
<td></td>
<td>Security Check Up</td>
<td>150</td>
</tr>
<tr>
<td>Partner Meeting</td>
<td>Training (10 per hour)</td>
<td>10-80</td>
</tr>
<tr>
<td></td>
<td>Demo</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Sales Activity</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Engagement</td>
<td>5</td>
</tr>
</tbody>
</table>
INDIVIDUAL STATUS AND BENEFITS

Based on our individual accumulated points your personal status will be determined.

Your individual status will be a testimony to your engagement level, commitment and expertise with Check Point.

Status levels are:

<table>
<thead>
<tr>
<th>Status</th>
<th>Points Accumulated*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Novice</td>
<td>500 points – 1,199 points</td>
</tr>
<tr>
<td>Expert</td>
<td>1,200 points – 2,499 points</td>
</tr>
<tr>
<td>Wizard</td>
<td>2,500 points – 3,999 points</td>
</tr>
<tr>
<td>Legend</td>
<td>4,000 points and more</td>
</tr>
</tbody>
</table>

You will be able to redeem points accumulated to gain exclusive benefits:

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Points to Redeem*</th>
<th>Description</th>
<th>Can be used for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mega CLC Package</td>
<td>4000</td>
<td>This package grants the user with 32.5 CLC CCSE Course (with exam) or CCSA Course (with exam) or CSM Course</td>
<td>CCSE Course (with exam) or CCSA Course (with exam) or CSM Course</td>
</tr>
<tr>
<td>Standard CLC Package</td>
<td>2500</td>
<td>This package grants the user with 7.5 CLC One Day hacking point course (Hacking 101, Hacking IoT, DevSecOps)</td>
<td>One Day hacking point course (Hacking 101, Hacking IoT, DevSecOps)</td>
</tr>
<tr>
<td>Compact CLC Package</td>
<td>900</td>
<td>This package grants the user with 2.5 CLC Exam voucher or Cyber Range</td>
<td>Exam voucher or Cyber Range</td>
</tr>
</tbody>
</table>

*These activities will enable you to collect points throughout the deal cycle. Points structure subject to change periodically.

CHECK POINT ENGAGE—PARTNER PROGRAM APP

With our Engage application, you can register your deal from everywhere, anytime from your own mobile phone!
Partner Deal Registration Program
This Program is offered only to our certified Resellers and provides them with the opportunity to protect their deal and earn additional discounts on specific registered and approved deals from Check Point. The program provides additional 6 points discount on top of the partner’s default discount. Deal registration will apply for all deals with List Price value of $20K USD or above. For deals less than $20K USD List Price, the additional 6 points will be added automatically to the default discount.

Secure
Based Only one partner can receive a Deal Registration approval—Which will enable only that partner to receive additional discount points and the ability to request Non Standardized Pricing.

Protect
Your deal registration will be secured for 180 days from the time of approval by Check Point. You will be able to submit an extension request of an additional 90 days (maximum 270 days in total) through your local Check Point representative. If no extension is requested by the 180-day expiration date, your deal will be automatically rejected. You will then need to submit a new deal registration request with the same approval cycle with Check Point—and will be open to registrations from additional resellers.
Engage Rewards

We are excited to show our appreciation with the new Engage rewards packages!

These are some of the courses you can redeem. The online courses include Cyber Range, a fun and gamified environment which allows you to practice your cyber security skills. There is also the Hacking Point Workshop, which can train you in the realm of Pen Testing. And finally, Check Point, CCSE and CCSE courses which are our top tech certifications that pay the highest and are still growing in value - & everything is online!

CHECK POINT PARTNER GROWTH PLAYBOOK | 30
**Engage App**

**Earn point through activities:** Enter the Engage app and on the home page add activity by clicking on the plus button, select activity type, and fill out the field. You can easily track your activities & check your score and rank and earn points.

**Connect with an HQ expert:** on-the-go with “Ask Our Expert” feature.

With this feature, you can open a ticket directly to an expert at HQ.

**Meet an expert:** With this feature, you can invite prospects to an exclusive 15 minute live cyber-attack demo, to initiate a meaningful discussion on their security posture.
**Check Point Engage Sales Enablement Program**

**Chapter 6**

**Check Point Engage Sales Enablement Program**

**Engage App**

**Master Our Solutions**

**COMPETITIVE**

**Sales Kickoff 2021**

**Competitive**

**Anatomy of a Win**

- **Competitive Filter**
  - Filter by solution and competing vendors to pinpoint what makes Check Point stand out from the crowd

- **Palo Alto Competitive Battle Card**
  - Learn the top competitive differentiators between Check Point and Palo Alto

- **Fortinet Competitive Battle Card**
  - Learn the top competitive differentiators between Check Point and Fortinet

- **CloudGuard Corporate Access Battle Card**
  - Learn the top competitive differentiators of CloudGuard Corporate Access (formerly Osa)

**Earn points through activities**: Enter the Engage app and on the home page add activity by clicking on the plus button, select activity type, and fill out the field. You can easily track your activities & check your score and rank and earn points.

**Master our Solution**: Provide you information to prepare for your meetings, information about solutions and competitive battle cards.

**Customer Explorer** provide you with snapshot view of the customer, and information on customer’s business with Check Point.

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**Check Point Channel Leadership Perspective**

**Chapter 1**

**Check Point 2020 Strategy**

**Chapter 2**

**Check Point is a 100% Channel-Driven Company**

**Chapter 3**

**Market Leadership**

**Chapter 4**

**Partner Ecosystem**

**Chapter 5**

**Partner Growth Program**

**Chapter 6**

**Check Point Engage-Sales Enablement App**

**Chapter 7**

**Promotions and Special Benefits**

**Chapter 8**

**Marketing**

**Chapter 9**

**Co-op Program and Development Funds**

**Chapter 10**

**Certification and Training**

**Chapter 11**

**Certified Collaborative Support (CSSP) Program**

**Chapter 12**

**Professional Services Program**

**Chapter 13**

**Managed Security Service Provider (MSSP) Program**

**Chapter 14**

**Business Plan**

**Chapter 15**

**Service Programs**

**Chapter 16**

**Sales Tools**

**Chapter 17**

**Selling Check Point**

**Chapter 18**

**Strategic Plays**

**Chapter 19**

**Meet The Experts Session**

**Chapter 20**

**Your Feedback Counts**
Chapter 7
Promotions and Special Benefits

“There are not many vendors out there are as supportive as Check Point in collaborating to generate win-win business together. With Check Point, I am confident of winning in the market with the broad range of SMB products, and by leveraging on the expertise of the local Japan team and the marketing programs available to us.”

Akihiko Hogyoku, President
Takarajoho Inc.
Check Point is committed to rewarding our partners for driving mutual beneficial results. Incentives include margins, deal registration discounts, rebates and more.

**INCENTIVE PROGRAMS**

**Deal Registration Protect and Secure**

Secure your margins and get the most attractive pricing!

Protect your deal and receive lucrative discounts:

- **25% New Customer:** On deals above $5K
- **15% Competitive Replacements:** On deals above $20K
- **15% Emerging Technology Deals:** CloudGuard, Harmony: On deals above $20K
- **12% Infinity Deals:** Based on infinity’s unique default discount and pricing structure

Partner’s Default Discount applies on top of the promotional discount.

**Trade In to the Best Security Value Promotion**

Trade in your old solution to the latest technology. Trade in existing Check Point products, hardware or software, and receive 100% credit (up to 20% end user discount). Partners’ regular discounts apply on top of discounted end user price.

The promotion requires the return of the traded unit.
Partner In-House Program
Get a 70% discount on internal use security solutions.

Purchase Check Point products for internal use (not for resale) at a discount of 70% off the list price of appliances.

This promotion is limited to up to 500 Capsule and Endpoint seats, 500 Sandblast Mobile seats (1Yr), 200 Dome9 Assets (1Yr), One Smart-1 or SMC100x Management Server and up to 4 units that can be of any combination of Next Generation Threat Prevention (NGTP) or Next Generation Threat Extraction (NGTX) Gateways from the FULL Check Point appliance list.

This promotion now includes 500 Mobile licenses and 200 Dome9 assets.

Cyber Security Learning Credits
Engage your customers with Check Point’s Cyber Security Learning Credits.

New Customers with purchases above $25,000/$200,000 (net to Check Point) will receive free Cyber Security Learning Credits. You can redeem CLCs for many enablement packages including Certification Training, Pen Testing Training, Exam Vouchers, CPX, Consulting, Optimization, Virtual Labs, Incident Response, Security Awareness and more.
HOW TO REDEEM

1. Go to the training & certification portal at http://store.checkpoint.com/training-certification/
2. Select course to attend
3. On that page, select the region then course date/location in the radio button
4. Click the “enroll w/ CLC” button
5. That starts the registration process
6. Enter the UC# and SO# in the comments field on the registration page

**Bachelors of Advanced Security**

Secure your Educational Institutes and get the most attractive pricing!

Educational Institutes get a 20% discount on products and services listed on the Check Point price list. Partner’s default discount applies on top of promotion discount.

Educational institutions can receive special discounted account rates on software subscription and support. The calculation of account rate is determined according to the account value of the software products.
Competitive Landscape
As a Check Point partner you will receive access to find competitor information. Our new addition to PartnerMAP will gather all of the relevant sales tools to show how Check Point stacks up against the competition. Each presentation contains performance specs, analyst statistics, quotes, and more. Open the presentations below to learn how Check Point stands out from other large security vendors.

Early Availability Programs
Check Point wants your feedback on our cutting-edge solutions. Join any Check Point Early Availability Program (EAP) and test the following products below.

This is your opportunity to provide valuable feedback on the Industry’s most popular Internet Security products. To participate simply register for any of the Early Availability Programs and download the software.
Product Evaluation
Partners can add evaluation products to their customer’s User Center account easily and quickly through their PartnerMAP account using the following steps:

- Login to the User Center
- Click on the “Learn” tab
- Select Product Evaluation
- You will have three options to choose from
- Select the required evaluation license
- Complete all of the fields with a red asterisk
- Click on “Get Evaluations” on the bottom right

The evaluation license for the selected product is then added to the customer’s User Center account. An e-mail will also be sent to the provided e-mail address, notifying the customer that an evaluation license is now available.

SMB Solution Demo Portal
The SMP (Security Management Portal) is a web-based management solution for easily managing SMB security appliances.

- The SMP can manage up to 20K gateways.
- Up to 5K gateways in a single service domain.
- An Additional log server (physical or virtual) should be added for every 2K gateways.

The SMP management works seamlessly with our Zero Touch service.

Zero-Touch Deployment
Zero Touch is a free Check Point cloud deployment service. It enables the initial deployment of multiple Gaia gateways.

The administrator applies the initial deployment configuration for the gateways in the Zero Touch portal. When a gateway is connected to the internet for the first time, it fetches the settings automatically.

Free Mobile Licenses
Check Point’s Partners can get up to 100 licenses of SandBlast Mobile free for 1 year for internal and demo purposes.

CheckMe Campaign
Leverage the Check Point CheckMe instant proactive assessment for generating quality leads tool and raise awareness among their targeted audience.
Chapter 8
Marketing

Check Point invests in marketing in all phases of the customer lifecycle—from awareness, consideration, preference through loyalty. In Awareness, Check Point achieved #1 Reach in Share of Voice in 2020 over our competitors, which is a 106% gain y/y. This was achieved via press, TV, and digital marketing channels. Across digital marketing campaigns and targeted events Check Point grew partner engagement by over 53% in 2020 over 2019. Our partner newsletter reaches over 60k partner subscribers every month. Partner co-branded campaigns and assets, along with communications and market development funds enable partners to create further demand locally.

PARTNERS CAN ENGAGE WITH CHECK POINT MARKETING

To Create Awareness
• Visit PartnerMAP Campaign Central configured by technology pillar to leverage marketing assets, sales tools, and co-branded templates to launch your own campaigns
• Pre-Packaged, Pre-Approved Campaigns coming soon! Utilize the Check Point co-op program to execute lead generation and awareness digital marketing campaigns with approved vendors
• Partner Hall of Fame – Check out partner marketing best practices on PartnerMAP

To Drive Demand
• Sponsor a Check Point customer event
• Utilize the Check Point co-op program to develop, nurture and qualify leads
• Participate in a 3rd party sponsored event or trade show
Chapter 9
Co-op Program and Development Funds

Co-Op Program
Check Point’s co-op funds are earned based on sales revenue performance. Funds can be allocated for technology training, pre-sales activities, such as security check-ups or proof-of-concepts, and marketing activities. Field marketing, channel marketing, and channel managers guide partners through the use of co-op funds based on joint business plans and goals as well as an aligned marketing plan. Campaign Central is a repository on PartnerMAP, the partner website, where partners can utilize the latest marketing assets.

Partner bookings are eligible for co-op accrual (up to 6%) by:
- acquiring new accounts
- selling advanced technologies
- selling Infinity

Co-op is one consolidated budget—100% flexibility across all categories.

### DEVELOPMENT FUNDS
Check In addition, we are forward investing in strategic opportunities which will result in significant, accretive growth. This program will be proposal-based and subject to submittal guidelines and governance.

<table>
<thead>
<tr>
<th>H2 Co-op Budget</th>
<th>Budget Account</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distributor</td>
<td>2% on products only</td>
</tr>
<tr>
<td>Elite</td>
<td>1.5% on products only</td>
</tr>
<tr>
<td>5 Stars</td>
<td>1.5% on products only</td>
</tr>
<tr>
<td>4 Stars</td>
<td>1.5% on products only</td>
</tr>
<tr>
<td>3 Stars</td>
<td>1% on products only</td>
</tr>
<tr>
<td>New Customers</td>
<td>6% on products only</td>
</tr>
<tr>
<td>Cloud Security*</td>
<td>3% on total deal</td>
</tr>
<tr>
<td>Harmony Suite</td>
<td>3% on total deal</td>
</tr>
<tr>
<td>Infinity Total Protection</td>
<td>3% on total deal</td>
</tr>
</tbody>
</table>

* Cloud Security: Cloud Native Security, and CloudGuard

This program will be proposal-based and subject to submittal guidelines and governance.
Chapter 10
Certification and Training

“Cloud Security challenges that customers face today require highly trained professional to address them. Check Point’s Partner Training and Knowledge has contributed significantly to reinforce and complete the training of our specialists, now fully certified to deliver advanced threat prevention security with CloudGuard solutions. Our technical professionals are well prepared and skilled to support, install, deploy, or manage Check Point CloudGuard solutions within customers security environments.”

Pedro Pablo Perez Garcia,
Global Security Managing Director, Telefonica and CEO of ElevenPaths
Check Point is a technology leader and places a high degree of importance on certification and training. These types of programs are critical to increasing customer satisfaction and accelerating time to value for our mutual customers. We are committed to giving our partners current, meaningful and relevant training which balance time, money and mutual customer success.

Our partners can enjoy various training modules that will guide them through important information about Check Point’s product portfolio and sales tools. Each sales/technical certification is unique and focuses on developing the right skills in order to grow your business with Check Point. Each partner can choose between the regular certifications and Go-To-Market learning paths (CloudGuard, Harmony) based on the type of business.

<table>
<thead>
<tr>
<th>Type of Certification</th>
<th>Validity</th>
<th>Value for Our Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales and Pre-Sale learning Paths</td>
<td>1 year – Sales 2 years - Technical</td>
<td>Develop expertise in CloudGuard, Harmony &amp; Quantum technologies</td>
</tr>
<tr>
<td>“Welcome Partner” - Partner Sales Training</td>
<td>1 year</td>
<td>Providing the practical information to help you achieve your sales goals</td>
</tr>
<tr>
<td>Technical Training Core:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Check Point Certified Admin CCSA (R80.x)</td>
<td>2 years</td>
<td>Essential certification for IT Admins who manage Check Point’s security solutions</td>
</tr>
<tr>
<td>Check Point Certified Expert CCSE (R80.x)</td>
<td>2 years</td>
<td>Troubleshooting skills and the ability to maximize the performance of security networks</td>
</tr>
<tr>
<td>Technical Training Core:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Check Point Managed Security Expert CCMSE</td>
<td>2 years</td>
<td>Expertise in Multi-Domain SM with Virtual System Extension</td>
</tr>
</tbody>
</table>
We offer three streams of Pre-Sale Learning Paths; Each stream has a Technical and Sales track:

1. CloudGuard Sales and Pre Sales > Technical and Sales Specialist
2. Harmony Sales and Pre Sales > Technical and Sales Specialist
3. Quantum Sales and Pre Sales > Technical and Sales Specialist

In order to become a specialized partner, the below requirements should be met:

<table>
<thead>
<tr>
<th>Competency</th>
<th>Value for Partners</th>
<th>Cost</th>
<th>All Tiers</th>
</tr>
</thead>
<tbody>
<tr>
<td>CloudGuard Partner</td>
<td>Our CloudGuard specialization program will give you the competence needed to offer these solutions to your customers and help them the most out of their Private cloud and Public IaaS in a secure way. This program is designed for Check Point partners who want to scale and build their cloud security business.</td>
<td>Free</td>
<td>2 Sales 2 Tech</td>
</tr>
<tr>
<td>Harmony Partner (Advanced Threat Prevention)</td>
<td>This program is based on the value proposition of Security Beyond the Perimeter. Partners can specialize by enhancing their knowledge and expertise, and eventually grow their business and achieve their sales goals.</td>
<td>Free</td>
<td>2 Sales 2 Tech</td>
</tr>
<tr>
<td>Maestro Partner</td>
<td>Master the industry’s first truly Hyper-Scale network security solution. Its revolutionary new architecture enables businesses of any size to enjoy the power of flexible, cloud-level security platforms, and to seamlessly expand their existing security gateways to Hyper-Scale capacity.</td>
<td>Paid</td>
<td>1 CCME</td>
</tr>
<tr>
<td>SMB Partner</td>
<td>Gain expertise in Check Point’s Quantum Spark Next Generation Firewalls for Small and Medium size businesses, feature best-in-class threat protection, are easy to deploy and manage, and integrate communication and security into an “all in one” security gateway solution.</td>
<td>Free</td>
<td>1 JumpStart SMB course</td>
</tr>
</tbody>
</table>
Check Point is committed to expanding and highlighting our Partners’ value to our mutual customers through service delivery. We have service programs, which leverage our mutual assets to create epic customer experiences.

**PROFESSIONAL SERVICES**

Professional Services experts can help you with your security design, deployment, operation and optimization needs.

**Designing and Planning**
- Optimize your security performance
- Future planning and design review
- Security configuration validation

**Deployment**
- Implementation tailored to meet your needs
- Proven four-step deployment methodology
- Increase the security and benefits of your software blades
- Apply best practices advice

**Training**
- Practice upgrading, migrating and debugging a variety of products
- Learn to tune-up and optimize your security system
- Recognize performance indicators and avoid limitations

**Optimization**
- Clean-up and consolidate your rule base
- Discover and repair your security vulnerabilities
- Install new policies faster to plug security gaps
- Increase the capacity of your existing security up to 3 times
- Align network security and business strategies to achieve operational excellence

**Advanced Technical Account Management**
- Contracted assignment of senior consultant on proactive and reactive activities
- High security/critical service requests review
- Optimization and fine tuning
- Contracts of 25-45 days of onsite/offsite consultation

**LCM**
- Easily migrate from any 3rd party security vendor
- Implement the latest security technologies 50% faster
- Refine rules and policies to deliver the highest level of security
- Reduce management configuration time by 95%
- Reduce provisioning and critical patching time by 90%

For additional information, contact Professional Service ps@checkpoint.com
EDUCATIONAL SERVICES

Check Point offers a wide range of education programs, professional certifications, and self-study resources developed in-house by Check Point cyber security experts.

Training, Courses, and Certification

Partners may use coop funds or CLCs to purchase certification training courses.

Locations:
- Co-op Dashboard @ Training Section
- Course Catalog: https://training-certifications.checkpoint.com/#/

Core Training

- Intended to provide security administrators and systems engineers the skillset and tools needed to successfully integrate and implement Check Point solutions into the organization.

Includes:
- Security Administration (CCSA)
- Security Engineering (CCSE)
- Infinity Specializations
  - Automation
  - Endpoint
  - MDSM
  - VSX
  - Cloud Specialist
  - CloudGuard
  - Troubleshooting

Hacking Point

- These are course offerings for security experts to help master all types of Pen testing techniques and Cyber Security practices.
- Relevant to administrators, SOC analysts, entry level/intermediate level penetration testers, and network engineers.

Knowledge Base

Repository of knowledge articles including solutions and answers to technical issues and questions related to Check Point products.

Includes:
- Release Kit SKs—everything you need to know about a specific Check Point release
- Find answers—find a resolution for a specific error/issue
- “How to” articles—for advanced configuration scenarios
- “ATRG” Articles—Advanced Technical Reference Guide, how Check Point products work, flow of processes and how to debug different products

For questions, please email: clc@checkpoint.com for educational services
Chapter 10
Certification and Training

Self-Study Courses
• Admin Guides
• Best Practice Guides
• How To Documents
• Video Tutorials

Self-Study Courses
• Check Point CLCs can easily be purchased for a variety of services, including:
  — Certification Training
  — Consulting
  — Optimization
  — Incident Response
  — CPX
• Each CLC is worth $100 USD
• Valid for one year from the date activated
• https://www.checkpoint.com/clc/
### CLC Calculation Chart for Course Catalog

<table>
<thead>
<tr>
<th>Training Course</th>
<th>Days</th>
<th>CLC (per student)</th>
<th>Delivery Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCSA</td>
<td>3</td>
<td>30</td>
<td>ILT, VILT</td>
</tr>
<tr>
<td>CCSE</td>
<td>3</td>
<td>30</td>
<td>ILT, VILT</td>
</tr>
<tr>
<td>MDMS with VSX</td>
<td>5</td>
<td>50</td>
<td>ILT, VILT</td>
</tr>
<tr>
<td>Harmony Agent Workshop</td>
<td>1</td>
<td>10</td>
<td>ILT, VILT</td>
</tr>
<tr>
<td>Harmony Gateway Workshop</td>
<td>1</td>
<td>10</td>
<td>ILT, VILT</td>
</tr>
<tr>
<td>Harmony Mobile Workshop</td>
<td>1</td>
<td>10</td>
<td>ILT, VILT</td>
</tr>
<tr>
<td>CloudGuard for AWS</td>
<td>1</td>
<td>10</td>
<td>ILT, VILT</td>
</tr>
<tr>
<td>CloudGuard for Azure</td>
<td>1</td>
<td>10</td>
<td>ILT, VILT</td>
</tr>
<tr>
<td>Advanced IPS Blade Technology</td>
<td>2</td>
<td>20</td>
<td>ILT, VILT</td>
</tr>
<tr>
<td>Endpoint Blade Technology</td>
<td>2</td>
<td>20</td>
<td>ILT, VILT</td>
</tr>
<tr>
<td>High End 61K/41K</td>
<td>5</td>
<td>80</td>
<td>Onsite by Appointment</td>
</tr>
<tr>
<td>Certification Exam Voucher</td>
<td>NA</td>
<td>2.5</td>
<td>Redeemed at PearsonVUE</td>
</tr>
</tbody>
</table>

**Legend:**
- **ILT** = Instructor-Led Training
- **VILT** = Virtual Instructor-Led Training

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**Chapter 10: Certification and Training**

- **Chapter 10.1:** Certification and Training
- **Chapter 10.2:** Certification Exam Voucher
- **Chapter 10.3:** CloudGuard for AWS
- **Chapter 10.4:** CloudGuard for Azure
- **Chapter 10.5:** Advanced IPS Blade Technology
- **Chapter 10.6:** Endpoint Blade Technology
- **Chapter 10.7:** High End 61K/41K
- **Chapter 10.8:** Certification Exam Voucher
  - **Certification Exam Voucher:** NA, Redeemed at PearsonVUE
Chapter 11
Certified Collaborative Support (CCSP) Program

Being a Support Partner (CCSP)
As Check Point continues to expand around the globe, we understand the need to train our partners to provide stronger value and enable them to provide advanced support to the customers.

The CCSP—Certified Collaborative Support Provider Program is designed for exactly just that. Creating a more compelling all-round value proposition, the CCSP Program increases your profitability and encourages customer retention.

Additional Benefits:
• 24/7 backup support by Check Point Technical Assistance
• Software maintenance, hardware repair and replacement services
• Access to Check Point’s online Support Center, the latest hotfixes, upgrades and releases
• Online tracking of Service Requests
• Product training, guides, and best practices

>1.5x more Bookings than non-CCSP Partners

More compelling value proposition

Stronger customer retention

>1.5x more Bookings than non-CCSP Partners

More compelling value proposition

Stronger customer retention
Chapter 12
Professional Services Program

Check Point Professional Services Competencies:
• Elevates partner status and opportunities in customer engagements
• Industry recognition and Check Point branding
• Certification, Training and Shadowing for Partners
• Access to Check Point experts, best practices and methods

2021 Modules:
1. Centralized Security Management
2. Cloud Security
3. Threat Prevention
4. Securing Remote Workforce

For more information please contact your Partner alliance: pscp@checkpoint.com
Chapter 13
Managed Security Service Provider (MSSP) Program

• Enable your customers to outsource security by providing complete managed security services powered by Check Point solutions.

• Combine MSSP brand name, reputation and service excellence with Check Point’s best in class security products and unique MSP business model.

• Broadest and best security portfolio in the industry protecting customers’ Network, Mobile, Cloud and Endpoint.

• All security solutions in a single architecture and single management platform to maximize security and improve TCO.

• Flexible business models to allow MSSPs to be agile and competitive.

• Complete cloud offering to support cloud transformation with full cloud tools and cloud management.

• Cloud management (MAAS) for all security solutions; Network, Mobile, Cloud and Endpoint to maximize security flexibility, simplicity, speed and improve TCO.

• New SOC tools to enhance MSSP analyst service.

For more information please contact your Partner alliance: cppa@checkpoint.com
Business Plans act as a necessary and collaborative tool between the partner and Check Point, through which we can create strategic objectives to focus on efforts that lead to one another’s success. The Business Plan is not only a business standard, but a process to hold both parties accountable in achieving our shared goals.

An ideal partner planning process serves the needs of the vendor and the partner, allowing both of them to walk away with simple, achievable goals for the year, as well as a roadmap of how they are going to achieve those goals together.

Business plan includes marketing activities, ongoing enablement and training plan, renewal, upsell and cross-sell potential, go-to-market approach and financial targets (booking/margin). The plan will rely on actual data, transparent to our partners and channel managers. The new and improved assets available for our partners will make business planning more effective and clear to both sides. Our partners will have better visibility of their performance with regards to key program elements, and their efforts to meet the agreed plan will be rewarded.

The planning process will be complete once agreed and signed on by the partner’s executives and Check Point’s local channel management, to ensure complete alignment on the roles and responsibilities of each party. It will then be followed up frequently in QBR’s, because we understand that the plan is only as good as the execution.
QBR And P3

The Quarterly Business Review (QBR) is an in-depth analysis of the partner’s business – from performance to plan. The review should highlight the past quarter’s successes and chart action plans moving forward. Well-executed QBRs will lead to stronger partner relationships and drive revenue growth.

The P3 dashboard provides a comprehensive analysis of partner performance and potential

- Comparison to previous year and to “peers” (other partners in the same country and tier)
- Overview of partner’s performance in regards to Check Point’s focus areas: YTD net new customers, emerging and total sales.
- Encourages call-to-action
Chapter 14
Business Plan & QBR

INTERACTIVE MENU

Foreword: Check Point Channel Leadership Perspective
Chapter 1 Check Point 2020 Strategy
Chapter 2 Check Point is a 100% Channel-Driven Company
Chapter 3 Market Leadership
Chapter 4 Partner Ecosystem
Chapter 5 Partner Growth Program
Chapter 6 Check Point Engage-Sales Enablement App
Chapter 7 Promotions and Special Benefits
Chapter 8 Marketing
Chapter 9 Co-op Program and Development Funds
Chapter 10 Certification and Training
Chapter 11 Certified Collaborative Support (CSSP) Program
Chapter 12 Professional Services Program
Chapter 13 Managed Security Service Provider (MSSP) Program
Chapter 14 Business Plan
Chapter 15 Service Programs
Chapter 16 Sales Tools
Chapter 17 Selling Check Point
Chapter 18 Strategic Plays
Chapter 19 Meet The Experts Session
Chapter 20 Your Feedback Counts

PERFORMANCE ANALYSIS

RENEWAL AND REFRESH POTENTIAL
QBR Tool's

- Create a **Best Practice method** for conducting a QBR (along With P3)
- **A user friendly and visible** platform for working with the partner
- Structured and **documented tool for monitoring** the partners’ performance during the year, in accordance with their Business Plan
- Allowing to review the **last quarter’s performance** and make adjustments **accordingly** in the **next quarter’s original Business Plan**

To get your P3 and schedule a QBR, please contact your channel account manager, or reach out to Partner Alliance cppa@checkpoint.com.
Chapter 15
Service Programs

CLOUD SECURITY PARTNERSHIP SECURITY PROGRAM
“The Next Growth Engine for Your Business”

This program enables Check Point partners to enhance knowledge about advanced cloud security and gain access to various benefits and tools to exponentially increase business growth and sales.

CloudGuard unified cloud security suite includes CloudGuard AppSec, CloudGuard Network Security, CloudGuard Posture Management, CloudGuard Workload (for serverless and container applications), and CloudGuard Intelligence. Our specialization program gives the competence needed to offer advanced cloud security solutions to your customers and help them to secure their critical information and prevent and remediate the most advanced threats in multi-cloud environment. CloudGuard offers cloud-native solutions for Amazon AWS, Microsoft Azure, Google GCP.

This program is designed for Check Point partners who want to scale and build their cloud security business.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Access to CloudGuard online training</td>
<td>• 2 Certified CloudGuard Sales Certifications</td>
</tr>
<tr>
<td>• Planning Demand Generation activities with the assistance of the Cloud Go-To-Market team in order to drive pipeline</td>
<td>(online training)</td>
</tr>
<tr>
<td>• Official Specialized CloudGuard Partner Diploma</td>
<td>• 2 Technical Certifications – online training</td>
</tr>
<tr>
<td>• Official Specialized CloudGuard Badge</td>
<td>• 4 Demand Generation activities, following a discussion with the Cloud Go-To-Market team</td>
</tr>
<tr>
<td>• Additional varying benefits</td>
<td></td>
</tr>
</tbody>
</table>
Beyond The Perimeter – Advanced Threats Program

In the era of digital transformation users are more mobile and the traditional perimeter in which they used to work has become borderless. Employees today are connecting remotely from outside the secured perimeter, and from multiple endpoints (such as laptops and mobile phones). Employees act more carefree when not in the office, and hackers find it easier to exploit these vulnerabilities. While securing the perimeter used to be simple and highly effective, it has now become the attacker’s paradise.

This program is based on the value proposition of Security Beyond the Perimeter. Partners can specialize by enhancing their knowledge and expertise, as well as gain access to various benefits and tools that will help them grow their business and achieve their sales goals. By reselling Check Point’s latest Advanced Threat Prevention suite, partners will be able to offer their customers innovative solutions to protect their users and devices when they are outside the perimeter. Partners will succeed in positioning themselves as the customer’s trusted advisor, as well as a strategic player in securing the ever-growing Cloud, Mobile and Endpoint ecosystems.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Various joint Demand-Generation activities</td>
<td>• 2 Certified BTP Sales Certifications (online training)</td>
</tr>
<tr>
<td>• A training plan for the partner’s sales and technical reps</td>
<td>• 2 Technical Certifications (SBA/CGS/SBM) (online training)</td>
</tr>
<tr>
<td>• Access to sales and demo tools</td>
<td>• 4 Demand Generation activities</td>
</tr>
<tr>
<td>• Joint Account Mapping sessions with Check Point reps to approach existing Customers and Prospects</td>
<td></td>
</tr>
<tr>
<td>• Joint Customer events supported and/or funded by Check Point</td>
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</tbody>
</table>
Mobile Security – Partner Certification Program

The Mobile Security Certification Program provides the partners with the opportunity to enhance your knowledge on the innovative and successful Mobile Security solutions, gain access to various tools and benefits so we can both grow our business and you can achieve your sales goals.

<table>
<thead>
<tr>
<th>Benefits</th>
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</tr>
</thead>
<tbody>
<tr>
<td>• Gain a competitive edge as a Mobile Security expert in the region</td>
<td>• 2 Certified Mobile Sales Certifications (online training)</td>
</tr>
<tr>
<td>• Free Sales and Technical trainings for reps by Check Point’s Mobile</td>
<td>• 2 Technical Certifications – online training</td>
</tr>
<tr>
<td>Security experts</td>
<td>• 4 Demand Generation activities</td>
</tr>
<tr>
<td>• Access to the Check Point’s Sales Tools and Demos</td>
<td></td>
</tr>
<tr>
<td>• A partner dedicated management dashboard for demonstration purposes</td>
<td></td>
</tr>
<tr>
<td>• Partaking and leading mutual Demand-Generation campaigns with Check</td>
<td></td>
</tr>
<tr>
<td>Point, including joint Call Out sessions, etc.</td>
<td></td>
</tr>
<tr>
<td>• Become a preferred partner for Check Point to share qualified</td>
<td></td>
</tr>
<tr>
<td>customer leads with, from various demand generation campaigns that</td>
<td></td>
</tr>
<tr>
<td>Check Point runs specifically for Mobile Security</td>
<td></td>
</tr>
<tr>
<td>• In order to recognize your specialization and endorse your expertise</td>
<td></td>
</tr>
<tr>
<td>to Check Point Customers and Prospects, Mobile Security certified</td>
<td></td>
</tr>
<tr>
<td>partners will be listed as Mobile Security Experts in the Check Point</td>
<td></td>
</tr>
<tr>
<td>Partner Locator on our public website. In addition, the partner</td>
<td></td>
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<tr>
<td>company and its certified reps will each receive a Mobile Security</td>
<td></td>
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<tr>
<td>certification plaque</td>
<td></td>
</tr>
<tr>
<td>• 2 Certified Mobile Sales Certifications</td>
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<td></td>
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</tbody>
</table>
PROFESSIONAL ACCESS

Become a Certified Professional Services Provider (CPSP) today

This on-site, week-long program was created to help Check Point partners increase their revenue and make them more valuable to their customers. We want our partners to fill the market void by providing professional services to attract new customers and increase their upsell potential. This will add much more value to the partner and give them the opportunity to develop a stronger relationship with the end-user.

Eligibility:
- 2 years’ experience in IT security
- Valid CCSA and CCSE certifications
- Active delivery engineer

Address customer needs directly
Increase PS revenue > 300%
Add a specialization to your profile to gain that competitive edge
Your engineers become Check Point experts and earn a CPSP certificate
Increase your ACV (contract value) and CPR (customer retention)
Professional Services is the current market trend (6% growth in engineering)
Source: selectusa.gov

Chapter 15
Service Programs

INTERACTIVE MENU

Foreword: Check Point Channel Leadership Perspective
Chapter 1 Check Point 2020 Strategy
Chapter 2 Check Point is a 100% Channel-Driven Company
Chapter 3 Market Leadership
Chapter 4 Partner Ecosystem
Chapter 5 Partner Growth Program
Chapter 6 Check Point Engage-Sales Enablement App
Chapter 7 Promotions and Special Benefits
Chapter 8 Marketing
Chapter 9 Co-op Program and Development Funds
Chapter 10 Certification and Training
Chapter 11 Certified Collaborative Support (CSSP) Program
Chapter 12 Professional Services Program
Chapter 13 Managed Security Service Provider (MSSP) Program
Chapter 14 Business Plan
Chapter 15 Service Programs
Chapter 16 Sales Tools
Chapter 17 Selling Check Point
Chapter 18 Strategic Plays
Chapter 19 Meet The Experts Session
Chapter 20 Your Feedback Counts
Chapter 16
Sales Tools

“What has impressed me about Check Point is not just their cutting-edge technology, but also that they take great care to enable their partners to sell and manage that technology through a range of on-line and in-person partner enablement platforms.”

Zak Khan, Sales Director
Content Security
We are also investing in additional sales tools to accelerate wins! These tools include detailed prospect lists, teeming agreements, Inside Sales Reps, demos, PoC’s, Checkups and customized proposals.

CHECK POINT PARTNERMAP

PartnerMAP is an exclusive Partner Portal designed to provide Check Point partners with centralized access to Partner Program benefits. Some of the features include:

Quoting
• Create instant quotes and pricing information with our Product Catalog
• Obtain product datasheets and licensing

Appliance Sizing Tool
• Using telemetry data from tens of thousands of reporting devices, Check Point created the Appliance Sizing Tool to recommend the appropriate appliance based on traffic and typical configurations

Promotions
• Information on the latest promotions to generate sales
• Step-by-step instructions on how to apply the promotion
• Each accompanied by detailed FAQs

Account Management
• Up-to-date information on your customers’ renewal dates, support options, and the creation of renewal offers
• Ability to manage customers’ User Centers

Co-op
• Designed to provide Check Point partners with a resource for funding activities that support the growth of the partner’s Check Point business

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Expert Access to SecureKnowledge

- SecureKnowledge is a repository of knowledge articles which includes solutions and answers to technical issues and questions related to Check Point products
- Includes release kit SKs, “How-to” articles, and ARTGs

Campaign Central

- Retrieve complete campaign kits, including call/email scripts/templates, and webinars

Demo Tools

- As a reseller, you have access to Not-For-Resale “NFR” demonstration blades, management, endpoint, and mobile subscriptions
- View pool of resources that can be used for training, testing, and demonstrating Check Point offerings to potential customers

Competitive Resources

- Check Point offers our partners an array of resources to show exactly how we stack up to our competition. From white papers, battle cards, and elevator pitches to videos and customer win cases, we make it easy for you to learn how to win against industry competitors. Each presentation contains performance specs, analyst statistics, quotes, and more to set our partners up for winning new business.

CheckMe is

CheckMe is a fast security assessment tool you can run in less than a minute for network, cloud endpoint or mobile and show the customer with the potentials threats on his environment.

The tool is very easy and accessible no technical knowledge is needed in order to run it.

Do you want to create more leads for your organization?

You can implement CheckMe on your website using the customized link created by us. Once a customer is using the customize link, you will get the lead for this deal – just contact sc@checkpoint.com with your request.
CheckMe continued:

What is in it for you?

- Quick and easy tool to break the ice with the customer.
- Even if the customer is happy with his current solution, we can offer him this fast test to prove to him that his network is not as secured as he thought.
- Lead generator

ThreatGuard

ThreatGuard Lookalike domains report is a service that scans the organization’s domain and detects lookalike domains.

Lookalike domains allow criminals to pose as employees or partners by spoofing email addresses, or to create deceptive links for the victim to click on. Phishing is the most often-used vector in successful data breaches, which target organization’s employees and customers or the world at large.

What is in it for you?

- Great value for potential and existing customers
  - Be a trusted adviser to your customers.
  - Block phishing domains in the customer environment to protect their employees.
- Involve Incident Response Team (IRT) to get offer for domain take down.
- Emphasize the power of zero phishing capability in sandblast agent.
Threat Intelligence

Threat intelligence report gives you highlights on recent cyber threats, trends and major data breaches based on the threat cloud according to country, region and industry.

After selecting the relevant information, you will receive a PowerPoint presentation that includes all the top threats for your customer.

You can select the most relevant data for you to present to the customer.

What is in it for you?
• Ice Breaker
• Added Value for new and existing customer.
• A tool that help customers to focus on their really needs according to the most important threats in their country / region and industry.

GDPRate

GDPR is a known regulation that every company, who work with European customers, has to comply to.

We created an application that detects the customers’ GDPR risks by understand what security solutions they are using and not using.

Each security solution is linked to requirement in GDPR (the requirements that relevant to cyber security) and this linkage calculate the GDPR risk of the customer.

What is in it for you?
• Ice Breaker
• Lead Generation
• Leveraging the business by using GDPR as a trigger for sale
Security Checkup

Security checkup is an advanced assessment tool that shows us the actual threats and security events happened on the customer’s environment on the period of 1-2 weeks.

We will generate a report to emphasize the risks and events to present to the customer at the end of the period. Security checkup is also available for dome9 and CloudGuard Saas - Activate a trial account in dome9 for 14 days and get the results in 30 min.

Blink for Security Checkup:

The goal of Security Checkup - is to make the setup process fast and easy for Check Point’s partners.

The Blink image allows users fast and easy deployment of cleanly installed Check Point Security Gateways and Management.

Upon completion of the deployment process, user gets a cleanly installed stand-alone (with completed First Time Configuration Wizard), desired Hotfixes, activated blades, pre-configured environment for checkup purposes and updated signatures for Software Blade installed.

What is in it for you?
• Security Checkup is Check Point’s no. 1 sales tool along the years, it helps us to leverage our business
• Over 6,000 checkup reports are performed every year, with the average of 160,000$ deal size worldwide
• We will always find security events – running the report is never a waste of time
• You can get points in Check Point Engage app
**DemoPoint**

A cloud based demo solution that’s activated via Partner Map.

The solution enables demonstration of technologies to new and existing customers.

**What is in it for you?**
- A quick and easy way of demonstrating customers the different Check Point capabilities
- No need for any hardware preparation – all you need is an internet connection

**SmartMove**

The SmartMove Tool is an automated process for a smooth transition to Check Point with minimal disruptions.

Check Point understands that migrating a security database is a security-level critical mission for your customer’s organization. The Check Point SmartMove tool converts a 3rd party database with a firewall security policy and NAT to a Check Point database.

Third party vendors we can migrate from: Cisco Systems, Juniper, Fortinet, and Palo Alto Networks

Everyone can run the SmartMove Tool, but make sure an experienced security or system administrator performs the move.

[Watch the video](#) and read the instructions to see how fast and easy SmartMove is to use. Then download the SmartMove API and migration tool. Use SmartMove to keep customers happy when you transition them to Check Point security.

**What is in it for you?**
- An easy and quick way to move new customer into checkpoint.
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 the 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.
“Sirius continues to invest in and align with top strategic partners to provide the right solutions for our clients. Check Point’s proven technology solutions, with a focus on customer value, align well with Sirius’ strategy. We are proud to partner with them to help resolve the complexities of the of our customers next generation cybersecurity requirements. Together, we provide the turnkey solutions our clients need to ensure they are protected end-to-end, across all lines of their business, and regardless of the evolving threat landscape.”

Deborah L. Bannworth,
Sr. Vice President, Strategic Alliances, Inside Sales, Maintenance Sales & Support
Chapter 19
Meet The Experts Session

We also invite selected partners to accompany their best partners to our headquarters in Tel Aviv, the hub of cyber-security. This is a tremendous business development and closing tool for customers to meet some of the best minds in the industry. (Currently halted due to Covid-19)

HOSTING PARTNERS AND SHARING OUR VISION
Check Point is offering our top partners to come and visit our new headquarters office in Tel Aviv. (Currently halted due to Covid-19)

THE MAIN GOAL
Present to our partners the strength and depth of the Check Point solutions, present content and information through a series of lectures, hands on workshops, deep dive sessions and interactive question and answer sessions with our experts.

CONTENT
Two to three full days' agenda that is tailor suited to the partners’ interests and needs (sales/technical/top management) plus a one day trip to holy places and sightseeing in Jerusalem, the Dead Sea, Haifa, Acre, etc.

WHAT’S IN IT FOR YOU?
Our goal is to provide our partners with a level of differentiation in the marketplace against their competitors. Participants will gain access to security experts from Check Point HQ and will focus on both technical and sales aspects across our extensive security portfolio.

Strengthen the relationship with our partners across the globe. Get to know the people beyond the emails in the different departments in Check Point, meeting with our executives.

It’s a great forum for joint dialogues and discussions on new business ideas and initiatives and getting real time feedback from Check Point experts and the people behind the technology.
Visit our new Check Point Innovation Center (CiC). Our state-of-the-art center showcases Check Point's latest and greatest innovations and our successes throughout the years, with a glance into the future.

And also, lots of fun guaranteed! Enjoying Tel Aviv fine dining and night life, visit Israel holy places and more!

In 2019 we hosted 224 participants from 130 partners and distributors from all around the world.

Sounds interesting?

For more information, feel free to reach your Partner Alliance team.
CHECK POINT PARTNER ALLIANCE

The Partner Alliance team is available to you as a sales enablement and training resource.

• Partner enablement
• Knowledge transfer
• Tools and promotions training
• Partner program requirements and management
• Dedicated team coverage for all time zones

Contact: cppa@checkpoint.com
Chapter 20
Your Feedback Counts

“Sentiment across Westcon is that Check Point are among the easiest people (not always processes) to deal with across a number of our vendors. Always helpful, transparent and eager to support with winning business together.”

Daniel Hurel, Vice President Westcon EMEA
Cyber Security & Next Gen Solutions

We are continually looking at ways to improve our business and your interaction with us.

We have a variety of programs that are tailored to addressing your feedback:

• Our annual partner survey
• Our annual partner event—CPX 360
• Executive briefings
• Quarterly business reviews
• Partner Advisory Forums
• Partner Days/Partner Exchanges
• Check Point’s Channel team

We also value your feedback at: cppa@checkpoint.com.
THANK YOU!

LET’S CONTINUE THIS JOURNEY...