



The XM Cyber Pathfinder Partner Program



Your company plays a critical role in helping customers build and maintain a strong cyber security program.

The next generation of security requires adding a continuous analysis of every potential attack path while providing additional contextual information to alerts and incident reports. Attack Path Management is one of the fastest growth spaces in Cyber Security, and presents a great opportunity to develop a new pipeline. Attack Path Management can help your customers with:



Hybrid Cloud Security



Cyber Risk Reporting



Vulnerability Prioritization



Active Directory Security



SOC Optimization



Supply Chain and Third Party Risk



Breach and Attack Simulation



Ransomware Readiness.

XM Cyber is changing the way organizations approach cyber risk. With the XM Cyber Attack Path Management platform, you can continuously see your hybrid network through the eyes of an attacker and spot attacks before they happen. Reduce your internal attack surface by uncovering hidden attack paths across cloud and on-prem networks. Cut them off at key junctures. And eradicate risk with a fraction of the effort.

Help your customer's security and C suite teams understand and identify all the ways an attacker can exploit your customers environment in order to move laterally to the critical asset and compromise it. Your customers will understand what are the most critical points they need to fix (choke points) and how much risk will be eradicated by doing so. They would be able to report easily to the business not only what is their current security posture, but also how much the IT fixing and remediation improved it their crown jewel assets, continuously monitor their security posture and understand how they could be attacked and close those gaps rapidly with prioritized remediation step-by-step guidance.



Now is the time to join the XM Cyber ecosystem of select partners. We've recently expanded our integration to include the leading Cloud Infrastructure, Vulnerability Management, SOAR/SIEM, Ticketing and Endpoint Security Providers , so we easily complement your current go-to-market offerings.

Once we complete the onboarding process, your account team works with you to develop short- and long-term goals focusing on customer happiness, sales team effectiveness and revenue development. Their expertise in the security industry and channel success has already driven a global expansion of XM Cyber through the channel.

To become an authorized partner, visit xmcyber.com/partners.

3 Key Reasons to Add XM Cyber to Your Portfolio of Offerings:

1

Increase your revenues and profitability. XM Cyber gives you multiple ways to engage your customers, gain new ones, and build revenues via sales and service offerings. XM Cyber partners gain access to deals that range from \$100K - \$10M, ensuring steady growth.

2

Gain a strategic advantage. By adding context to your existing flow of alerts and incidents, you become more operationally efficient and provide a stronger overall solution for your customers.

3

Widen your portfolio. Now you can add the latest in smart security offerings and get a competitive edge that complements and integrates with your entire ecosystem.



Gain the XM Cyber Advantage



Investment Protection - XM Cyber provides an easy online deal registration opportunity through our Partner portal to give you solid investment protection.



Comprehensive Training - Virtual sales enablement training is provided for partners at no additional cost, as well a comprehensive video library.



Dedicated Channel Team - Each partner is assigned an account manager and sales engineer to ensure success. An account manager works with partners to ensure success.



Extensive MSSP Option - MSSP Partners also have the flexibility to participate as a Reseller, Solution Provider, or an MSSP.



Pathfinder Partner Program includes, but is not limited to:

- 1. Partner Portal** – XM Cyber sales, technical and marketing tools in one place
- 2. Deal registration protection opportunity** – online deal registration to give solid investment protection and additional discount
- 3. Training & Certification** – Free virtual sales and pre-sales engineers enablement through our training & certifications program
- 4. Online Demos** – Certified resellers can access our online demo for quick insightful meetings with your accounts
- 5. Sales support** – assigned channel, sales, and SE support to help you hunt, support, and win new business deals.
- 6. Joint Account Planning** – We will work with your sales teams to identify strategic accounts and prepare a joint business plan
- 7. Tiered Accounting** – The more you grow with us the more you earn
- 8. Pricing Promotions** – Stay motivated and involved with XM Cyber through regular promotions and pricing incentives
- 9. Marketing support** – turnkey marketing campaigns in a box, co-branded collaterals, localization support and joint demand generation activities.
- 10. Differentiation** – Let XM Cyber help to create differentiation in your marketplace with an attack path management solution



Partner with XM Cyber and Increase your Revenue

Partner Program Matrix

Distribuer		Resale	MSSP
Contract	Distribuer Agreement	Reseller Agreement	MSSP Agreement
Gold - Annual Revenue (Net to XM) up to 500K	Up to 10% on top of Partner discount	Deal Reg - 30% Non-Deal Reg - 10%	Deal Reg - 30% Non-Deal Reg - 10%
Diamond - Annual Revenue (Net to XM) above 500K	Up to 10% on top of Partner discount	Deal Reg - 35% Non-Deal Reg - 15%	Deal Reg - 35% Non-Deal Reg - 15%
PS Discount	15%	10%	10%
Minimum Revenue	N/A	N/A	minimum annual commitment of \$30k
Consumption Pricing for MSSP			Y-Only for a shared MSSP Model
XM Cyber SE & Chanel Sales	Y	Y	Y
Online Product Training	Y	Y	Y
Partner Portal	Y	Y	Y
Deal Registration/Projection	Y	Y	Y
Renewals	Y	Y	Y
Marketing Funds	Y	Y	Y
Technical Support	Y	Y	Y

Partner Level Certification requirements

Partner Type	Partner Tier	Revenue Expectation	Discount (Partner Sourced Deals)	Certification Commitment
Partner Type	Partner Tier	Revenue Expectation	Discount (Partner Sourced Deals)	Certification Commitment
Distributor	N/A		Up to 10% discount on top	XM-CSP :2 XM-CPE:2
Reseller /MSSP / GSI	GOLD LEVEL	Up to \$500k	Software 30%	XM-CSP :3
	DIAMOND LEVEL	Above \$500k annually	PS 10%	XM-CPE:3 XM-CDE:2
MSSP (Shared Consumption Model)	GOLD LEVEL	MSSP Program - minimum annual commitment of 30K\$	Software 30%	XM-CSP :2
			PS 10%	XM-CPE:2 XM-CDE:2
	DIAMOND LEVEL		Software 30%	XM-CSP :3
			PS 10%	XM-CPE:3 XM-CDE:2



Apply and Let's Align our Business Strategies

The key to a great business partnership is making sure everyone is focused on achieving the same goals. We take pride in our partner selection process and spend the extra effort working with new partners to guarantee mutual success.

[Click here](#) to start the application process or send us an email partners@xmcyber.com

About XM Cyber

XM Cyber is a leading hybrid cloud security company that's changing the way innovative organizations approach cyber risk. Its attack path management platform continuously uncovers hidden attack paths to businesses' critical assets across cloud and on-prem environments, enabling security teams to cut them off at key junctures and eradicate risk with a fraction of the effort. Many of the world's largest, most complex organizations choose XM Cyber to help eradicate risk. Founded by top executives from the Israeli cyber intelligence community, XM Cyber has offices in North America, Europe, and Israel.

Tel-Aviv: +972-3-978-6668
New-York: +1-866-598-6170
London: +44-203-322-3031
Munich: +49-163-6288041
Paris: +33-1-70-61-32-76

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