



ALERT LOGIC®

PARTNER CONNECT PROGRAM GUIDE

The explosion of cyberattacks, continual evolution of emerging threats, and complexity of secure IT transformation programs have driven customers and partners to embrace Alert Logic to reduce the risk, cost, and complexity of protecting their business-critical applications and customer data from a security breach.

Industry analysts recognize the value Alert Logic provides to customers – including Leader in the global Forrester MSSP Wave, 2020, and Visionary in Gartner’s 2019 Magic Quadrant for Managed Security Services, Worldwide. Alert Logic and 350+ partners help more than 4,000 customers improve their security posture at the lowest total cost of ownership. Companies of all sizes are finding this particularly challenging – they want (and need) enterprise-level security, but don’t have the resources (budget, expertise, headcount, time) to be able to do it all themselves.

“WE USE ALERT LOGIC IN OUR SOLUTIONS BECAUSE IT HELPS OUR CUSTOMERS GET BOTH BEST-OF-BREED TECHNOLOGY AND SERVICE AND A COST-EFFECTIVE WAY OF SECURING THEIR PLATFORM TO INDUSTRY LEADING STANDARDS.”

RACKSPACE

More than half of these customers have improved their security and compliance through Alert Logic partner relationships. These customers have leveraged their partners’ ‘trusted advisor’ status to address protecting & securing their business-critical application workloads from threats with the Alert Logic solution, often integrating them into a more comprehensive solution for the customer—a great win for our partners and their end customers.

We are passionate about providing our partners’ customers with an integrated solution that is cost-effective, quick to deliver value, and scalable to meet their current and future infrastructure needs. In conjunction with our partners, Alert Logic provides:

- A unique approach to security by connecting market-leading technology and operational service delivery
- Expert defenders monitoring around the clock 24x7 globally
- Real-time threat intelligence to improve security and compliance postures at the lowest TCO
- Insight and access to best practices associated with securing an end customer’s IT infrastructure

WHY PARTNER WITH ALERT LOGIC?

Partners have always been at the core of Alert Logic's Go-to-Market strategy and our Partner Connect Program plays testament to that. Our program accelerates MSPs, VARs, systems integrators, cloud consulting providers, and more to sell and support our market-leading managed detection and response solution to their customers. The program is designed to deliver success-based incentives and compensations as partners generate new opportunities to grow their customer base. Through this partnership, Alert Logic offers:

- An opportunity to add a comprehensive package of security services with immediate appeal to existing and potential customers
- The ability to tightly integrate security services into our partners' current solutions generating higher margins and increased end customer stickiness
- The leverage of a significantly stronger value proposition to close business sooner
- A way to enhance our partners' brand with best-of-breed Alert Logic security solutions and services

Alert Logic is committed to offering our partners the opportunity to build and grow their security practice based on our integrated security offering, while rewarding their commitment to the program and delivering customer satisfaction across the customer lifecycle. We provide our partners with exclusive resources that will help them drive their recurring revenue stream fast – including training, marketing resources, access to quick-start kits, and more:



PARTNERING MADE EASY

We offer a global team of sales, marketing, engineering professionals in addition to online resources for content, pricing, troubleshooting, and more. We have a dedicated partner support team that includes channel managers, training, resources, and a partner dedicated end customer success team.



PROGRAM CUSTOMIZED FOR SUCCESS

Flexible program tiering to help our partners deliver what their customers want, including customizable playbooks and incentives – we can build a customized plan that works for partners.



LOW CUSTOMER INVESTMENT AND PROFITS FOR PARTNERS

The Alert Logic managed solution allows our partners' customers to focus on their business, while we support them to manage their security and compliance operations, with a low-investment, quick-to-value security model.



INDUSTRY-WIDE RECOGNITION

Gartner, Forrester Research, and 451 Research are among the many industry analysts that have praised the unique Alert Logic security offering fusing technology, security experts, operational delivery, and threat intelligence.



END CUSTOMER & PARTNER-LED SUPPORT OPTIONS

Flexible support options where either our partners or Alert Logic can provide the front-line support to customers as they get provisioned onto the service, and ongoing customer support, incident response, and remediation advice.



24X7 MANAGED SECURITY OPERATIONS CENTER (SOC)

Staffed by GIAC-certified experts, our SOC extends our partners' end customers' internal IT capacity by analyzing and identifying over 80,000 security incidents every month.

ALERT LOGIC PARTNER CONNECT PROGRAM

The Partner Connect Program is a comprehensive partnering approach that focuses on integrating our market-leading technology, security expertise, and threat intelligence with our partners' products and service offerings to their customers. The program rewards partners that extend the Alert Logic value with additional services.

PARTNER CONNECT MSP PROGRAM



Partners in the MSP program benefit from improved unit economics through partner-level pricing with portable licensing, SOC/NOC integration and automation, and a variety of tailored sales acceleration tools. MSP partners experience the highest level of collaboration with Alert Logic, meeting and exceeding revenue goals, accelerating customer acquisition, investing in sales and technical training, and working jointly with Alert Logic to generate a constant revenue stream.

In this tier our partners are providing front-line support to their customers; in return, these partners receive the greatest discounts for registered deals, are prioritized for marketing funding, and have ongoing white-glove engagement with Alert Logic through a dedicated partner success leader and team that covers all functional areas of sales, marketing, security analyst, and service delivery and support.

PARTNER CONNECT RESELLER PROGRAM

The reseller program is tiered to reward the amount of investment we jointly put into driving Alert Logic business, and the revenue growth that results from that investment. To help our partners accelerate their Alert Logic business, all partners are rewarded with immediate access to deal registration, on-demand training, and marketing resources & campaigns through the Alert Logic Partner Resource Center (PRC).

SELECT



The reseller program has two tiers, with all partners starting at the Select tier – based on minimum annual opportunity creation and revenue commitment target.

PREMIER



This tier is tailored for resellers where we have collectively built their Alert Logic business into a proven and sustainable revenue-generating model; with tight alignment on go-to-market strategy and execution. Premier resellers benefit from increased registered deal margins, assigned sales, marketing and technical resources, a dedicated partner page on www.alertlogic.com and access to co-marketing funding.

PARTNER CONNECT REFERRAL PROGRAM

AMBASSADOR



The Ambassador Referral level provides a simple and profitable way to refer Alert Logic business to meet our partners' customers' security requirements. Referral partners get access to competitive referral margins with industry-leading incentives, deal registration, access to the Partner Resource Center, training resources, and various marketing/promotional materials. Referral fees are paid out on a single deal, with a multiplier for additional deals.

STRATEGIC

Strategic referral partnerships are available upon request. This program is for our partners who see the opportunity to generate high-volume, high-quality referrals. We make it easy for them to identify and register the best possible candidates for our security services, leveraging their relationships and strong commitment to the success and security of their business.

PARTNER CONNECT PROGRAM OVERVIEW – MSP PARTNERS

PROGRAM BENEFITS & REQUIREMENTS	MSP
FINANCIAL BENEFITS	
Sales incentives and rewards	•
Partner-level pricing	•
Portable licensing	•
Additional discounts based on commitment level, go-to-market offering, and support delivery	•
Access to co-marketing funds	•
SALES & MARKETING BENEFITS	
Embedded security assessment tools	•
Customized playbooks and battlecards	•
Customized marketing campaigns and collateral	•
TRAINING BENEFITS	
MSP-specific Sales and Technical training	•
Aligned SOC analyst	•
Partner sandbox	•
GENERAL BENEFITS	
Dedicated Alert Logic engagement team	•
Partner portal access	•
Customized business management portal page	•
MSP Partner Advisory Board	OPPORTUNITY FOR PARTICIPATION
REQUIREMENTS	
Minimum new bookings and MRR/year	•
Minimum new opportunities/year	•
First call customer support and triage of incidents from Alert Logic	•
Signed partner agreement with Alert Logic	•
Deal registration	•
Alert Logic MSP certifications	•

PARTNER CONNECT PROGRAM OVERVIEW – RESELLER PARTNERS

PROGRAM BENEFITS & REQUIREMENTS	RESELLER	
	SELECT	PREMIER
	DISCOUNT-BASED	
FINANCIAL BENEFITS		
Sales Incentives and Rewards	✓	✓
Own-Use Discount	✓	✓
Additional Discount for Support Delivery	✓	✓
Access to MDF Program Funding		✓
SALES & MARKETING BENEFITS		
On-demand Marketing Campaigns and Collateral	✓	✓
Customized Sales Tools - Playbooks and Battlecards		✓
Assigned Sales, Marketing and Technical Lead		✓
TRAINING BENEFITS		
On-demand Sales & Technical Training	✓	✓
Live Sales and Technical Training Sessions		✓
SME Bootcamp Availability		✓
GENERAL BENEFITS		
Welcome Kit	✓	✓
Partner Portal Access	✓	✓
Partner Advisory Board Participation		OPPORTUNITY
REQUIREMENTS		
Minimum New Bookings and MRR/year	✓	✓
Minimum New Opportunities/year	✓	✓
Signed partner agreement with Alert Logic	✓	✓
Deal Registration	✓	✓
Regular Business Reviews		✓
Alert Logic Certification - Customer Provisioning & Onboarding	✓	✓
Alert Logic Certification - Customer Operational Support		✓

PARTNER CONNECT PROGRAM OVERVIEW – REFERRAL PARTNERS

PROGRAM BENEFITS & REQUIREMENTS	REFERRAL
	AMBASSADOR
	COMMISSION-BASED
FINANCIAL BENEFITS	
Generous Compensation for Closed Referrals	•
Sales Incentives and Rewards	•
Own-Use Discount Available for Qualifying Partners	•
SALES & MARKETING BENEFITS	
On-demand Marketing Campaigns and Collateral	•
TRAINING BENEFITS	
On-demand Sales & Technical Training	•
GENERAL BENEFITS	
Welcome Kit	•
Partner Portal Access	•
REQUIREMENTS	
Minimum New Opportunities/year	•
Signed partner agreement with Alert Logic	•
Deal Registration	•

PARTNER CONNECT TECHNOLOGY ALLIANCE PROGRAM

Technology Alliances, such as AWS and Azure, are great examples where customers of these platform providers have a strong need to adopt additional security controls above their platform security offering.

Alert Logic works closely with its Technology Alliance Partners to extend value propositions and create mutual value through collaboration on programs and go-to-market strategies. The Alert Logic Partner Connect Technology Alliance Program is by invitation only and is a way to translate the enormous amount of opportunity with our partners into real value for the markets we collectively serve.



USEFUL RESOURCES

- Partner Application: <https://www.alertlogic.com/become-a-partner/>
- Partner Resource Center: <https://partners.alertlogic.com>
- Alert Logic Partner Connect Program Team: Contact partners@alertlogic.com