



DEFENDERS LEAGUE

The Cybereason Defenders League Program Guide



Introduction

Being 100% channel-focused we understand that we must provide our partners with industry leading technology, profitability and a frictionless experience. We also appreciate that you have a choice when it comes to selecting your vendors.

Here at Cybereason we have built a new type of partner program that recognizes and rewards the industry's trusted advisors and solution providers that are helping their customers to end cyber attacks. This partner community is known as The Defenders League.

We are a global partner ecosystem of defenders on a shared mission to reverse the adversary advantage and end attacks from the endpoint, to the enterprise, to everywhere. Together, we have the wisdom to uncover, correlate and understand multiple threats. We deliver the precision to end cyber attacks in an instant -- on computers, mobile devices, servers, and in the cloud -- to everywhere the battle moves.

Industry research firms identify these capabilities as key investment focuses for security decision makers. Together, with our partners, we can empower security teams of all sizes to protect against ever evolving threats.

We look forward to partnering with you!



By the end of 2025, more than **60% of enterprises** will have replaced older antivirus products with combined EPP and EDR solutions that supplement prevention with detection and response capabilities.



RUSTAM MALIK
2021 COMPETITIVE LANDSCAPE:
ENDPOINT PROTECTION PLATFORMS

58% of organizations are in the process of, or planning to replace current endpoint security solution(s) with a consolidated endpoint security platform in the next 12-18 months.



DAVE GRUBER
SENIOR ANALYST, ESG
'SECURITY MEGATRENDS AND THEIR IMPACT ON

75% of organizations will increase spending on endpoint security in the coming 12 months.



DAVE GRUBER
SENIOR ANALYST, ESG
'SECURITY MEGATRENDS AND THEIR IMPACT ON
ENDPOINT SECURITY', DECEMBER 2021



Why partner with Cybereason



IMPROVE YOUR SECURITY PORTFOLIO PROFITABILITY

- ▶ **100% Partner-First Business Model:**
Our rules of engagement provide predictable and transparent experience with our field sales and channel organization. Additionally, Cybereason's services are available for those resale partners looking to offer holistic solutions to their customers whilst their staff skill up and roll out their managed services.
- ▶ **Marketing Support and Funding:**
Cybereason provides access to marketing funds to our partners for a wide variety of demand generation activities augmented with propensity to buy data to ensure best-in-class ROI.
- ▶ **Create Margin-Rich Deals:**
Deal registration including non-standard price protection is available to all partner tiers to ensure your investment with Cybereason is protected throughout the procurement process.
- ▶ **Innovative Business Models**
for Managed Security Service Providers that includes PAYG (Pay As You Grow), Licence Transfer options and EDR starter packages.



WE'RE EASY TO DO BUSINESS WITH

- ▶ **Multiple Ways to Partner:**
a choice of Resale, MSSP, Incident Response or Referral partner domains provides true flexibility to work with Cybereason your way.
- ▶ **Our team is your team:**
From operations to marketing, professional services to the research department, the entire Cybereason team is here to ensure our partners' success.
- ▶ **Get hands on!**
Defenders League partners have access to use the Cybereason Defense Platform to hone their skills and expand their service capabilities. Drive lead generation activities with attack simulations and test flights as well as demonstrate the value during sales engagements.
- ▶ **We've got you covered:**
Cybereason makes it easy for partners to build their pipeline with off the shelf and co-brandable marketing campaigns and joint events.
- ▶ **Learn and grow:**
All partners have access to our free, on-demand sales and technical certification program to grow their skills and get the most out of the Defense Platform.
- ▶ **Teams dedicated to your success:**
For partners offering support and managed services through the future-proof Cybereason Defense platform, Partner Success Managers are assigned to accelerate time to value and reduce time to market.



Choose your Flight Path

We work with all types and sizes of partners to transform their business to build and deliver new product offerings and services in new and existing markets. We understand every partner is different, so we first assess where our partners are today, where they want to be tomorrow, and offer an appropriate path:



RESALE PARTNERS

Cybereason provides our partners with a world-class, future proof platform and services that differentiate your company, protect your customers, and help them reverse the adversary advantage and end attacks.



MANAGED SECURITY SERVICE PARTNERS

Cybereason is the champion for today's service provider cyber defenders, with a purpose-built, operationcentric and modular cybersecurity platform that improves service margins and security efficacy through advanced behavioral analytics and process automation.



INCIDENT RESPONSE PARTNERS

Cybereason equips our Incident Response Partners with the tools, threat intelligence and support required to address the most critical client challenges — all from a single, rapidly deployable and highly integrated IR and MDR Platform.



TECHNICAL PARTNERS

Looking for technical integrations into the Cybereason Defense Platform? The Cybereason Defense Platform is even more powerful when integrated with other security solutions that advance our mission to reverse the adversary advantage. Find out more [here](#).



REFERRAL PARTNERS

For Consulting and Incident Response Partners we offer a referral program.

Please contact partners@cybereason.com for more information.



Why Cybereason Technology

UNIFIED PROTECTION FROM ENDPOINT TO EVERYWHERE



The Cybereason Defense Platform moves beyond endless alerting to instead recognize, expose, and end malicious operations before they take hold. The result: Defenders can end attacks in minutes.

▶ **The Cybereason Defense Platform** reduces customers' monthly incident volumes by as much as 90%. [Source Cybereason customers].

▶ **Flexible Deployment:**

We take your customers' data protection seriously by offering 'privacy-first' cloud architecture, hybrid, on-premises and even air-gapped deployments.

▶ **Future Proof Platform:**

means you can be confident on maintaining the ability to grow revenue streams as new capabilities come to market.

▶ **Self-service Infrastructure:**

EDR, IR, POCs and demos makes it easy to get our Defense Platform in the hands of your customers allowing us to prove the value of our operation-centric approach.

▶ **Pre-built technology integration:**

and feature-rich APIs make it simple to integrate our platform into your customers' existing infrastructure and reduce integration risks.

▶ **Single Lightweight Agent:**

'Do No Harm' architecture reduces time to value for your customers.



cybereason®

DEFENDERS LEAGUE
PROGRAM GUIDE



DON'T TAKE OUR WORD FOR IT

Third Party Validation

Gartner®

▶ **Cybereason Named Visionary**

See why Gartner named Cybereason a Visionary with the "Most completeness of vision" in the 2021 Gartner Magic Quadrant for Endpoint Protection Platform.

▶ Distinguished as '**Customer Choice**' in Gartner Peer insights.

MITRE | ATT&CK®

▶ **MITRE ATT&CK R5 Evaluation**

Cybereason scores 100% Prevention, Visibility & Real-Time Protection in the 2022 MITRE ATT&CK Evaluations.



THE CYBEREASON DEFENDERS LEAGUE

Requirements and Benefits

We designed our Partner Program so all partners will be a member of The Defenders League, with different paths for Resale only, MSSP or IR. Any Partner can be a member of one or multiple tracks dependent on their Go To Market strategy.

In the Resale and MSSP path, the Defenders League consists of three status tiers: **Select**, **Premier**, and **Elite**.



SELECT PARTNER

SELECT are authorized partners who are new or existing and are just getting started with Cybereason.



PREMIER PARTNER

PREMIER are strategic regional or national partners who have a track record of cybersecurity expertise, understand the complexity of the market, and have a growing cybersecurity business.



ELITE PARTNER

ELITE are our most strategic partners. They are national or global who have a large customer footprint, an established and growing security practice and the resources to scale with us providing differentiated value to our customers.



THE CYBEREASON DEFENDERS LEAGUE

Requirements



SELECT



PREMIER



ELITE

RESALE, MSSP & INCIDENT RESPONSE PARTNERS	SELECT	PREMIER	ELITE
New Business ACV Revenue	<\$500K	>\$500K	\$2M+
Sales Certifications	2 x CCSS	2 x CCSS	5 x CCSS
Technical Certifications	Optional	2 x CCTS	3 x CCTS 2 x CCSE
Marketing Commitment	Optional	✓	✓
Access to Partner Nest	Optional	2 per year	4 per year
Access to deal registration	Optional	✓	✓

MSSP ONLY

Accredited SOC Analysts available 24x7	1 x CCTA 1 x CCTH	2 x CCTA 2 x CCTH	4 x CCTA 4 x CCTH
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INCIDENT RESPONSE PARTNER ONLY

IR to EDR/MDR Conversion		33%	✓
License Conversion Mechanism (Service or referral)		✓	✓
Number of IR Engagements per Quarter		5+	20+
SOC & Incident Response Certifications		1 x CCAS 2 x CCIR	2 x CCAS 4 x CCIR



THE CYBEREASON DEFENDERS LEAGUE

Benefits

RESALE, MSSP & INCIDENT RESPONSE PARTNERS

Access to Partner Nest	✓	✓	✓
On-Demand Sales & Technical Certification Training	✓	✓	✓
Access to Marketing Funds	Case by Case	✓	✓
Access to Cybereason Channel Director	Case by Case	✓	✓

MSSP & INCIDENT RESPONSE ONLY

Licence ownership and transfer option		✓	✓
Partner Success Manager			✓
Partner Solutions Consultant	Optional	Optional	✓
Partner Solutions Architect	Optional	Optional	✓
Custom Partnership Launch			✓

INCIDENT RESPONSE PARTNER ONLY

Access to Express IR Environment		✓	✓
Access to IR to MDR Migration & MSSP Program		✓	✓



Why Cybereason Technology!

The Cybereason Defenders League is an on-demand, self-paced, enablement and certification program available to Cybereason partners looking to give customers real value and grow their business.

SALES & PRE-SALES CERTIFICATIONS



Sales Ready :
Cybereason Certified Sales Specialist (CCSS)

Enables partner sellers to confidently prospect and qualify Cybereason opportunities.



Demo Ready:
Cybereason Certified Technical Specialist (CCTS)

Enables partners to independently demo Cybereason technology to their accounts.



POC Ready:
Cybereason Certified Security Expert (CCSE)

Geared towards partners that want to successfully deliver a Cybereason proof of concept (POC) to their customers and drive deals forward with more autonomy.

TECHNICAL & OPERATIONS CERTIFICATIONS



Admin Ready:
Cybereason Certified Administrator Support (CCAS)

Enables Security Deployment Teams that are not involved in the Cyber Operations to deploy and support the Cybereason Defense Platform on a day-to-day basis.



Analyst Ready:
Cybereason Certified Threat Analyst (CCTA)

Enables SOC analysts from Level 1 to triage, investigate, using the Cybereason platform.



Hunt Ready:
Cybereason Certified Threat Hunter (CCTH)

Geared towards partners who want to support customers' SOC environments directly or via a managed service.



Incident Response Ready:
Cybereason Certified Incident Responder (CCIR)

Enables SOC analysts from Level 3 and dedicated IR responders to triage, investigate, and hunt using the Cybereason platform for IR-Express.



90-Day Timeline to start the Partnership

FIRST 30 DAYS

GETTING STARTED

- ▶ Review partnership levels and specialisation & discuss with your channel account manager
- ▶ Sign the relevant partner agreement
- ▶ Ask your partner Account Manager to ensure you have access to the Partner Community tools (Including the Nest and MindTickle)

GET TO KNOW EACH OTHER

- ▶ Become familiar with Cybereason and our team
- ▶ Cybereason team understands the partner's business (GTM, key growth drivers, services, sales, technical teams, marketing motion)
- ▶ Develop joint business plan

UNDERSTAND OUR TECHNOLOGY

- ▶ Become familiar with platform value (Sales training and getting to know the platform)
- ▶ Participate in a technical hands-on workshop: Test Flight or Attack SIM
- ▶ Implement sales and technical certification enablement plan

SET A CADENCE

- ▶ Schedule QBRs with agreed goals based on Program tier

30-60 DAYS

PROMOTE THE PARTNERSHIP

- ▶ Joint press release

KICK-OFF ACCOUNT MAPPING

- ▶ 1:1 sales team introductions and account planning
- ▶ Complete sales training & pre-sales certification training

KICK-OFF ACCOUNT MAPPING

- ▶ Identify top accounts to position the Cybereason Platform and/or your solution into
- ▶ Begin using our Raptor tool to identify top accounts with propensity to buy

60-90 DAYS

PROMOTE THE PARTNERSHIP

- ▶ Joint press release

KICK-OFF ACCOUNT MAPPING

- ▶ Schedule 90-day review with Channel Director: Review regional sales & marketing activities, account mapping efforts and progress around certification training. Make improvements and adjust tactics if needed.

KICK-OFF ACCOUNT MAPPING

- ▶ See deals come into the pipeline!



Ready?

To learn more about our Channel Program visit
cybereason.com/partners

For questions and next steps reach out to your
Cybereason Channel Director or drop us an email at
partners@cybereason.com

