



Partner Program Guide

PARTNER PROGRAM

Program Overview

The BlackBerry Cylance Partner Program offers prevention-first, predictive security solutions and a broad spectrum of consulting services that come with a wealth of support and benefits to help partners succeed.

Partnership Types

Solution Provider Partners

BlackBerry Cylance Solution Provider Partners resell BlackBerry® Cylance® products and consulting services. Solution provider partners include value-added resellers, national resellers, and distributors. There are three levels of Solution Provider Partners:

EMERALD PARTNERS

The highest level of commitment is rewarded with the highest level of benefits. Emerald Partners are BlackBerry Cylance evangelists who are business advisors to their customers. Emerald Partners are heavily invested in BlackBerry Cylance via training, accreditation and certification, as well as substantial business planning and growth targets. They benefit from the highest incentives and rebates the program offers.

PLATINUM PARTNERS

BlackBerry Cylance Platinum Partners receive substantial benefits based on their increasing commitment to selling BlackBerry Cylance products and consulting services. They are trained advocates for BlackBerry Cylance solutions with customers.

GOLD PARTNERS

Referral and entry-level partners start as associates at the Gold level and receive phone sales support. Gold Partners are also eligible for support on a deal-by-deal basis.

Partner Program Pillars

BlackBerry Cylance's award-winning partner program is based on a foundation of three guiding principles to drive mutual success:

- **Growth** — Predictable, profitable, recurring business model with frictionless sales motion
- **Innovation** — Market demand fueled by industry-leading AI with prevention-first technology supported by numerous patents and a robust Research and Intelligence Team
- **Enablement** — Field Sales and Marketing support, technical support, training, and tools



National Partners

BlackBerry Cylance National Partners are advisors and advocates with specialized reach into the SMB, mid-market, enterprise segments and vertical markets. National Partners have extended sales teams, BlackBerry Cylance trained security technical teams, and aggressive growth goals. They benefit from dedicated staff, funding, and volume incentives.

MSSP Partners

BlackBerry Cylance's goal is to increase managed security service providers' (MSSP) capabilities and customer confidence by offering advanced, predictive, AI-driven endpoint protection. Please refer to the MSSP Program Guide for details.

Axiom Partners

BlackBerry Cylance Axiom Partners are comprised of a global community of cybersecurity solution providers: Global Alliance, Technology Alliance, and Assurance Alliance Partners.

Distributor Partners

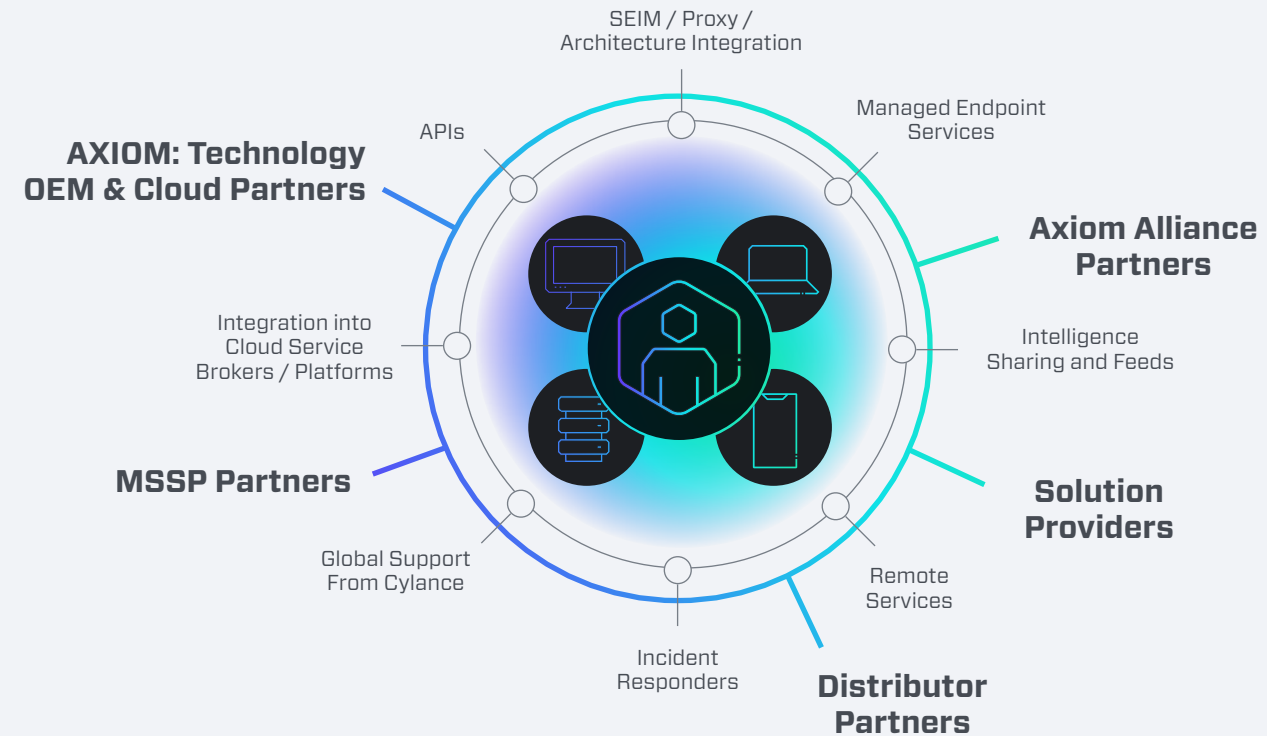
BlackBerry Cylance Distributor Partners extend BlackBerry Cylance's reach and help Solution Provider and MSSP Partners configure BlackBerry Cylance solutions. Distributor Partners provide readiness, sales training and activation, technical and sales support, and account management for MSSP services. Distributor Partners also offer credit services, marketing support, training, and access to dedicated sales representatives.

Partner Benefits

For the complete list of partner benefits, please refer to the benefits matrix at the end of this document.

Financial Incentives:

- Deal registration provides deal protection and increased margin
- Sales incentives and spiffs that drive growth
- Proposal-based marketing development funds (MDF) to enable demand and lead generation
- Discretionary volume incentives and eligibility for rebate plans



Partner Requirements

Partners are required to:

- Reach program level revenue goals in order to maintain status
- Participate in business planning and reviews based on partner type and level
- Achieve required training and accreditations, according to partner level within a reasonable time period
- Participate in periodic surveys
- Abide by BlackBerry Cylance Rules of Engagement
- Install BlackBerry Cylance solutions in a lab environment

All partners are required to complete a Foreign Corrupt Practices Act (FCPA) due diligence form, all FED/SLED business is required to go through a BlackBerry Cylance authorized GSA schedule holder, and all new partners begin at the Gold level and are managed by distribution.

Training Requirements



BlackBerry Cylance Services Offerings

Partners who have completed training are enabled to resell and deliver BlackBerry Cylance Partner-Led Services:

- ThreatZERO™ / Threat Prevention Framework
- Partner-Led Compromise Assessment

BlackBerry Cylance's consulting services are available to ensure projects get done and to jointly offer a world-class customer engagement.

With expertise across six practice areas and seven vertical markets, BlackBerry Cylance's consulting team can support partner growth into new security service markets and help manage a variety of engagements:

- ThreatZERO and ThreatZERO Prevention Assurance, Incident Containment and Compromise Assessments, Industrial Control Systems, IoT / Embedded Systems, Red Team Services, and Education

Partner Portal

BlackBerry Cylance Solution Providers, MSSPs, and Distributor Partners gain access to the BlackBerry Cylance Partner Resource Portal which provides the deal registration program as well as tools, sales resources, pricing, incentives, marketing guidelines and assets, training, and enablement.

Partner Communications

The BlackBerry Cylance Partner Program provides a regular monthly cadence of partner communications through partner-focused newsletters, emails, and webinars. Partners are automatically opted into communications when they become active and may opt out at any time.

Field Sales, Technical, and Marketing Support Solution Provider, MSSP, and Distribution Partners are supported by field sales, marketing, and inside sales.

Deal Registration Program

A deal registration is a qualified sales opportunity that meets all BlackBerry Cylance criteria outlined in this guide and is properly registered.

Objectives and Benefits

The BlackBerry Cylance Deal Registration Program is a key program benefit, designed to accelerate partner security business. Partners are rewarded for value-selling, and leading with BlackBerry Cylance solutions and driving net-new business. An eligible deal registration opportunity can earn:

- Additional discount for approved opportunities
- Protection for the registered opportunity
- Access to BlackBerry Cylance Sales and Technical Sales teams
- Demo and POC support
- Quoting and Closing support

Submission and Approval Process

All deal registration leads must be submitted to BlackBerry Cylance for approval via The BlackBerry Cylance Partner Portal and include a description of the opportunity. BlackBerry Cylance will strive to provide a response (approve/deny) within three U.S. business days. See Terms and Conditions for details.

Qualification, Eligibility, and Minimums

All Emerald, National, Platinum, Gold Solution Provider, and MSSP partners in good standing with the BlackBerry Cylance Partner Program are eligible. The partner must be the first to register the deal to receive approval. The partner must also demonstrate a clear value add to the end-user to show that they have developed the potential sale beyond just initial contact. This could include, but is not limited to, the ability to provide a demonstration, pre-sales support, installation, and post-sales support.

Each deal registration request must be qualified by BlackBerry Cylance's sales organization. All BlackBerry Cylance products and services qualify, so long as the partner is authorized to sell the product or service they are registering, and the deal meets the minimum of 100 endpoints.

Renewals and add-on sales are not required to be deal registered by the incumbent partner. The renewal will be processed at the same price and discount as the original order. Partners fulfilling a customer request to change the partner on a renewal are required to register the deal. See the table below.

Qualification Criteria Table

Customer Type	Scenario	Deal Registration Applicable
New Logo	All products eligible for deal registration	Yes
Existing	Cross-sell: standalone sale of different BlackBerry Cylance product	Yes
Existing	Upsell: additional licenses for a different product	Yes
Existing	Upgrade: additional licenses for a more advanced version of a product	Yes
Existing	Add-on: adding licenses to a renewal	No
Existing	Renewal or extending term of existing licenses	Optional: Yes if new partner is requested No if incumbent partner

Discounts

The BlackBerry Cylance Deal Registration Program is global, but terms and discounts may vary by region. Discount(s) for products and services will differ based on the partner's level in the BlackBerry Cylance Partner Program.

Rescinding a Deal Registration

BlackBerry Cylance reserves the right to rescind a deal registration for any of the following reasons:

- A written request from an officer of the end customer requesting to work with another partner
- Lack of activity by partner on the opportunity for 30 days
- Program changes or failure to meet the qualification criteria of a valid deal

BlackBerry Cylance may, without notice, immediately suspend or terminate any deal registration with inaccurate or misleading information, or for any additional reason. See Terms and Conditions for details.

Disputes

Partners must submit any disputes, whether with BlackBerry Cylance or another partner, arising from this deal registration program to partnersupport@cylance.com, including a written description of all issues and alleged harm, prior to commencing any legal proceeding or formal dispute resolution procedure. Any applicable dispute resolution provisions in the BlackBerry Cylance Reseller Agreement, or any other applicable BlackBerry Cylance sales and service-provider contract, shall apply.

Program Terms

The BlackBerry Cylance Deal Registration Program is intended to supplement the reseller agreement or other partner contract between BlackBerry Cylance and the partner. If there are any conflicts between the terms of the program and the partner's agreement with BlackBerry Cylance, the terms of the partner's agreement will control.

Terms and Conditions

BlackBerry Cylance Partners are required to accept both program and portal terms and conditions as set forth in the BlackBerry Cylance Partner Program Contract and BlackBerry Cylance Partner Portal Terms and Conditions. Partner performance will be reviewed on an annual basis and partners may be re-leveled within the program based on results.

See Full Terms and Conditions and FAQs for more information.

Partner Program Benefits

Benefits Matrix		EMERALD	PLATINUM	GOLD	
Plan	Annual and Quarterly Business Planning	✓	✓		
	Incremental Services Discount	✓			
	Access To Beta Community/Early Adopter Program	✓			
Enable	Free Internal Use Licenses for Partner Internal Environment	✓	✓	30 day trial	
	Access To Online Partner Portal	✓	✓	✓	
	Sales and Marketing Tools	✓	✓	✓	
	Roadmap Briefing	✓			
	Product Roadmap Presentations To Select Customers	✓	✓		
	Partner Technical Advisory Board Meeting - Webcasts	✓			
	Access To Quantum Demo Lab	✓	✓		
	Technology Alliance Partner Incentives and Solution Selling	✓	✓	✓	
	Market	Proposal-Based MDF (Demand Generation, Sales Trainings)	Two joint activities per quarter	✓	
		Participation in BlackBerry-Cylance-sponsored Trade Shows	✓		
Opt-In Communications (Monthly Partner Newsletters, Webinars, News Flash)		✓	✓	✓	
Public Announcements and Digital Property Promotions		✓			
Sell	Sales Lead Assignment and Joint Selling	✓			
	Deal Registration	✓	✓	✓	
	Promotions and Incentive Programs	✓	✓	Subject to T&Cs	
	Volume Incentives and Rebates	✓			

Benefits Matrix		EMERALD	PLATINUM	GOLD
Support	Executive Sponsors	✓		
	Sales Leadership and Field Sales Support	✓		
	Technical Support	✓	✓	
	Regional Partner Manager and SE Support	✓	✓	
	Field Marketing Support	✓	✓	
Retain	Renewal Incumbency Program	✓	✓	
	Free One-Year Subscription To CylancePROTECT for Non-Profit of Partners' Choice	✓	✓	
	Case Studies and User Groups	✓	✓	
Partner Program Requirements		EMERALD	PLATINUM	GOLD
Agreement	NDA (Non-Disclosure Agreement)	✓	✓	✓
	Partnership Agreement	✓	✓	✓
	Abide by Rules of Engagement	✓	✓	✓
Partnership	Participate in Annual Partner Satisfaction Survey	✓	✓	✓
	BlackBerry Cylance Partner Advisory Council	✓		
	BlackBerry Cylance Presence on Partner Website	✓	✓	✓
	Showcase Partner Tier Logo and Keep Current	✓		
	Annual Joint Business Planning	✓		
	Internal Deployment and Associated T&Cs	✓		
	Install CylancePROTECT in a Lab Environment	✓	✓	
	Technical Accreditation	✓	✓	
Training and Accreditation	Classroom or Online training	✓	✓	

About BlackBerry Cylance

BlackBerry Cylance develops artificial intelligence to deliver prevention-first, predictive security products and smart, simple, secure solutions that change how organizations approach endpoint security. BlackBerry Cylance provides full-spectrum predictive threat prevention and visibility across the enterprise to combat the most notorious and advanced cybersecurity attacks, fortifying endpoints to promote security hygiene in the security operations center, throughout global networks, and even on employees' home networks. With AI-based malware prevention, threat hunting, automated detection and response, and expert security services, BlackBerry Cylance protects the endpoint without increasing staff workload or costs.

 **BlackBerry**
CYLANCE®

+1-844-CYLANCE
partnersupport@cylance.com
www.cylance.com

