

# Palo Alto Networks Technology Partner Program

## PROGRAM OVERVIEW

Most Enterprises deploy security products from multiple vendors that do not interact with each other. This not only leads to increased operational costs for the end-customer but a higher security risk profile. Security challenges require an open and collaborative approach to detecting threats and reducing risk and doing so in a cost-effective manner by not putting the sole burden on the end-customer. The Palo Alto Networks Technology program offers Partners a tiered program structure to work with Palo Alto Networks. By doing so, we accelerate the development of interoperable security products and simplify the integration of these products within complex customer environments.

## PROGRAM BENEFITS

### Customer Benefits:

- Access to integrated and tested solutions that are reliable, secure and scalable saving time and costs for the customer
- Proven joint references that reduces the risk for customers
- An open architecture that accelerates adoption of new solutions

### Partner Benefits:

- Combined solution has a stronger value proposition
- Expanded partner visibility
- Certified interoperability
- Opportunity for referrals, leverage each others' distribution channels

## MEMBERSHIP LEVELS

The Palo Alto Networks Technology Partner Program offers two levels of membership to companies who want to partner with Palo Alto Networks on various levels of solution development and integration.

- **Associate Partner:** - This includes companies that are interested in validating their products with Palo Alto Networks and creating synergies in the network security marketplace. Associate Partners have access to engineering resources and engage in limited sales and marketing activities
- **Elite Partners:** - This includes companies that are market leaders in their respective market space and have made a significant investment with Palo Alto Networks. The Partner performs extensive solution testing and identifies product synergies. These relationships are global and strategic with extensive collaboration that translates to long-term revenue and product goals.

## PROGRAM BENEFITS

As a Palo Alto Networks Technology Partner, you have access to the following program benefits.

Benefits	Associated Partner	Elite Partner
<i>Website presence: Listed on paloaltonetworks.com website</i>	√	√
<i>Press release issued</i>	Partner to issue press release and Palo Alto Networks to provide quote	Case-by-case basis
<i>Customer case studies published</i>	Case-by-case basis	Case-by-case basis
<i>Solution Brief highlighting joint solution</i>	Partner writes first draft and sends to Palo Alto Networks for approval	√
<i>White Papers</i>	Case-by-case basis	Case-by-case basis
<i>Account Opportunity mapping with Palo Alto Networks sales team</i>		Case-by-case basis
<i>Annual marketing plan and review</i>		√
<i>Not for Resale Equipment (Equipment used for testing/demo purposes)</i>	√	√
<i>Sales and SE Training</i>	Case-by-case basis	
<i>Technology Partner Program logo highlighting your partnership</i>	Associate Partner logo	Elite Partner logo
<i>Designated Partner Manager</i>		√

## ABOUT PALO ALTO NETWORKS

Palo Alto Networks™ next-generation firewalls enable unprecedented visibility and granular policy control of applications and content – by user, not just IP address – at 20 Gbps network throughput levels. Based on patent-pending App-ID™ technology, Palo Alto Networks firewalls accurately identify and control applications – regardless of port, protocol, evasive tactic or SSL encryption – and scan content to stop threats and prevent data leakage. Enterprises can, for the first time, embrace Web 2.0 and maintain complete visibility and control, while significantly reducing total cost of ownership through device consolidation.



the network security company™

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