

A network diagram consisting of light blue nodes connected by thin lines, forming a complex web-like structure. The nodes are of varying sizes, with some being significantly larger than others. The overall shape is roughly circular but irregular.

PROOFPOINT

PARTNER PROGRAM GUIDE

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WHY PARTNER WITH PROOFPOINT?

You want to work with a company that's a leader in the cybersecurity industry—one that has a solid foundation and a forward vision. That leader needs to be an innovator as well with the capability to provide quality products and services to meet the needs of the ever-evolving security market. What's more, the company must understand the value you can offer and the support required for a strong, profitable partnership.

Proofpoint is that Leader, Innovator, Partner

Our solutions are designed to protect people, data and brands against advanced threats and compliance risks beyond the network. Built on the cloud and the world's most advanced intelligence platform, the solutions stop 99% of attachment-based attacks. Every day, they detect and block threats and compliance risks in more than 600 million emails, more than 7 million mobile apps and hundreds of thousands of social-media accounts—all of which has made Proofpoint and our solutions extremely popular.

The solutions are used by more than 4,000 customers worldwide, including more than 50% of the global Fortune 100 and more than 30% of the Fortune 1000. Customers include:

- 7 of the top 10 U.S. banks
- 5 of the top 10 global pharmaceutical companies
- 7 of the top 10 global retailers
- 5 of the top 10 U.S. oil companies
- 7 of the top 10 global technology firms
- 14 of the top 15 research universities
- More than 3,800 social media accounts for some of the world's largest brands
- Thousands of successful mid-sized enterprises

Innovative

More than 20% of our revenue is reinvested back into R&D, one of the highest rates in the industry. Our award-winning products and services are seamlessly deployed and updated using our global cloud platform.

Proven Customer Success

We have a sustained satisfaction rate among customers of more than 95%. In addition, more than 90% renew with us.

Recurring Revenue

Our subscription-based model allows for continuous revenue streams and add-on business opportunities.

PROOFPOINT PARTNER NETWORK

Our partner program recognizes partners based on a combination of value and volume. The more you invest with Proofpoint, the more you are rewarded.

SILVER

All partners start at this basic tier. Silver Partners receive multiple benefits to sell and support Proofpoint solutions, including deal registration, sales certifications and technical training. This tier requires our minimum level of annual revenue.

GOLD

The Proofpoint Gold Partners tier is tailored for resellers who have committed to learning and selling Proofpoint solutions. Gold Partners have met the necessary revenue and certification requirements that earn them elevated status and support. Gold Partners receive all the benefits of Proofpoint Silver Partners, in addition to increased deal-registered margins, access to Proofpoint marketing funds and other meaningful rewards.

PLATINUM

This is the premium tier within the Proofpoint Partner Program. Platinum Partners have met the most rigorous revenue goals and invested in sales and technical training. And they actively promote Proofpoint solutions. They receive significant deal registration discounts, a dedicated channel account manager, priority marketing fund allocation and other benefits.

Proofpoint Partner Portal

The Proofpoint partner hub provides online, confidential information to Proofpoint partners. It is recommended that partners access the Proofpoint partner portal on a regular basis to obtain current information about Proofpoint solutions and partner offerings. The partner portal delivers resources our partners need to get started and continually develop with our organization, including deal registration applications, sales tools, collateral for prospects and marketing resources to help drive demand.

Proofpoint University

Proofpoint University provides training for our partner sales representatives and sales engineers. Partners of all tiers can leverage this resource to get Proofpoint sales certified, expand their knowledge base of Proofpoint solutions and learn the most up-to-date technical offerings provided by our security and compliance suite.

PROOFPOINT PARTNER PROGRAM: REQUIREMENTS AND BENEFITS

The following tables outline the requirements of our channel partners as they move within the Proofpoint Partner Program framework.

Program Requirements

Proofpoint Partners are required to fulfill the following requirements based on their program level:

PROGRAM REQUIREMENTS	SILVER	GOLD	PLATINUM
Sign Proofpoint Partner agreement	✓	✓	✓
Promote Proofpoint on product web page	✓	✓	✓
Annual new/add-on recurring revenue target	✓	✓	✓
Minimum number of new/add-on transactions per year	✓	✓	✓
Joint marketing plan		✓	✓
Quarterly business review		✓	✓
Develop mutual account plans		✓	✓
Sales certification		✓	✓
Technical training		✓	✓

Description of Requirements

Signed Proofpoint Partner Agreement

All participants in the Proofpoint Partner Program must sign an agreement adhering to the Proofpoint partner policies and guidelines. W9s and reseller certificates are required. The Proofpoint Partner Agreement will renew on an annual basis until one or both parties agree to terminate the agreement.

Promotion of Proofpoint

Partners are asked to promote Proofpoint on their company websites. Gold and Platinum Partners are required to do so with a logo and company description. Use of logo should follow the usage guidelines outlined on the Proofpoint partner portal.

Annual new/add-on Recurring Revenue Target

Partners are required to meet aggressive recurring revenue targets throughout the course of the year. Used as a tool to measure a partner’s placement within the partner program, revenue goals will be reviewed annually. For details regarding your annual target, contact your channel account manager (CAM).

Number of new/add-on Transactions per Year

In addition to annual revenue targets, partners are expected to complete a minimum number of closed transactions per year.

Joint Marketing Plan

Gold and Platinum Partners should work with Proofpoint to outline quarterly sales and marketing activities to drive awareness and demand generation. This should be completed with your CAM and assigned marketing consultant.

Quarterly Business Review

Gold and Platinum Partners are expected to participate in quarterly business reviews jointly with Proofpoint. These periodic meetings should include a review of the current relationship standing, an update of go-to-market strategies and revenue goals for the upcoming quarter.

Sales Certification

Partner sales representatives are encouraged to complete Proofpoint's Security Sales Certification, provided at no cost at Proofpoint University. Partners should renew this certification annually as the content will be updated with the most recent Proofpoint features and product offerings.

Technical Training

Partner sales engineers are encouraged to complete technical trainings, provided at no cost at Proofpoint University. Take a deeper dive into specific Proofpoint products to gain the technical knowledge needed to be a trusted advisor for your partners. Consult your CAM for your technical training requirements

Program Benefits

As a partner, you're eligible to receive the following benefits based on your program level:

PROGRAM REQUIREMENTS	SILVER	GOLD	PLATINUM
Partnership			
Channel Account Manager		✓	✓
Marketing Consultant		✓	✓
Executive Sponsor			✓
Virtual Partner Conferences	✓	✓	✓
Margin and Renewals			
Deal Registration	✓	✓	✓
Renewal Incumbency	✓	✓	✓
Sales Enablement			
Access to Proofpoint Partner Portal	✓	✓	✓
Channel e-Newsletter	✓	✓	✓
Discounted Products for Internal Use		✓	✓
No-Cost NFR Demo System		✓	✓
Lead Sharing		✓	Priority
Marketing			
Demand Generation Support		✓	✓
Proofpoint Branding Materials	✓	✓	✓
Partner Sales Incentives	✓	✓	✓
Training and Education			
Access to Proofpoint University	✓	✓	✓
Field Training		✓	✓
Site Visit by Product Management			✓
Technical Support			
Access to Technical Support	✓	✓	✓
Beta Programs			✓

Description of Benefits

Partnership Benefits

Channel Account Manager

Each Gold and Platinum Partner will be assigned a channel account manager. Your CAM should be utilized to assist in making a business plan to successfully build your business with Proofpoint.

Marketing Consultant

All Platinum and Gold Partners are assigned a marketing contact to support co-marketing efforts with Proofpoint. Your marketing consultant can assist in the planning and implementation of various demand generation and sales enablement activities. Silver Partners will have access to marketing consultant support on a proposal-by-proposal basis.

Executive Sponsor

Platinum Partners will be aligned with an executive sponsor from Proofpoint. This individual will support the relationship between your organization and Proofpoint, helping to ensure mutual success.

Virtual Partner Conferences

We will host periodic virtual partner conferences for the benefit of our resellers. Get the latest information about Proofpoint products and channel go-to-market strategies.

Margin and Discount Benefits

Deal Registration

As a partner, you'll be able to receive additional discounts by registering a deal on the Proofpoint partner portal. Once approved, the deal must be closed within the time period specified by us. Details about qualified deal registration opportunities can be found in the programs section of this guide.

Renewal Incumbency

We provide an incumbency advantage to the partner of record, whether that partner registered the original deal or not. In addition, we try to replicate the discount structure of the original deal in each subsequent renewal, understanding that in some cases that may not be possible.

Sales Benefits

Sales Tools

You'll get tools to sell Proofpoint solutions, including datasheets, white papers, presentations and videos. These materials can be found on the Proofpoint partner portal.

Discounted Products for Internal Use

As a partner, you may purchase a reasonable number of hardware appliance Proofpoint products at a 50% discount. Contact your representative for demonstration equipment of Proofpoint's Targeted Attack Protection, SaaS deployments of Proofpoint Protection and Privacy, Archive, Governance and other products, as there will be costs associated with those options.

No-Cost NFR Demo System

We offer at no charge a 250-user Mailbox Virtual Appliance license for Proofpoint Protection and Privacy products for internal training and demonstrations. Contact your CAM for access to the software.

Lead sharing

Prospect leads generated by our organization will be distributed to our partners. Priority of lead distribution will be given to Platinum Partners. Gold Partners are eligible to receive leads on a case-by-case basis. If you receive a lead from us, we'll expect you to meet our standards of customer experience and follow-up. You must attempt to contact the customer within one business day of lead assignment.

Marketing Benefits

Marketing Campaign Support

We offer partners demand generation activities for prospects and customers. Marketing automation and design tools can provide targeted messaging and drive joint sales.

Proofpoint Branding Materials

You'll have access to our branding materials, including our logo. Follow the branding and logo guidelines posted on the Proofpoint partner portal.

Partner Incentive Programs

We fund sales incentive programs throughout the year for our partners. Details on current incentive offerings can be found on the Proofpoint partner portal. Platinum Partners may create custom sales incentive programs by proposal. Contact your marketing consultant to request a custom program.

Training and Education Benefits

Online Training Through Proofpoint University

Through the Proofpoint Partner Program, we'll provide access to online training at Proofpoint University. Training is updated periodically throughout the year. For access to Proofpoint University, go to: www.proofpoint.com/us/partner-learning-portal

Field Training

Gold and Platinum Partners will receive field training from Proofpoint sales and technical resources at no cost when requested. Silver Partners will receive training on a case-by-case basis. To request field training, please contact your CAM.

Site Visit by Product Management

Our product management team will conduct site visits for Platinum Partners a minimum of one time per year to provide product roadmaps and advanced training.

Technical Support

Email: partners@proofpoint.com

Phone: +1 408 517 4710

Support Hours: Monday through Friday, 9am-8pm EST

Beta Programs

Proofpoint Platinum Partners are allowed access to our beta programs. If you qualify, you'll be contacted when the programs become available.

PROGRAMS

Deal Registration Criteria

- The deal cannot be currently engaged by our organization at the time you submit it for registration.
- The deal cannot be currently registered by another partner
- You must be in good standing with the prospect and have made pre-sale efforts to qualify the deal. The deal must include, but is not limited to, budget approval and identified decision makers

Deal Registration Process

Deal registrations will only be accepted through the Proofpoint partner portal. Opportunities will be registered to the first partner who meets the registration criteria. We reserve the right to approve or deny all deal registration submissions.

You will be notified through email if the deal registration is approved or declined. If approved, you'll be provided contact information for our counterpart for the registered opportunity.

Deal Registration Expiration

Once a registration is awarded, you'll be provided an expiration of the approval period. You may request an extension to the expiration date. We'll approve this extension at our discretion.

Termination of Registration

We may deny, remove, rescind, suspend, or terminate any deal or registration in the following scenarios:

- If you're not actively working the deal or have been inattentive to the end-user's needs
- If you don't lead with or quote the Proofpoint products identified in your registration
- If we are under a legal or contractual obligation to quote or bid on the deal or if failure to quote or bid on the deal could subject us to legal liability, as determined by our organization
- If you are not able to fulfill the deal or provide support for the end-user (for example, by failing to have sufficient credit available for the deal, if the end-user refuses to work with you, or with respect to federal government deals, if you don't possess the required security clearances)
- If the end-user chooses to fulfill the bid in a manner that prevents you, the registering partner, from being able to fulfill such requirements
- If your account has been placed on hold by us or you have been late in paying invoices.
- If it is determined that a deal is already registered to another Partner
- If you are in breach of the applicable Proofpoint Partner Program Terms and Conditions for the region in which you are located and you've engaged in any activity that impairs the integrity of the Proofpoint Partner Program as determined by us
- For any other reason as we shall determine our sole discretion

JOINT MARKETING FUNDS

We have allocated funds to use towards joint marketing efforts between our organization and Gold and Platinum Partners.

We will provide marketing support by proposal. Funds and resources provided by us are intended to build demand for Proofpoint solutions among your customers. Restrictions for the use of marketing funds and resources apply.

Planning Process

Requests for marketing support can be requested on the Proofpoint partner portal or by emailing partners@proofpoint.com. Proposed activities will be reviewed by the channel account manager and marketing consultant assigned to you. It is our sole discretion to approve or deny requests for marketing resources.

Activities

If marketing funds are allocated to you for demand generation activities, metrics will be required to measure the success of the activities performed.

Acceptable Marketing Activities:

- Advertising
- Co-Branded Merchandise
- Digital Advertising
- Direct Mail
- Email Campaigns
- Customer Seminars/Lunch and Learns
- Partner Tradeshows
- Webinars

Results Provided to Proofpoint

- Total Registrants/Attendees, Including Contact Information
- Number of Impressions
- Digital Metrics
 - Delivery Rate
 - Click Rate
- Opportunities Generated
- Other Metrics as Requested by us

Reimbursement

You will provide us with an itemized invoice of all activities to be funded. All invoices must include a Proofpoint purchase order number and be remitted to ap@proofpoint.com for payment. We maintain net-45 payment terms.

Non-eligible activities

We are not responsible for and will not fund the following activities:

- Alcohol when not associated with a Proofpoint-sponsored event
- Consulting expenses
- Engineering or product development
- Entertainment activities such as sporting events, concerts and similar events that do not include a formal customer presentation of Proofpoint solutions

- Political activities
- Shipping and labor costs
- Crediting incentives to customer (direct credit or indirect through price reductions)

Additional information

Activity and Funding Audits

We reserve the right to audit all activities and invoices funding by our organization. If any activities do not adhere to the agreement between Proofpoint and our partners, or if the invoice does not accurately depict the cost of the event, we will pursue necessary recourse for the discrepancy.

Marketing Funds, Terms and Conditions

- All activities must be pre-approved by our organization.
- Use of our logo, branding and creative content must adhere to our brand and logo guidelines on the partner portal.
- Verbal statements or the presence of any proposed activity do not constitute approval and will not be paid by us. The approval process above must be followed in all cases prior to receiving payment for completed activities.
- As a partner, you may not subcontract work to yourself
- You have 14 days from the completion of your activity to submit your invoice for processing.
- Marketing funds may only be used to promote Proofpoint products and services.
- Marketing funds may not be used to improve your margins or reduce your pricing.
- Failure to adhere to our requirements described in this program guide will result in denial of reimbursement claims.
- Payment of invoices will be made to our partners only; no payments will be made to any third party.
- We reserve the right to modify or discontinue funding your demand generation activities at any time. All such changes shall be effective upon notice to you or at such time as we may specify. Yet, we will use commercially reasonable efforts to give you a 30-day written notice of the discontinuance of or any material change to our marketing funds.

PROGRAM POLICIES

Moving to a higher tier

Each year, we will review the tiers of the partner program to assess your standing.

A partner may move tiers based on annual performance. Fulfill the requirements of your current tier and you will have the opportunity to move to a higher tier, if available. Fail to meet the requirements of your current tier and you may be moved to a lower tier, if available.

If you fail to meet the requirements, you will be notified of a pending change in standing. You will then have a period of time to meet the requirements to maintain your status. If you are unable to do that, you will receive written notice of the move to a lower tier.

Program changes

We reserve the right to alter the Proofpoint Partner Program at our discretion. We will make an ardent effort to provide you with a 30-day notice of program changes. If you disagree with a change, you have the option to leave the program. Likewise, we may ask you to leave if you do not fulfill the requirements or do not comply with our policies.

Notifications

Any legal notices to us must be in writing and sent to the attention of our legal department at company headquarters in Sunnyvale, CA.

Any legal notices from our organization to our partners may be sent by mail, email, or posted on the Proofpoint partner portal.

ABOUT PROOFPOINT

Proofpoint Inc. (NASDAQ:PFPT) is a leading next-generation security and compliance company that provides cloud-based solutions to protect the way people work today. Proofpoint solutions enable organizations to protect their users from advanced attacks delivered through email, social media and mobile apps, protect the information their users create from advanced attacks and compliance risks, and respond quickly when incidents occur.



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