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- Innovative Partner Sales and Service Programs
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2022 CHANNEL STRATEGY

YOU DESERVE THE BEST SECURITY
2022 Channel Strategy Priorities

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

Offer Our Customers and Partners the Best Security Solutions

Maintain 28 Year 100% Channel Commitment!

Create New Opportunities with Partners through Emerging Security Solutions

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

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?

YOU DESERVE THE BEST SECURITY
Why Partner with Check Point?

• 100% Channel committed since 1993 – 28 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

CloudGuard
Quantum
Harmony
Infinity-Vision
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"
## Channel Awards

### 2021

**Q1**
- Canalys APAC Award
- Canalys EMEA Award
- CRN Top 100 Coolest Cloud
- CRN 100 Security
- CRN 2021 Partner Program Guide
- CRN Channel Madness

**Q2**
- Canalys 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
- Canalys 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

YOU DESERVE THE BEST SECURITY
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)
A Full Range of Managed Service Offerings

- Unified platform:
  - Networks, Cloud, Endpoints, Mobile, IoT

- Powered by the world’s largest threat intelligence network

- Mitigates attacks in real-time

- Solves security gaps

- Reduces total cost of ownership
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 along-side Cloud and Harmony
- Best in class margin opportunities
# Professional & Support Services

<table>
<thead>
<tr>
<th>Managed Services</th>
<th>Security Services</th>
<th>Assessment Services</th>
<th>Support &amp; Pro Services</th>
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<tbody>
<tr>
<td><strong>Consumption</strong></td>
<td><strong>MDR</strong></td>
<td><strong>Cloud</strong></td>
<td><strong>Collaborative Support</strong></td>
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<tr>
<td>- Tiering Monthly pricing</td>
<td>- White Label</td>
<td>- Free PoC/PoV</td>
<td>- Partner front-line support including Americas</td>
</tr>
<tr>
<td>- Harmony</td>
<td>- Co-Delivered</td>
<td>- Unlimited Assessment</td>
<td>- Consistent program worldwide</td>
</tr>
<tr>
<td>- CloudGuard</td>
<td>- PaaS</td>
<td>Consultant Licenses</td>
<td>- All products</td>
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<tr>
<td>- E-mail Security</td>
<td><strong>IRT</strong></td>
<td><strong>Detection and Response</strong></td>
<td>- Unlimited access w/o prepaid tickets</td>
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<tr>
<td>- Office 365</td>
<td>- White Label</td>
<td>- Cloud (NDR)</td>
<td>- Part of Infinity for Partner-led Support</td>
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<tr>
<td>- Google Workspace</td>
<td>- Co-Delivered</td>
<td>- Network (NDR)</td>
<td>- Can be combined with Pro &amp; Elite Support</td>
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<td>- Collaboration Tools</td>
<td>- Sub-Contracting</td>
<td>- Endpoint (EDR)</td>
<td><strong>Professional Services</strong></td>
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<td><strong>Leasing/Right to Use</strong></td>
<td><strong>IRT</strong></td>
<td>- Pen Testing</td>
<td>- Professional Services Certifications</td>
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<td>- Monthly Pay as you go</td>
<td>- White Label</td>
<td>- Business E-mail</td>
<td>- Quantum</td>
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<tr>
<td>- Hardware</td>
<td>- Co-Delivered</td>
<td>- Compromise (BEC)</td>
<td>- CloudGuard</td>
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<td>- Software</td>
<td>- Sub-Contracting</td>
<td>- Security Check-up</td>
<td>- Harmony</td>
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<tr>
<td><strong>No upfront costs</strong></td>
<td></td>
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</table>
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

<table>
<thead>
<tr>
<th>Competency</th>
<th>Tier/Knowledge capacity</th>
<th>Delivery Method</th>
<th>Cost</th>
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<td>eLearning</td>
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<td>CloudGuard/Harmony/Quantum</td>
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<td>Sales - Welcome Partner</td>
<td>eLearning</td>
<td>Free</td>
<td>1 CPSC</td>
<td>3 CPSC</td>
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<td>5 CPSC</td>
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<td>(Post – Sale)</td>
<td>Virtual instructor-led training</td>
<td>Paid</td>
<td>Only CCSP: 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>
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</tr>
<tr>
<td>Support Provider (CCSP)</td>
<td>Troubleshooting Expert</td>
<td>Virtual instructor-led training</td>
<td>Paid</td>
<td>1 CCTE</td>
<td>1 CCTE</td>
<td>2 CCTE</td>
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<td>2 CCTE</td>
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</tbody>
</table>

**CCSP** – Support partner | **CCTE** – troubleshooting Expert | **CCSE** – Security expert
SALES TOOLS AND PROGRAMS TO HELP PARTNERS CREATE NEW OPPORTUNITIES AND INCREASE WIN RATES

YOU DESERVE THE BEST SECURITY
How to Add Value and Differentiate in the Hot SMB Market

01 Register Online
Easy online registration to become an authorized partner

02 On-boarding
Onboard call with distribution or Check Point. Gain knowledge on your support, resources, and product line.

03 Jump Start Training
Become a 2 Star level partner by completing this 90 min online free training. Ability to Deal Reg and Partner MAP.

04 CP Field Engagement
Channel Account Manager, Territory Manager, Account Manager, Distribution Rep
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.
THANK YOU