

# Cymulate Partner Program Overview

Together, Cymulate and its partners are in the fight against cyber threats. The Cymulate Partner Program is uniquely designed for security-focused solution providers. It establishes and supports long-term and mutually-profitable partnerships.

## The Cymulate Partner Opportunity

The Cymulate Platform is a powerful business development tool. It ensures partners' clients' network security posture is strong. Partners can easily identify additional sales and service opportunities within their clients' environments.

Through a competency-based framework, partners receive substantial rewards when they deliver successful customer outcomes throughout the lifecycle. Cymulate is dedicated to delighting its partners as much as it delights its customers.



Offers clients a best-of-breed solution to help improve and optimize their security posture



Uncovers incremental services and solution sales, and recurring revenue opportunities



Provides attractive margins and ROI

## Why Partner with Cymulate?

### Market Opportunity

The Cymulate Platform touches upon multiple emerging cybersecurity domains, including Breach and Attack Simulation, Vulnerability Prioritization, Attack Surface Management, and Automated Pen Testing and Red Teaming. A rough estimation shows that with reaching 10% of the market share, the total addressable market for Cymulate is 5 billion dollars.

### Technology Leadership

- 01 Recognized as the industry's most innovative security validation technology
- 02 Featured in Forrester's recent Attack Surface Management Market Report
- 03 Named Innovation Leader in 2022 Frost & Sullivan Radar Breach and Attack Simulation (BAS) Report

### Channel Commitment

The Cymulate executive team is comprised of industry veterans with a deep appreciation for the value of channel partnerships. The organization is committed to driving profitable, strategic growth for its partners. A partner-first approach drives every aspect of the business, from product development to sales and marketing operations. The Cymulate Partner Program offers a comprehensive set of resources to aid partners in promoting, selling, and supporting Cymulate solutions.



## Cymulate Partner Program Overview

Cymulate's Partner Program is the cornerstone of the organization's channel strategy and consists of three partner levels with specific criteria and benefits tailored to meet each partner's business goals.

### Authorized

This is the entry-level into the Partner Program. It contains minimum requirements, and partners can be promoted to higher classification levels based on accomplishing designated requirements and capabilities.

### Advanced

This partner level is for those value-added resellers and MSSPs who have committed to a joint business development plan with the regional Cymulate channel team and aligned revenue goals with Cymulate.

### Elite

This is the highest level of the Cymulate Partner Program offered to value-added resellers and MSSPs around the globe. These partners are committed to growing the business and partnership with Cymulate.

## Cymulate Partner Benefits

The Cymulate Partner Program offers resources, tools, training, and support to help partners fast-track their knowledge and sales productivity. Cymulate is committed to working with its partners to develop a go-to-market plan to jointly win new business and expand partners' security footprint and value-add with existing customers.

Benefits	VAR Partners			MSSP Partners	
	Authorized	Advanced	Elite	Advanced	Elite
Partner Portal Access	✓	✓	✓	✓	✓
<b>Support</b>					
Deal Registration	✓	✓	✓	✓	✓
NFR Access	Available at minimal cost	✓	✓	✓	✓
Dedicated Channel Manager	✓	✓	✓	✓	✓
Quarterly Business Plan			✓		✓
Executive Sponsor			✓		✓
Partner Advisory Board			Invitation only		Invitation only
<b>Enablement</b>					
Quarterly Product Updates	✓	✓	✓	✓	✓
Access to Cymulate SE's		✓	✓	✓	✓
Technical Training	Self-service	✓	✓	✓	✓
Sales Enablement	Self-service	✓	✓	✓	✓
<b>Marketing</b>					
Regional Events	Self-service	✓	✓	✓	✓
Marketing Campaign Assets	Self-service	✓	✓	✓	✓
Co-branded Content		✓	✓	✓	✓
Joint Webinars			✓		✓
MDF		✓	✓	✓	✓

## Field Sales and Technical Training and Certifications

Product knowledge enables partners to sell, deploy and support Cymulate solutions independently. To assist partners in establishing and maintaining knowledge of the Cymulate product line, Cymulate offers comprehensive sales and technical training.

Cymulate Certification Program:

Certification Level	VAR Partners			MSSP Partners	
	Authorized	Advanced	Elite	Advanced	Elite
Certified Sales Associate	Recommended	2	4	2	4
Certified Systems Engineer		2	4	2	4
Certified Services Delivery Engineer	Not Applicable	Not Applicable	Not Applicable	2	4

## Deal Registration Program

The Cymulate Deal Registration Program offers incremental financial rewards to partners who demonstrate self-sufficiency throughout the sales process. Opportunities created by Cymulate partners are registered on the online [Partner Portal](#) by logging into the portal and selecting Deal Registration.

## About Cymulate

The Cymulate SaaS-based Security Posture Validation Platform provides security professionals with the ability to continuously challenge, validate and optimize their on-premises and cloud cyber-security posture with end-to-end visualization across the MITRE ATT&CK® framework. The platform provides automated, expert, and threat intelligence-led risk assessments that are simple to deploy, and easy for organizations of all cybersecurity maturity levels to use. It also provides an open framework for creating and automating red and purple teaming by generating tailored penetration scenarios and advanced attack campaigns for their unique environments and security policies.

Please contact [partners@cymulate.com](mailto:partners@cymulate.com) with any questions.

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