DARKTRACE

# Darktrace Defenders Partner Program

DARKTRACE

Defenders
Partner
Program

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# Partnering with Darktrace

We believe collaborating with our partners to provide complete AI cyber security solutions enhances our customers' experiences. By integrating Darktrace offerings with your capabilities, customers benefit from adaptive solutions that safeguard their critical infrastructure. We are committed to the mutual success of our partners and customers.

## Darktrace Overview

**#1 AI**
First at-scale deployment of AI in cyber security

**165+**
Patent and applications filed

**NDR Customers' Choice 2023**
Gartner Peer Insights

**HQ**
Cambridge, UK

**9,000**
Customers in 110+ Countries

## Across Every Industry

Together, we serve customers ranging from global enterprise and small-to-midsize businesses to critical infrastructure, industrial organizations and the public sector.

/ Critical Infrastructure

/ Energy and Utilities

/ Financial & Insurance

/ Government

/ Global Retailers

/ Healthcare

/ Manufacturing and Supply

/ Technology

/ Telecommunications

## The Power of a Connected Ecosystem

Working with you, our partners, the Darktrace Defenders Partner Program advances Darktrace's mission to deliver world-leading cyber AI technology to organizations around the world in response to the increasing challenge of serious, sophisticated cyber threats. Our ecosystem of partners include resellers (VARs), Managed Security Service Providers (MSSPs), integrators, distributors, consulting organizations, and technology partners that offer solutions and services that complement Darktrace solutions. Our partners operate across all industries.

Channel
Partners

Distributors

Technology
Partners

DARKTRACE

System
Integrators

Cloud
Partners

MSSPs
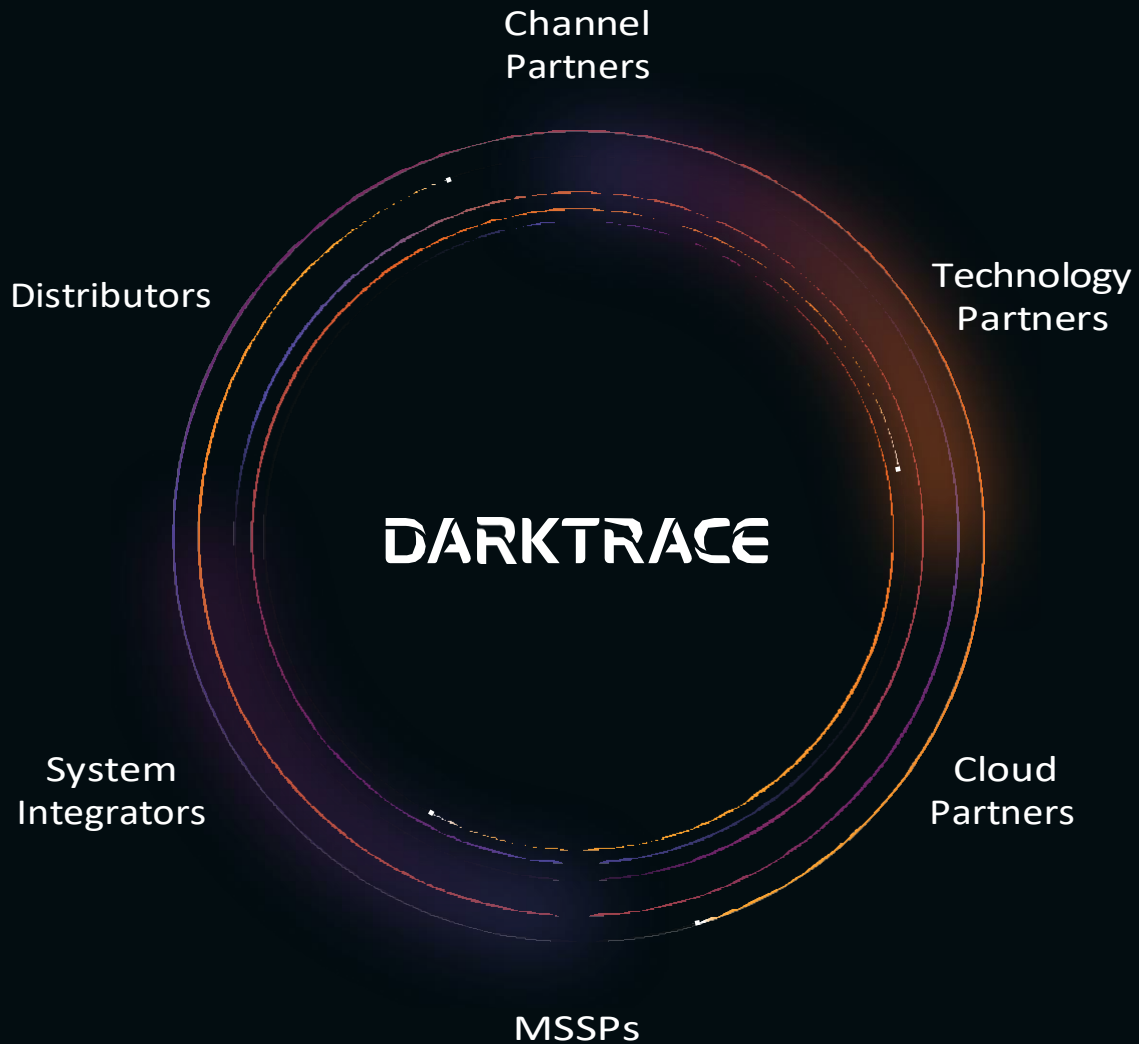
# About Darktrace

At Darktrace, we deliver complete AI-powered solutions to free the world of cyber disruption. Founded by mathematicians and cyber defense experts in 2013, Darktrace is a global leader in cyber security AI, delivering complete AI-powered solutions in its mission to free the world of cyber disruption. We protect customers from the world's most complex threats, including ransomware, cloud, and SaaS attacks.

## Darktrace ActiveAI Security Platform

The Darktrace ActiveAI Security Platform understands enterprise data in real time to deliver preventive and live threat detection, with targeted autonomous response to shut down known and novel threats without disrupting business operations.

**What is ActiveAI Security? Proactive. Intelligent. Dynamic.**
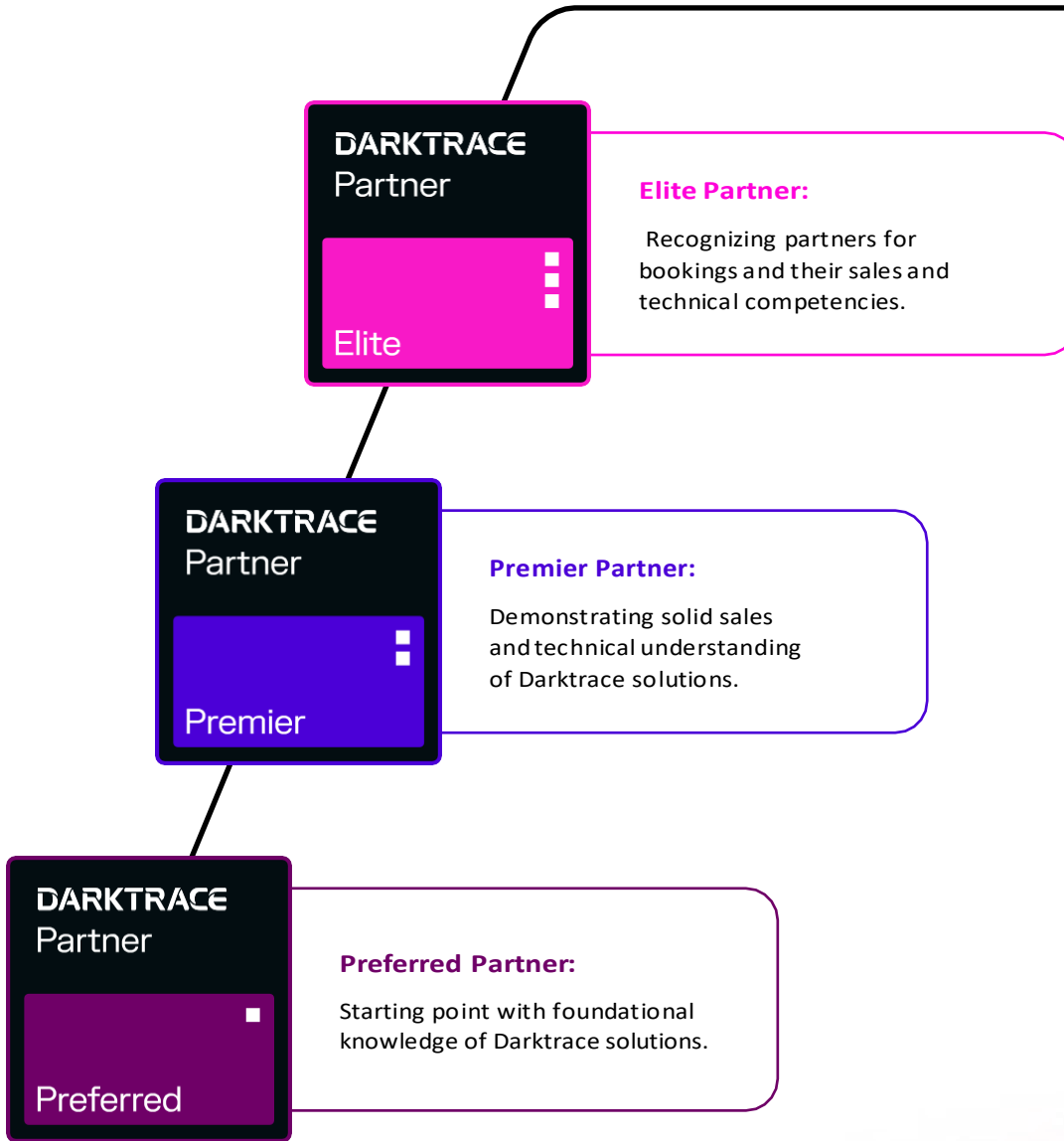
Darktrace ActiveAI Security Platform is our philosophy here at Darktrace for the role we believe AI must play to successfully mitigate cyber risk. It embodies an intelligent, dynamic use of AI, that adapts to the environment, the threat landscape and to individual businesses. It allows defenders, like you, to remain ahead of our adversaries to protect our mutual customers.
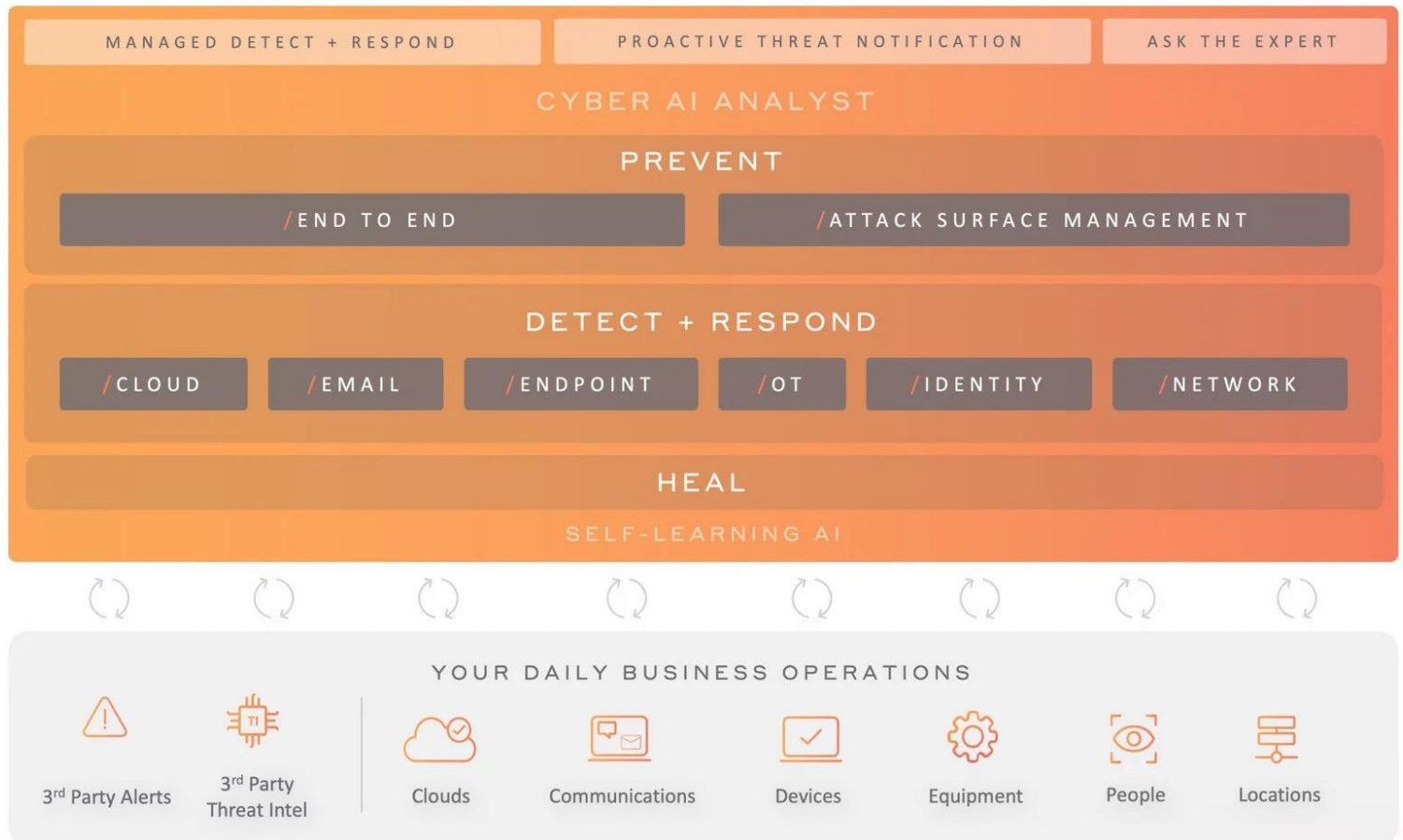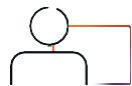
# Darktrace Defenders Partner Program

## Program Structure and Benefits

The Darktrace Defenders Partner Program offers a broad range of benefits to our ecosystem of partners with profitability and predictability in mind. Program benefits span from onboarding and enablement to marketing pipeline development and deal registration. We are committed to helping you integrate Darktrace into the solutions you are developing and helping you win more Darktrace deals. There are three levels of participation in the program.

**DARKTRACE**
Partner
Elite

**Elite Partner:**

Recognizing partners for bookings and their sales and technical competencies.

**DARKTRACE**
Partner
Premier

**Premier Partner:**

Demonstrating solid sales and technical understanding of Darktrace solutions.

**DARKTRACE**
Partner
Preferred

**Preferred Partner:**

Starting point with foundational knowledge of Darktrace solutions.

# Training and Enablement

Darktrace's enablement programs are designed to empower you with the knowledge, skills and tools you need to effectively integrate Darktrace's Cyber AI into your offerings and drive net-new sales based on your value. Our comprehensive educational programs, support, and sales tools will help you confidently position and sell Darktrace cyber security solutions to both OT and IT organizations predictably, consistently, and profitably.

Our role-based learning paths provide the ongoing education and support to enhance your selling effectiveness, enabling you to deliver high-quality customer experiences while helping you foster long-term client relationships as a trusted cyber security advisor.

Darktrace is intensely focused on enabling our world-class partners to combine their expertise and services with our leading-edge Cyber AI technology to deliver unparalleled cyber security solutions to businesses across the globe. We believe our unwavering commitment to partner enablement helps deliver the world's best cyber security protection.

## Learning Paths Overview

**Cyber Sales Fundamentals Learning Path includes the following components:**

/ Getting Started with Darktrace

/ Darktrace CLOUD SECURITY Demo Walkthrough

/ Darktrace DETECT & RESPOND Demo Walkthrough

/ Darktrace EMAIL Demo Walkthrough

/ Darktrace HEAL Demo Walkthrough

/ Darktrace PREVENT Demo Walkthrough

/ Darktrace SaaS Console Walkthrough

/ Darktrace CLOUD SECURITY Demo Script

/ Darktrace DETECT & RESPOND Demo Script

/ Darktrace HEAL Demo Script

/ Darktrace PREVENT Demo Script

**Cyber Technical Fundamentals Learning Path includes the following components:**

/ Getting Started with Darktrace

/ Darktrace CLOUD SECURITY Demo Walkthrough

/ Darktrace DETECT & RESPOND Demo Walkthrough

/ Darktrace EMAIL Demo Walkthrough

/ Darktrace HEAL Demo Walkthrough

/ Darktrace PREVENT Demo Walkthrough

/ Darktrace CLOUD SECURITY Demo Script

/ Darktrace DETECT & RESPOND Demo Script

/ Darktrace HEAL Demo Script

/ Darktrace PREVENT Demo Script

/ Darktrace Active AI Platform

/ Darktrace SaaS Console Walkthrough

**Cyber Technical Professional - Threat Visualizer Learning Path includes the following components:**

/ Part 1 - Threat Visualizer Familiarization

/ Part 2 - Threat Visualizer Investigation

/ POV Best Practices

/ POV Discovery

/ POV Playbook First Pitch Discovery Kickoff and POV Meeting 1

/ POV Playbook POV 2 Meeting Feedback Call and POV 3

**Cyber Technical Professional - Email Learning Path includes the following components:**

/ Part 1 - EMAIL Familiarization

/ Part 2 - EMAIL Customization

/ POV Darktrace EMAIL

# Opportunities with Partner-delivered Services

Darktrace enables partners to deliver their own differentiated Darktrace-focused services to meet the unique security demands of their customers. Our partner enablement program provides you with everything you need, from training to tools, to gain the expertise and confidence to provide your own services to help protect your customers against emerging security threats. Offering Darktrace services will help you expand your business with existing customers as a trusted cyber security advisor and help you drive sales pipeline and close new deals. Expand your portfolio of managed security services to give your customers the peace of mind that their business is always protected with your security expertise and our leading-edge Darktrace ActiveAI Security Platform.

# Pipeline Acquisition and MDF

Darktrace is committed to helping you increase your lead to sale conversion rates while lowering your customer acquisition costs. We work with you to help generate pipeline and close deals through comprehensive, end-to-end marketing and sales campaigns that target CISOs, CIOs, COOs, and security architects, as well as infrastructure directors and network directors. Unlike conventional marketing and sales approaches, Darktrace enables you to drive action and deliver measurable cyber security outcomes with long-term impact and protection.

## Creating Pipeline with Marketing Development Funds (MDF)

Darktrace is committed to going to market with you and has designed a program rich in benefits with partnership at the core. As part of our co-investment strategy, marketing development funds (MDF) are available to help amplify our joint messages and deliver incremental Darktrace pipeline to your business. Darktrace MDF provides reimbursement for pre-approved marketing activities and campaigns.

**A few benefits:**

/ Darktrace will reimburse up to 100% of the pre-approved costs

/ Our approach to MDF is flexible and was built with our partners in mind; it is a co-investment model that supports a wide range of activities and campaigns

/ Darktrace MDF is proposal-based, allowing us to invest together to build a strong pipeline for your business

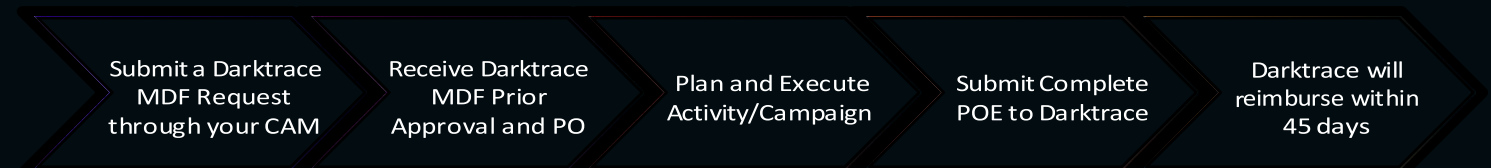**Examples of Qualifying MDF Investments**

| | |
|---|---|
| / Events | / Webinars |
| / List Acquisitions | / Agency Services |
| / Brand Amplification | / Tradeshows |
| / Door Opener Campaigns | / Direct Mail |
| / Call Out Days | / Digital Campaigns |

## Proof of Execution Requirements

Darktrace requires proof of execution (POE) prior to processing MDF reimbursement claims. POE varies by activity type and will be clearly outlined when you receive prior approval and a PO. POE examples include but are not limited to, proof of Darktrace representation, sample of event invitation, 3rd party invoice/receipts, and attendee list.

## MDF Reimbursement Process

| Submit a Darktrace MDF Request through your CAM | Receive Darktrace MDF Prior Approval and PO | Plan and Execute Activity/Campaign | Submit Complete POE to Darktrace | Darktrace will reimburse within 45 days |
|---|---|---|---|---|

# Deal Registration

Deal registration is an agreement between Darktrace and our partners. When a deal is confirmed by both organizations, it is recognition that we will go to the customer with a united front and either win or lose together. As part of our commitment, when you register a deal and agree to lead with Darktrace, we offer the highest discounts available on qualifying transactions.

Deals are submitted using the online Deal Registration form on Darktrace Partner Portal. Registration for renewals is not required. Additional information about the registration process can be found on Partner Portal.

# Sales Tools

/ **Architecture Design:** Darktrace technical experts conduct personalized trainings to teach your teams how to configure and size customer environments for Darktrace deployments.

/ **Demo Tool:** The Darktrace demo provides an in-depth overview of The Darktrace ActiveAI Security Platform. You have the flexibility to drill down into specific features and functionality that provide critical threat protection and response. You can gain access to the Demo Tool as well as scripts and training to give you confidence to deliver demos to your prospects and customers.

/ **The Proof of Value (POV)** process is an essential part of the Darktrace sales cycle and a critical part of engagement with customers. When properly qualified, a POV helps accelerate the sales cycle and increases the probability of success by demonstrating the value of Darktrace solutions in the customer's environment. The 4-week POV is offered at no charge to both you and the customer. You can expect to be well-supported by Darktrace technical and cyber intelligence experts throughout the POV, providing valuable threat intelligence reporting and additional recommendations to help close a deal with an account.

# Opportunity Development

To support our partners as you qualify Darktrace opportunities, the Partner Portal acts as a central hub with access to sales and technical tools, training and other resources. Take advantage of the Partner Portal to seamlessly manage clients, submit deal registrations, access crucial materials, and unlock new and improved partner-facing features.

# Program Benefits by Tier

| Benefit | Preferred Partner | Premier Partner | Elite Partner |
|---|---|---|---|
| Deal Registration | 10% price advantage* | 15% price advantage | 20% price advantage |
| Partner Portal | ✓ | ✓ | ✓ |
| Online Sales and Marketing Tools | ✓ | ✓ | ✓ |
| Participation in Seller Incentives** | ✓ | ✓ | ✓ |
| Web-based Training | ✓ | ✓ | ✓ |
| Instructor-led Training (no charge) | ✓ | ✓ | ✓ |
| On prem and Cloud-based NFR systems | Fee | Fee | On prem – fee<br>Cloud-based – no charge |
| Technical Sales Tools (Demo, Sizing Tool, POV) | | Training required | Training required |
| API Integration Platform | | ✓ | ✓ |
| SOC Web Dashboard | | ✓ | ✓ |
| Proposal-based MDF | | ✓ | Priority access |
| Certification Test Fees | | 30% discount | 100% discount (up to 5 passed exams per year) |
| Named Partner Manager | | | ✓ |
| Business Planning | | | ✓ |
| Executive Engagement | | | ✓ |
| Co-marketing Support | | | ✓ |

* If training requirements not met within 6 months of joining program, price advantage removed until training requirements are met

** Varies by sales geography

# Partner Engagement

At Darktrace, we believe that thriving partnerships are built on transparency, accountability, integrity, and respect. This framework, outlined in depth in our Rules of Engagement (ROE), ensures fairness while promoting collaboration and trust. Your success is our success, and we are committed to an environment where everyone thrives.

**1. Transparency and Accountability:**

/ We prioritize open and honest communication at all stages, from initial engagement to deal closure.

/ Regular updates, clear expectations, and proactive feedback ensure everyone is aligned and informed.

/ We listen actively to your concerns and strive for solutions that benefit both parties.

**2. Shared goals and responsibilities:**

/ We work together to define clear and measurable goals for each partnership initiative.

/ Roles and responsibilities are clearly defined, ensuring efficient collaboration and resource allocation.

/ We value your unique expertise and encourage your active participation in shaping joint agendas.

**3. Integrity and Mutual Respect**

/ We treat our partners with respect and professionalism, valuing diverse perspectives and open communication.

/ We foster an environment of trust and mutual understanding, essential for long-term partnership success.

/ We believe in resolving any conflicts promptly and constructively, upholding principles of fairness and transparency.

Our Rules of Engagement clearly define how we expect our Darktrace teams to engage with you, our partners. They set clear expectations, facilitate open communication, and are a foundation for collaboration. It is a promise to you, enforced by dedicated governance structures, to ensure mutual respect and equitable outcomes.

Our commitment to fair play forms the cornerstone of every partnership. Through consistent enforcement and unwavering dedication to these principles, we strive to cultivate an environment where both parties can confidently thrive, innovate, and achieve remarkable results together.
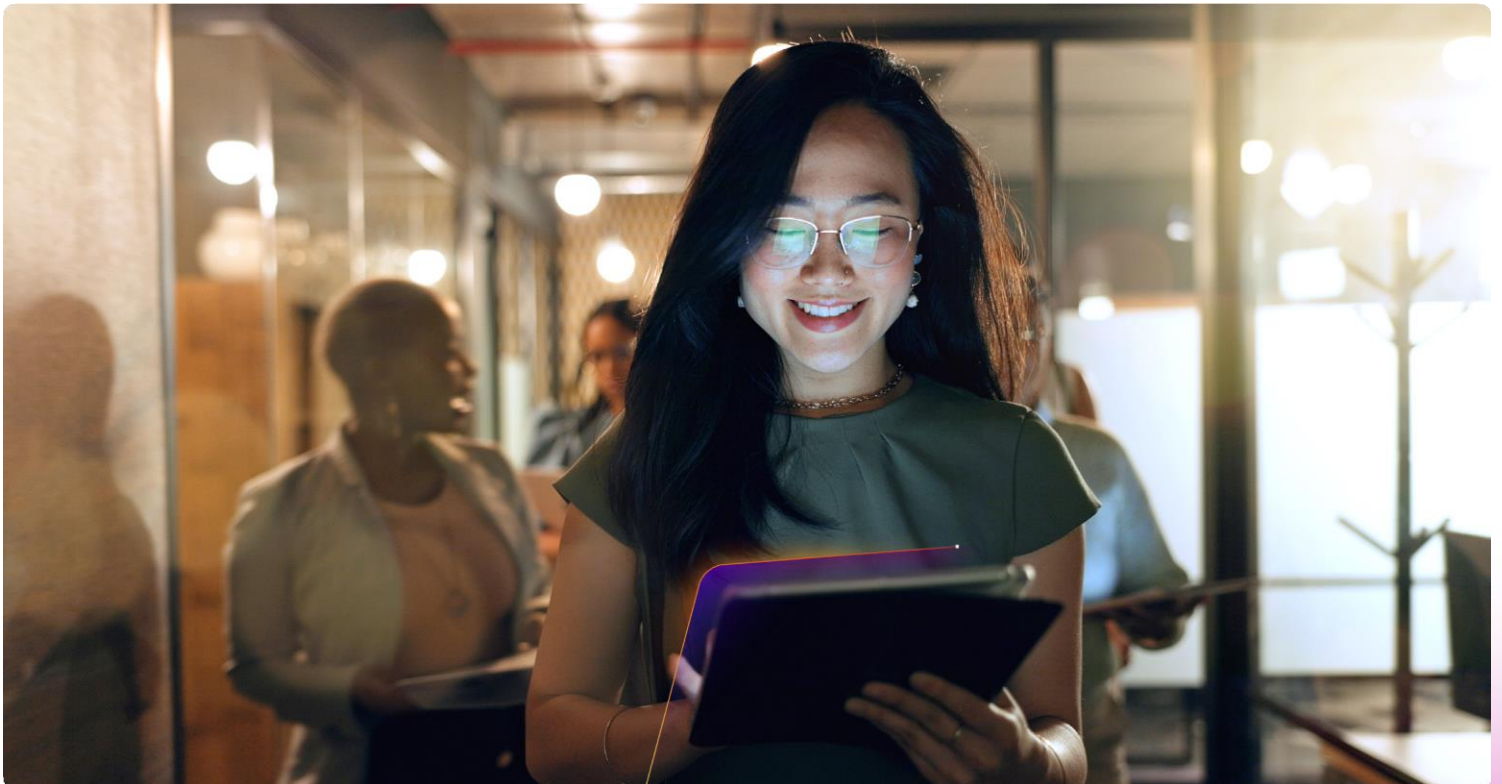
# Program Requirements by Tier

| Requirement | Preferred Partner | Premier Partner | Elite Partner |
|---|---|---|---|
| Signed Reseller or MSSP agreement | ✓ | ✓ | ✓ |
| Cyber Sales Fundamentals Learning Path Completions | 2* | 2 | 2 |
| Cyber Technical Fundamentals Learning Path Completions | 2* | 2 | 2 |
| Cyber Technical Professional Learning Path Completions | | 3<br><br>Any combination of Threat Visualizer Technical Professionals<br><br>or<br><br>Email Technical Professionals | 2 Threat Visualizer Technical Professionals<br><br>and<br><br>2 Email Technical Professionals |
| Demo Platform Training | 4 | 4 | 4 |
| POV Training | | 3 | 3 |
| Annual Contract Value (ACV) New Business and Upsell Bookings | | | Vary by Geo and Country See table below |

* 6 month grace period to meet training requirements

See the Learning Paths section of this guide for information on the components of each Learning Path.

## Top Tier Bookings Requirements (ACV)

| Sales Geo | AMER | APAC | EMEA |
|---|---|---|---|
| Zone 1 | $3,000,000 | $650,000 | $2,000,000 |
| Zone 2 | $1,000,000 | $400,000 | $750,000 |
| Zone 3 | $500,000 | $250,000 | $500,000 |

## Zones by Geo

| Sales Geo | AMER | APAC | EMEA |
|---|---|---|---|
| Zone 1 | US | Australia, Japan | Germany, UK |
| Zone 2 | Brazil, Canada, Mexico | Hong Kong, South Korea | France, Italy, Netherlands, Qatar, South Africa, Spain, Saudi Arabia, UAE |
| Zone 3 | All other countries | All other countries | All other countries |

# Terms and Conditions

## Program Modification or Cancellation

Darktrace retains the right to modify or cancel any part of the Darktrace Defenders Partner Program at its discretion. The company may, at its sole discretion, amend this guide or terminate the Darktrace Defenders Partner Program.

## Partner Authorization

For eligibility in the Darktrace Defenders Partner Program, partners must be authorized and maintain current authorization with Darktrace, including governance and corresponding documentation. Account inactivity will default to a terminated status after 12 months at which time partners must re-apply for authorization. Darktrace reserves the right, in its sole discretion, to terminate access to the Darktrace customer portal or call home access.

## Termination

Upon termination notice in the Darktrace Defenders Partner Program, any outstanding program benefits not yet received by the partner will be forfeited.

## Transactional Requirements

The partner acknowledges Darktrace's policy that orders should only be submitted when the End Customer has issued a valid purchase order for the ordered products. The partner warrants not to violate this policy and agrees that breaching this warranty is a material breach, allowing Darktrace to terminate the agreement(s) immediately as a non-exclusive remedy.

## Governance

Darktrace resale is governed and subject to the General Partner Terms and Conditions and the Darktrace Business Code of Conduct. Both documents can be found in the Materials section of Partner Portal at https://www.darktrace.com/en/resources/legal-partner-terms.pdf.

## Questions? Contact partners@darktrace.com.

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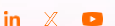
■ **About Darktrace**   Darktrace (DARK.L), a global leader in cyber security artificial intelligence, delivers complete AI-powered solutions in its mission to free the world of cyber disruption. Its technology continuously learns and updates its knowledge of 'you' for an organization and applies that understanding to achieve an optimal state of cyber security. Breakthrough innovations from its R&D Centers have resulted more than 145 patent applications filed. Darktrace employs 2,200+ people around the world and protects over 9,000 organizations globally from advanced cyber-threats.

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