



Trustwave Channel Partner Program



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Trustwave helps businesses fight cybercrime, protect data and reduce security risk. With cloud and managed security services, integrated technologies and a team of security experts, ethical hackers and researchers, we enable businesses to transform the way they manage their information security and compliance programs.

As a Trustwave partner you have access to one of the industry's most comprehensive portfolio of security products and services. By leveraging this portfolio along with our exceptional expertise and knowledge of the IT security market you are uniquely positioned to meet the needs of both new and existing customers. The Trustwave Partner Program, its tools and support offerings are specifically geared toward helping partners become a trusted advisor to customers while driving top and bottom line growth for your business.

Why Trustwave?

Trustwave's deep security and compliance expertise, sophisticated threat and vulnerability management capabilities, fully-integrated technologies and flexible managed security services, help customers around the world get off the "find and fix" treadmill that makes traditional IT untenable. Through this approach, Trustwave enables customers to become proactive and educated around data protection, compliance management and business enablement, while saving time and budget.

In addition to our own portfolio of technology, Trustwave has established technology partnerships that augment the security services we can deliver. By working with other industry innovators and leaders, we bring more advanced threat, vulnerability and compliance management to the market to better serve business needs.

Regardless of the type of managed service your customers may be getting from Trustwave, having that service delivered and supported by our federated Advanced Security Operations Centers (ASOCs) means never having to worry whether they can get support anytime, anywhere in the world. Trustwave ASOCs defend customers from the latest advanced threats using a combination of comprehensive threat intelligence, big data analytics and advanced security automation tools all backed up by our elite SpiderLabs team.

Trustwave delivers complete security to help address the growing challenges organizations face.



Managed Security

Unmatched expertise, intelligence and customization to lend a helping hand around threat protection, detection and response



Security Testing

Skilled vulnerability hunters dig deep into IT infrastructure to weed out weaknesses before they are exploited



Consulting

Elevate maturity and mitigate risk with consulting services, from data forensics and incident response to custom testing and red teaming



Technology

Security technologies from Trustwave and other industry leaders designed to help prevent and manage threats



Education

Instill awareness, knowledge and experience on a range of topics into all members of staff, from the ground troops to the IT team to the corner offices

Trustwave Channel Partner Program

Trustwave knows that a key to success lies in strong, transparent relationships with our partners, based on mutual commitment to driving the business together. The Trustwave portfolio of solutions, deployment options and thorough understanding of the IT threat landscape is easily accessible to our partners to propose, sell and deploy. To ensure partners are truly equipped as trusted advisors, Trustwave provides regional presence of technical staff, verticalized sales expertise, a growing set of sales and technical tools, enablement offerings and the consistent communication that you would expect from a committed partner.

Trustwave offers attractive margins for new and existing business opportunities. Becoming a partner with Trustwave is where our mutual success and growth begins.

Partner Levels

Platinum Partner The Platinum Partner level demonstrates technical expertise across multiple Trustwave solutions, a firm commitment to customer satisfaction and support, as well as consistent revenue growth. Platinum Partners receive the highest level of privileges and rewards and have the closest working relationship with Trustwave. The benefits awarded to Platinum Partners include extensive access to sales, marketing and technical resources, with an additional focus on joint planning for the development of mutually beneficial relationships.

Gold Partner The Gold Partner offers value-added security expertise when positioning and selling Trustwave solutions. Through continued investments in developing additional sales competencies and technical certifications, Gold Partners ensure customers receive high-quality solutions and services. Participation at this level provides access to internal Trustwave resources complementing the wealth of available sales and marketing tools.

Silver Partner The Silver Partner demonstrates a desire to provide customers with quality security solutions and technologies. Participation at this level provides access to a variety of online resources and support options designed meet the needs of our mutual customers.

Referral Partner The Trustwave Referral Program works to put money in the partners pocket without the partners taking on the responsibility of selling the products and/or services to the customer and all that entails. The Referral Partner gains the benefits of access to the Trustwave family of products and services through simply bringing the customer opportunity to Trustwave. Once Trustwave closes the business and is paid by the customer, the referral partner receives a finder's fee from Trustwave.

Partner Enablement Tools

Want a way to boost profits and gain a competitive advantage?

Once partners join the Trustwave Partner Program, each partner will receive valuable resources, competitive pricing and world-class support to increase profitability now and over the long term. The core objectives of our partnerships are that they will be long and mutually beneficial relationships. We enter into each partnership with that approach in mind. To support this, Trustwave ensures that the appropriate contracts are put in place, business planning is done to chart our success together, regular review meetings are held to ensure commitment, while driving proactive sales engagement to identify opportunities. Partners play a key role in the success of our business, and here at Trustwave we are committed to ensuring partners have the right tools and timely information needed to perform with confidence.

Commitment to Partner Training

Trustwave believes that the key to growing business is through our Partners. This commitment gives Trustwave the ability to provide a full portfolio of enablement tools and curriculum offerings. To that end we are constantly enhancing our Partner enablement capabilities. October 2017, officially launched the new Trustwave Academy, which is now available to all partners. The Trustwave Academy is a full learning management system where partners can enroll and complete formal training courses to enhance their industry expertise and to better serve their customers. These self-service training offerings are meant to augment the more customized training available to you through our field sales and channel teams. These Trustwave offerings can be tailored to the needs of each partner and will require each partner to work directly with their Partner Account Manager. Regardless of how training is delivered the Trustwave focus will be to help Partners achieve the following:

- 1 Gain an understanding of the Trustwave story, who we are, what we do and why, and ultimately how we do it with partners.
- 2 Provide you with the tools that will empower you to position the value of Trustwave solutions, recognize opportunities through business challenges, differentiate features and benefits, and communicate competitive advantages.
- 3 Gain technical competency in our core product and service offerings, while giving you the ability to successfully demonstrate and scope Trustwave products and services.

In the end our enablement tools are designed to give you the ability to identify, qualify, scope, propose and close sales opportunities with both new and existing customers to help you grow your business.

Marketing Enablement

Trustwave acknowledges that raising brand awareness and generating demand among your customer database is crucial for success. In October 2017, the Trustwave Partner Hub was launched to provide a self-service Portal for its Partners. This portal provides partners direct access to marketing, pricing and sales information, training, technical support and documentation for a customized experience. For this purpose, we have created several resources you can benefit from when building your own marketing and demand generation campaigns.

- 1 Informational webinars on selling Trustwave solutions, including exclusive competitive information and unique selling points.
- 2 Participation in Trustwave monthly partner newsletter that will keep partners up-to-date about product updates, sales success, what's hot, latest case studies, upcoming events and more.
- 3 Access to the Partner Hub portal which serves as a one-stop-shop for all that Trustwave. This hub includes: sales enablement and marketing materials including presentations, Quick Reference Guides, battle cards, sales kits for key products and managed security services, as well as asset campaigns for major verticals.
- 4 Market development funds (MDF) are allocated per Trustwave's discretion to partners for both Trustwave-led and/or Partner-led activities. These activities are all based on ROI justification with direct measurable results which may include but are not limited to lead/demand generation campaigns, events, and the like that help drive and contribute to revenue.

Top 3 Benefits of Partnering with Trustwave

Trustwave's partners benefit from offering superior, award-winning security solutions that their customers can count on to address their evolving security and compliance challenges while also establishing a foundation for future growth, no matter where their business takes them.

Trustwave understands that our partners want tangible ways to add value for their existing customers and identify new opportunities. Partners recognize some key advantages when working with Trustwave:

- **Margin Rich** We are committed to making sure that selling Trustwave is a good business decision for you. To that end we strive to always provide sales incentive programs with predictable consistent earnings expectations.
- **Partner Enablement** This is an area of increased and ongoing investment by Trustwave. We are committed to providing you with access to our training programs, partner portal, sales tools and industry-leading security research to help you grow your business with us. .
- **Trusted Advisor** Our integrated security approach across threat, vulnerability and compliance management offers your customers the highest levels of protection and support from every angle.

We understand that our joint customers are facing daily challenge in trying to protect their information, their assets, their people and their brand from an increasing array of aggressive cyber threats and attacks. The Trustwave portfolio of security products, solution and managed security offerings give you a very powerful arsenal to draw from when partnering with your customers to provide them with effective offensive and defensive strategies to protect their business. The Trustwave Partner Program is designed to make you that Trusted Advisor that you want to be and that your customers need you to be.

To become a Trustwave partner please click here for further information:

www.trustwave.com/Company/Partner-Program

Or contact us directly at channelpartner@trustwave.com

