



A flexible  
framework  
to **GROW**  
your business

**PANDA**  
PARTNER PROGRAM

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### 01.- Introduction

Panda Security's **Panda Partner Program** offers a flexible, scalable framework to partners, with incremental returns. **Panda Security** is 100% focused on the channel, with a clear commitment to developing business jointly with our partners and increasing their business in the security sector. This effort is established within the framework of joint business plans which include marketing actions, annual sales plans, actions on vertical markets or specific solutions and a comprehensive training and certification program. This is all designed to offer partners' sales and tech support teams the knowledge and tools they require to offer value-added solutions to clients.

Becoming part of the **Panda Security** partner community couldn't be easier, and there are numerous benefits that will allow you to offer innovative security solutions to clients, as **Panda Security** is a pioneer in the development of **Cloud Computing** security solutions. As a Panda Security partner, you will be able to offer your clients a complete cloud-based solution, providing continuous, hands-free protection. **Panda Cloud Protection** solutions enable our partners to deliver added value through a quality service which reduces the costs for clients while increasing revenue and margins for partners.

Thanks to **Panda Cloud Protection**, you will have a global overview of your clients and be able to manage their security simply and effectively. It is a proactive solution, detecting problems before they affect your clients and delivering detailed reports which also serve to demonstrate the quality of the service. **Panda Cloud Protection** lets you administer the security of multiple clients with no need for investment in additional infrastructure.

**Panda Security's** extensive solution portfolio addresses the security needs of all your clients, covering endpoint infection vectors, as well as email and the Web. Moreover, we are the only company on the market to offer security solutions for these three points, in the traditional format (software and appliances), as well as in the software as a service (SaaS) model.

## 02 | Why join our Partner Community?

By joining Panda Security's **Partner Program** you will have access to a series of exclusive special promotions, enjoy 24x7 technical support and continuous training, and benefit from marketing programs designed to meet the specific needs of your clients. All of this, in addition to the reasons set out below, make our **Partner Program** the right choice for your business:

# Because...

» You will see an incremental increase in **REVENUE** and **MARGINS**

By joining the Panda Partner Program, you will see your revenue and operating margins increase as our business relationship becomes stronger. As you meet the quality and quantity targets agreed, so the benefits to you will increase.

» Because you can offer your clients the added value of **SECURITY** as a **SERVICE**

Panda Security is a pioneer in the development of cloud computing security solutions. As a Panda Security partner, you will be able to offer your clients a complete cloud-based solution, providing continuous, hands-free protection.

» Our **BUSINESS MODEL** is simple and collaborative

Our partner community is a fundamental pillar in our corporate strategy. The Panda Security Partner Program is designed to enable our partners to deliver and integrate all types of security solutions: from the most basic to the most complex.

Our program sets out clearly defined categories for all our partners, offering incremental returns in line with the level of commitment.



# Because...

## » We are leaders in PROTECTION

The new security model developed by Panda Security, based on Collective Intelligence, is the simplest and most effective way of protecting our clients. Collective Intelligence allows us to maximize our detection capacity while minimizing resource consumption.

Our security model complements traditional protection with innovative technologies, such as preventive protection to combat new threats, Collective Intelligence, and of course, our Cloud Computing solutions.

## » We are leaders in TECHNOLOGY

Panda Security is in the vanguard of the fight against computer threats. We reinvest over 25 percent of our turnover in R&D and we have Panda Research, a specialized division made up of a team of experts who develop our unique latest generation technologies, such as TruPrevent.

That is why we are first in Collective Intelligence, first in HIPS and first in preventive technologies and behavioral detection. Panda was also the first IT security company to deliver a cloud-based security service. At Panda, innovation is more than just a word: it is the reason we exist.

## » We offer SOLUTIONS to meet all needs

Panda Security covers the protection needs at all different layers of the corporate network, from the endpoint to the perimeter, offering a complete lineup of cloud services. The combination of our security solutions with our partners' consultancy and integration services ensure that we can meet all our clients' needs.

Our solutions also offer centralized management, full scalability, low resource consumption and adaptability to multiple platforms.

## » We are EXPERTS in security

At Panda Security we specialize in security. PandaLabs, one of the best and most widely acclaimed laboratories in the industry, has a powerful datacenter infrastructure to cope with avalanches of malware.

Our tech support services are manned by true security experts. We also develop most of our protection technologies internally to offer fully integrated solutions.

## » Because we are a MULTINATIONAL with a global presence

Panda Security is an international leader in security solutions based on cloud computing and we are committed to offering global protection. With offices in more than 56 countries, we have products translated into more than 23 languages and 2.5 million customers worldwide. Our mission is to keep our customers' information and IT assets safe from security threats, giving them the most effective protection with minimal resource consumption.

# 03 | Partnership and Alliance models

Panda Security's **Partner Program** offers three levels of membership, to address the specific needs of your company as a security solution provider.



TYPE OF PARTNER	DESCRIPTION
 <p><b>PANDA</b> PARTNER PROGRAM</p> <p>BUSINESS PARTNER</p>	Partner working with small companies, micro-businesses and freelancers, without exclusive dedication to the security market. They will typically receive the product and support through a distributor.
 <p><b>PANDA</b> PARTNER PROGRAM</p> <p>PREMIER PARTNER</p>	Partner with a strong local presence and focused on SMBs. They will have a specific area of their business dedicated to security. They will agree on a Business Plan with Panda's local organization.
 <p><b>PANDA</b> PARTNER PROGRAM</p> <p>ELITE PARTNER</p>	Partners with a nationwide presence dealing with medium and large companies. There will be a strong business commitment to Panda Security. They will jointly develop markets and accounts based on a Business Plan agreed with Panda. Panda will help them with sales, marketing and technical-related issues. They are national, regional and global companies.



Additionally, the Panda Security alliance model lets your company choose the level of collaboration in accordance with your type of business:

TYPE OF ALLIANCE	DESCRIPTION
Distributor	National or international IT vendor with channel development vocation.
Partner	Companies focused on selling, installing and supporting IT solutions with a range of value-added solutions. Within the channel program has three levels of membership: Business Partner, Premier Partner and Elite Partner.
Strategic Partners	Service providers interested to sell security solutions. - Internet Service Providers (ISP) - Managed Service Providers (MSP)
Technology Partners	Manufacturers and developers willing to offer integrated business solutions and support complementary technologies.
Affiliates Program	Agreements with web portals for selling our products.

# 04 | Panda Security Partner Program Benefits

BENEFITS		BUSINESS	PREMIER	ELITE
Marketing	Welcome kit	✓	✓	✓
	Access to Partners Portal	✓	✓	✓
	Newsletter and communications	✓	✓	✓
	Marketing materials	✓	✓	✓
	Marketing funds	-	✓	✓
Sales	Welcome offer	✓	✓	✓
	Presence in the Partner search engine	✓	✓	✓
	Discounts in special operations	-	✓	✓
	Assigning of sales opportunities, leads	-	✓	✓
	Try&Buy program	✓	✓	✓
	Exclusive promotions	✓	✓	✓
	Assigned sales support by phone	-	✓	✓
	Dedicated Account Manager	-	-	✓
	Prospect management	-	-	✓
	Participation in the Loyalty Rewards Program	-	✓	✓
	Rebates on achieving objectives	-	-	✓
	Access to the Panda Finance service	✓	✓	✓
Support	Online sales and technical certification	-	✓	✓
	Pre-sales support	-	✓	✓
	Software for internal use	-	✓	✓
	Evaluation software	-	✓	✓

# 05 | Panda Security Partner Program requirements

To achieve each of the three levels of Panda Security certification, your company must be registered as a member of the **Partner Program**. Additionally, by increasing the number of certified professionals, your company will obtain a higher certification level and consequently greater benefits in terms of margins and commitment from Panda Security.

REQUIREMENTS	BUSINESS	PREMIER	ELITE
Registration in the Partner Program	YES	YES	YES
License Panda solutions through a Welcome Offer*	YES	YES	YES
Certified sales representative	-	1 person	2 people
Certified technician	-	1 person	2 people
Business plan	-	-	YES

(\*) Refer to the Welcome Offer conditions on the Partners Portal.

# 06 | Certification and Training

Through the Panda Certified Channel Program, our partners will have access to all the tools required to gain in-depth knowledge of our solutions. By taking part in this certification program, the professionals in your company will obtain the credits needed to increase the level of association.

Initially, certification and training for all members of the Panda Partner Program will be delivered online, through the Partners Portal, with direct access to Panda Security's eCampus.

In addition, for the new Panda Certified Channel, there will be courses and certifications for each case. There will even be face-to-face courses for certain product lines.

REQUIREMENTS FOR THE TWO TRAINING TYPES	DESCRIPTION
Registration	Obligatory initial training in the components of the required certification.
Exams	At the end of each course there is an evaluation test.
Certification	Obtained on completing all required training courses, and passing the corresponding tests satisfactorily.
Duration	Individual: Once individual certification has been obtained, this will be valid for the following 12 months.  Company: The level of certification of the company will depend on the number of individual certifications which must reach or exceed the required level.

In addition to certification obtained through the Panda Certified Channel Program, Panda Security partners with access to the Partners Portal can, at any time, access the Panda eCampus, where they can get knowledge and training regarding Panda Security solutions.



# 07 | Partners Portal

DETAILS	DESCRIPTION
What is it?	The Partners Portal is available to registered Panda Security partners as the main point of contact between Panda Security and its partner community as well as a source of information. The Partners Portal offers secure access to all information, tools and services needed to interact with Panda Security, as well as all materials required to offer solutions to clients.
Purpose	Our portal offers partners access to information provided by Panda Security about products, prices, security market news, offers, etc. You will also find all types of initiatives, which not only bolster the support offered by Panda Security to its community of partners, but also contribute to the productivity of the sales cycle.
Registration	Panda Security partners will receive the information they need and the secure access credentials to the portal directly from Panda Security.

Once you have become a part of Panda Security's partners community you can start increasing and expanding your business with one of the fastest-growing and most innovative companies in the security solution market, in an environment which is not over-distributed.

Panda Security is unequivocally committed to the channel, with products designed especially with channel players in mind. You decide. Do you want to be a One Step Ahead company or just another business?

For more information, go to: <http://www.pandasecurity.com/partners>

