

PORTNOX RESELLER HANDBOOK

Everything you need to know about the process, incentives and benefits of selling Portnox network security products & services.

portnox[™]



Overview

Portnox is the only SaaS provider of enterprise-grade ZTNA on the market with partner selling at its core. Our solution brings resellers a margin-rich annuity stream with a high-priority need competitive fit, and strong market demand.



Solution Strength

- Fully cloud-native
- No on-prem hardware needed
- Only competitors are legacy on-prem
- Quick deployment & easy management



Market Demand

- Shift to OPEX
- Increased security needs
- Regulatory requirements
- Increasing IoT & BYOD NAC needs



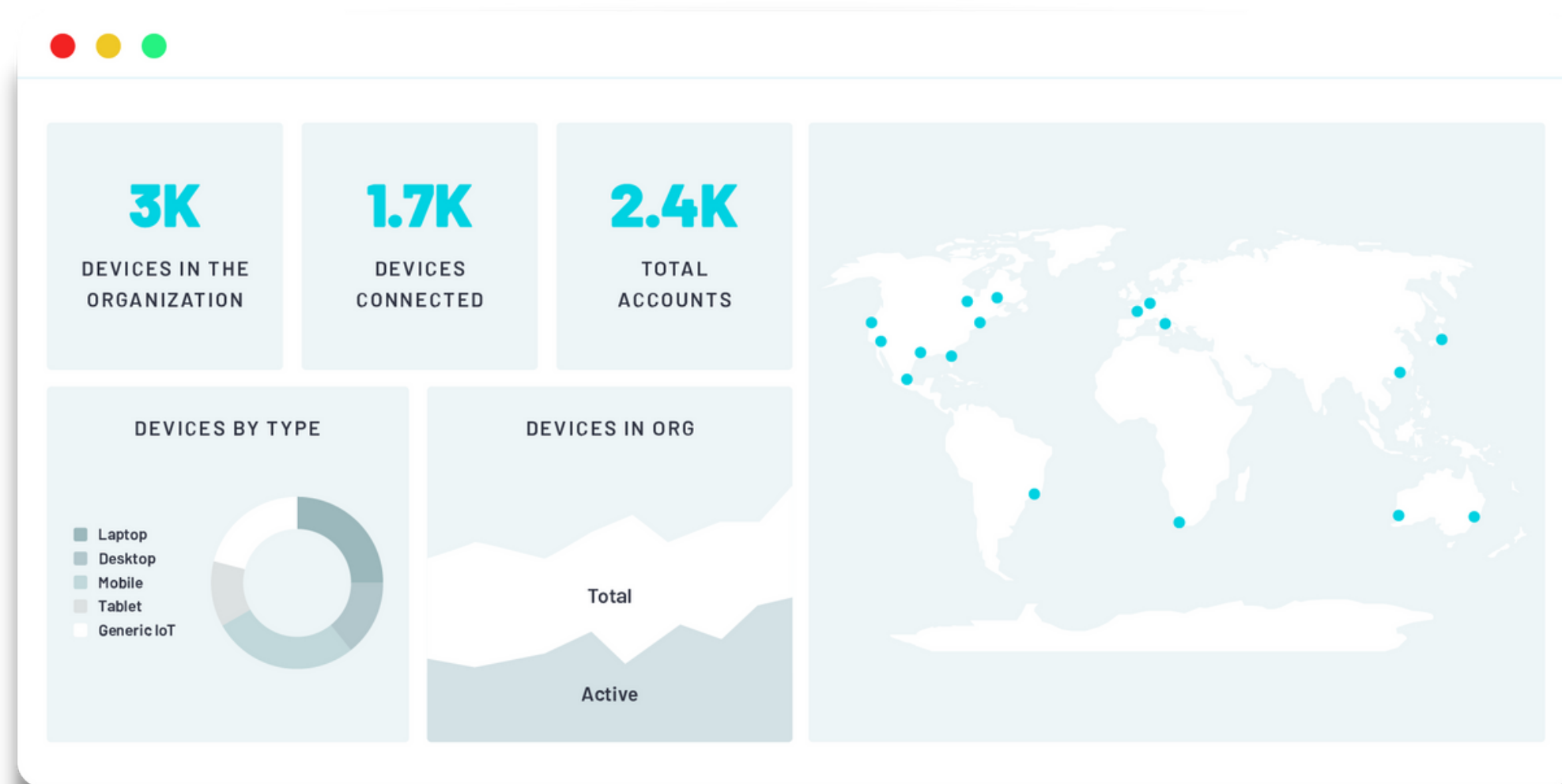
Partner Reward

- 15-25% margin of ARR
- Included sales & technical training
- Marketing campaign resources
- Service & implementation sales



Portnox Cloud

Portnox Cloud is the only cloud-native, vendor agnostic platform that unifies network authentication, risk mitigation and compliance enforcement.



See & Understand

Gain real-time visibility of endpoints trying to connect to your network, plus additional context such as their location, device type, and requested access layer for authentication.



Control & Monitor

Define and enforce unique access control policies based on roles, locations, device types and more across your various network access layers.



Remain Compliant

Quarantine vulnerable, non-compliant devices and return them to a healthy, compliant state automatically by setting unique endpoint remediation policies in accordance with your compliance requirements.



Why Choose Portnox Cloud?



Security

Portnox Cloud is SOC-certified, GDPR ready, and can help organizations prepare for regulatory compliance, such as PCI, HIPAA, and more. All customer data is encrypted in-motion, or at rest, user credentials never leave the organization, and administrators can be set to use MFA.



Control

With access control based on 802.1X protocol, network administrators can block rogue devices, quarantine non-compliant endpoints, limit access to specified resources, and more - whatever your internal policy calls for.



Simplicity

Portnox Cloud is simple to configure, deploy, and maintain as a cloud-delivered solution. With built-in integrations to Azure Active Directory, Okta, Microsoft Intune, and more, you can easily mesh your network access control with your existing tech stack and remain as streamlined as ever.



Why Choose Portnox Cloud?



Cost Efficient

Flexible, pay-as-you-go subscription options allow your customer to scale their business as needed.



Rapid Deployment

No need to worry about pre-set infrastructure or lengthy training.



Zero-Touch Management

With a cloud-based RADIUS server & no on-premises hardware or software, say goodbye to ongoing maintenance.



No Vendor Lock-In

Portnox works with any networking hardware that supports 802.1X.



Seamless Authentication

Integrate with your customer's directory (Okta, AzureAD, etc.). Includes built-in Certificate Authority or works with your own.



Device Visibility & Accountability

Your customer can see all devices on their network - no matter type or location.



Flexible Access Controls

Use device posture assessment to drive your customer's policy with Dynamic VLAN or ACL assignments.



Plug & Play Integration

Enjoy built-in connectors to standard directories, like AzureAD, Okta, GSuite & more.



Why Choose Portnox Cloud?

Today, effective network access control requires total device visibility, continuous risk monitoring, and flexible access controls.



High-Margin ARR Stream

Our resell partners earn 25% of the ARR margin on partner-sourced deals. ARR margins of 15% are available when a reselling partner closes an in-flight deal.



Protection Through Deal Registration

Deal registration protects your sales team's product pricing from the direct and indirect competition.



Quality Multimedia Collateral

Portnox is invested in creating high-quality, digestible video content for driving awareness and supplying information to be used by partners.



Guided On-Boarding

Portnox will walk through a mutual plan framework for the partnership to identify sellers, training expectations, sales goals, and more.



Sales & Technical Enablement

Your team will access our self-serve training and certification portal. This is a high-quality, efficient video course to consistently close new contracts.



Campaign-Based Sales Motion

Enjoy structured end-to-end sales plays curated and supported by Portnox. These come in the form of both webinar and in-person events.



Compensation Overview

Portnox's Resell Partner Program operates on a margin model. For example, if you (the reseller) sell at \$100 and you have a 25% margin compensation, you receive \$25.

Compensation Model Detail

The Portnox Partner Program is designed around simplicity so that that focus can be put on measurement and accountability. Our reseller partners compete on a level playing field with the same margins and pricing. This free and straightforward single-tier program allows for more accurate partner sales forecasting.

There are only **two types** of reselling opportunities:

1

Partner Originated (25% of ARR)

A Partner Originated deal is any deal that has been submitted and approved via the Portnox deal registration process. The customer must not be already engaged with Portnox or another Portnox partner in an active opportunity.

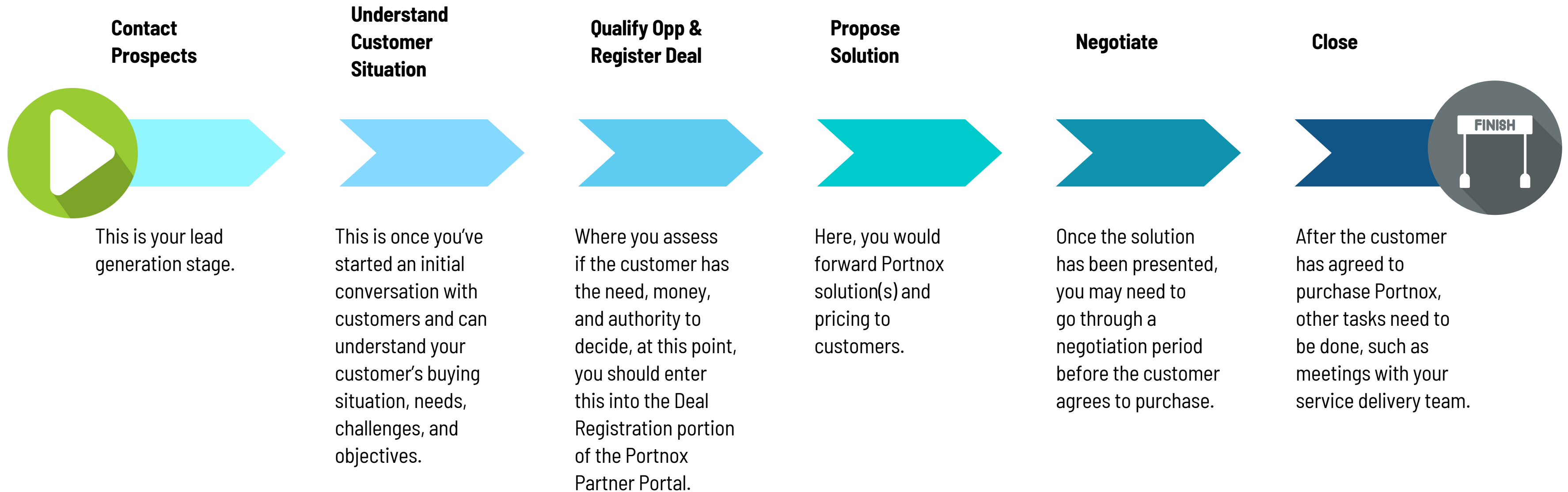
2

Partner Influenced (15% of ARR)

A Partner Influenced deal is any deal that has been submitted and approved via the Portnox deal registration process. The customer is already engaged with Portnox, and the partner believes they can move and close the deal. Often this comes in the form of a customer requesting to purchase through one of our partners they have an existing relationship with.



Sales Process



Deal Registration

Portnox partners will be required to complete a deal registration in order to engage with and co-sell Portnox solutions. These deal registrations are to provide pricing protection to our partners who are involved in a qualified opportunity with a potential customer.

Criteria

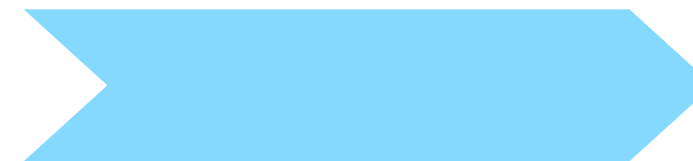
- Prospect Name & Title
- Prospect Email
- Prospect Company
- Prospect Company URL
- Project Timeline
- Approximate User Count
- Approximate Device Count
- Summary of Customer Pain

Process



Fill in Deal Registration Form

Available to complete in the partner portal.



Engage with Portnox Regional Seller

Completed registrations are automatically routed to the Portnox channel and sales teams for review. We will respond as quickly as possible to set an internal sales meeting for review.



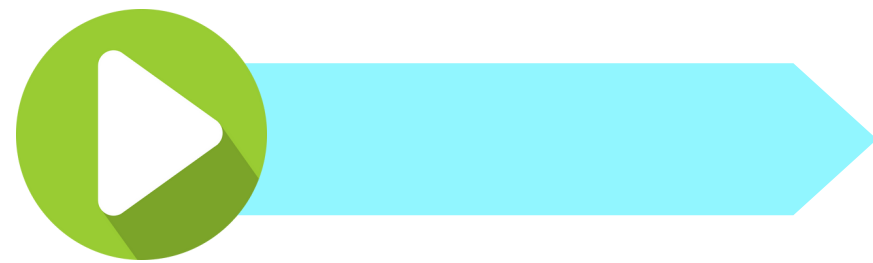
Notification of Awarded Deal Registration

Notification of whether your Deal Registration is successful will be emailed to you within 48 hours.



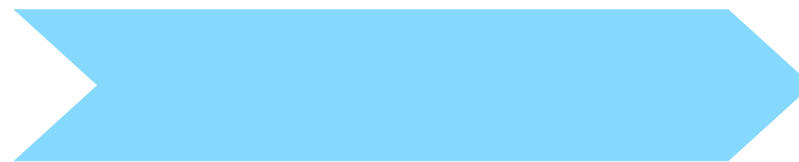
How it Works

From deal registration to proof of concept, all the way to close – Portnox provides support to partners every step of the way.



Uncovering a Sales Opp

Send in deal registration form. Portnox will respond to review details of the opportunity with you & discuss or mutual approach.



Sales Meeting(s)

Introductory meeting with your Portnox sales peer & the customer. Deeper discovery of pain points & Portnox benefits.



Proof of Concept

Portnox or the Partner (depending on capability) will conduct a POC process for the customer's environment & use case.



Next Steps

How to take a sales opp forward.

- If you do not have access yet, contact Portnox for a user login for the Partner Portal
- Submit a Deal Registration form
- Set up a joint sales meeting with the customer



Resources

Important Links

Partner program overview: www.portnox.com/partners/program/

Become a partner: www.portnox.com/partners/become-a-partner/

Marketing collateral: www.portnox.com/resources/



About Portnox

Portnox offers cloud-native zero trust access control and cybersecurity essentials that enable agile, resource-constrained IT teams to proactively address today's most pressing security challenges: the rapid expansion of enterprise networks, the proliferation of connected device types, the increased sophistication of cyberattacks, and the shift to zero trust. Hundreds of companies have leveraged Portnox's award-winning security products to enforce powerful network access, endpoint risk monitoring and remediation policies to strengthen their organizational security posture. By eliminating the need for any on-premises footprint common among traditional information security systems, Portnox allows companies - no matter their size, geo-distribution, or networking architecture - to deploy, scale, enforce and maintain these critical zero trust security policies with unprecedented ease. For information visit www.portnox.com.



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