

NEXTWAVE CHANNEL PARTNER PROGRAM



Elevating Your Success

The rate of change driven by today's technology in the enterprise market is unlike anything we have ever experienced. Continued business advancements are dependent upon boosting a customer's competitive edge, reducing their risk and fueling their growth, making security the new business enabler.

Customers continue to identify security as a top investment priority and are looking for security innovators who can offer more than point product detection and incident response, which are simply no longer enough when it comes to today's cyberattacks.

There are millions of connections to be secured and billions of dollars being invested annually in security. To capitalize on this massive opportunity, Palo Alto Networks[®] has introduced a new prevention approach to security with our introduction of the first fully integrated Security Operating Platform.

Currently more than 54,000 customers globally have adopted Palo Alto Networks technologies. And, as we look to grow in new markets: endpoint (Traps[™]), threat intelligence (AutoFocus[™]) and SaaS applications (Aperture[™]), as well as in new market segments: commercial, cloud and managed security, our partners become even more critical to our future success.

At Palo Alto Networks, we consider our partners valued members of our global sales team. A team built on trust, mutual accountability and a singular mission to protect our digital way of life through breach prevention. Our mutual success is what fuels our drive to enable you to become a security innovator.

As a member of the NextWave Channel Partner Program, you have our unwavering commitment to elevate your success by:

NextWave Channel Partner Program

Why partner with Palo Alto Networks?

1. **Market Opportunity:** endpoint and network security represent a total addressable market of \$24 billion (\$18.8B Network, \$5.2B Endpoint) with a 7.9% compounded annual growth rate. Plus, an additional \$5B opportunity for Application Framework.
2. **Customer Momentum:** have more than 54,000 customers and counting.
3. **Partner Growth:** More than 790 partners grew greater than 100% in FY18.
4. **Differentiation:** deliver the first fully integrated Security Operating Platform.
5. **Third-Party Validation:** Palo Alto Networks has been recognized by Gartner's Magic Quadrant for Enterprise Network Firewalls, and positioned in the top-right quadrant as a Leader seven times in a row.

GROWTH

- **Empowering your business:** providing access to resources, systems and tools that make it easier for partners to invest in and grow with Palo Alto Networks.

TECHNICAL ENABLEMENT

- **Enabling you to differentiate:** continuing our investment in technical enablement to build self-sufficient security innovators, experts at enhancing the Security Operating Platform.

PARTNER PROFITABILITY

- **Enhancing your profitability:** looking to distance ourselves from the competition by increasing partner margins while at the same time driving down the overall cost of doing business with Palo Alto Networks.

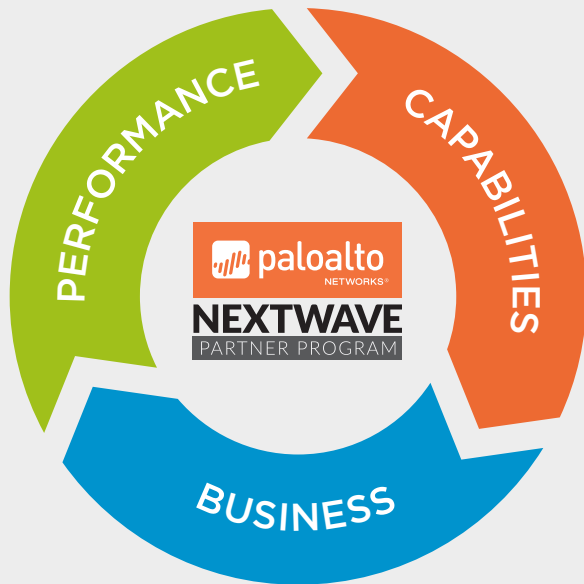
PRODUCT INNOVATION

- **Expanding your opportunities:** scaling product, services and route-to-market expertise to allow partners to capitalize on new growth opportunities.

NextWave Channel Partner Program Framework

Our award-winning NextWave Channel Partner Program is the cornerstone of our channel strategy and is designed to elevate partner success. We recently evolved our program to simplify the framework into three key components globally:

- 1. Performance:** Palo Alto Networks annual bookings
- 2. Capabilities:** number of Palo Alto Networks accredited and certified individuals on staff
- 3. Business:** Palo Alto Networks contract, business plan and not-for-resale investment.



NextWave Channel Partner Program Requirements

Partner Type: Value-Added Reseller/Solution Provider				
Partner Level	Diamond	Platinum	Gold	Silver
Performance Requirements				
Country Set A1	\$15,000,000	\$5,000,000	\$1,500,000	\$200,000
Country Set A	\$5,000,000	\$1,500,000	\$750,000	\$100,000
Country Set B	\$3,000,000	\$1,000,000	\$500,000	\$50,000
Country Set C	\$1,500,000	\$500,000	\$200,000	\$20,000
Capability Requirements				
Sales - Accredited Sales Executive ASE: Foundation	8	6	3	1
Pre-Sales PSE: Foundation	Associate Requirements	Associate Requirements	Associate Requirements	Associate Requirements
Pre-Sales PSE: Platform – Associate	Professional Requirements	Professional Requirements	2	1
Pre-Sales PSE: Platform – Professional	5	3	Recommended	Recommended
Post Sales – Accredited Configuration Engineer ACE 7.x or 8.x	0	0	2	Recommended
Post Sales – Certified Network Security Engineer PCNSE 7 or higher	4	3	Recommended	Recommended
Business Requirements				
Traps Specialization	Required	Required	N/A	N/A
Not-for-Resale (NFR) Units (PA-850 or higher)	6	4	2	Recommended
Not-for-Resale (NFR) Units (PA-820 or higher)	N/A	N/A	N/A	1

Note: Chart is in US dollars.

For more detailed requirements, please contact nextwave@paloaltonetworks.com



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