

An aerial, top-down view of a busy city street. The street is paved with grey rectangular tiles. Numerous pedestrians are walking in various directions, their figures blurred due to motion, creating a sense of a fast-paced, crowded environment. The lighting is somewhat dim, suggesting an overcast day or late afternoon. The overall color palette is muted, with greys, browns, and soft colors from the pedestrians' clothing.

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Element

Partner Program

At Proofpoint, we believe extraordinary things can be achieved when you combine the right elements.

That's why we've created the Proofpoint Element partner program, consisting of three components designed to help you succeed:



But, those elements are nothing without a powerful part of the equation — you. United, we'll deliver more value than either could on our own.

Our dedicated team will aim to ensure you have everything you need to land and expand with extensive sales enablement, convenient training resources, marketing development, and technical support. As a result, it is our intent to foster enhanced customer relationships, higher win rates, and boosted revenue.

Proofpoint Element Partner Program Tiers

Our partner program recognizes channel partners based on a combination of value, volume, and specializations. In this section of the guide, we'll explain the differences between the partner tiers and share which specializations are available to you. The benefits and requirements of this document only applies to partner transacting annual business with Proofpoint. All benefits are based on the individual tier for which you qualify and are not additive across tiers.



Core Partner

All channel partners — whether you are a distributor, managed service provider (MSP), managed security service provider (MSSP), or value-added reseller — start at the Core tier and are given a minimum number of requirements to maintain that status. Core partners receive multiple benefits to sell and support Proofpoint solutions, including deal registration, sales certifications, technical training, and rewards.



Elite Partner

As part of our premium tier, Elite channel partners have met the most rigorous revenue goals, invested in sales and technical training, and actively promoted Proofpoint solutions. Distributors, MSPs, MSSPs, and value-added resellers in the Elite tier receive significant deal registration discounts, a dedicated Proofpoint Element Account Manager, priority marketing fund allocation, and many more excellent benefits. They may also benefit from a Value Incentive Rebate, based on revenue growth commitments signed on a joint yearly business plan.

Proofpoint Element Partner Program Specializations

For additional benefits, you should consider becoming a Specialized Partner. Proofpoint Partner Specialization Programs are designed to recognize and reward Proofpoint Element Partners who have signed up and been approved to join the program based on the specialization requirements and guidelines in addition to the requirements below. Some of the additional requirements include training and certification courses, among other things. Once Specialized, your organization will receive a badge, discounts, access to demo licenses, and exclusive events. Both Core and Elite partners may take advantage of our specializations and become a partner of distinction in one of two Proofpoint technologies.

Information Protection

Information Protection applies security solutions and other technologies, as well as processes and policies, to secure your customers' data.

To specialize in this solution, you must complete an Information Protection business plan and select one or more product focus areas: CASB, Insider Threat Management, Endpoint DLP, or Email DLP. Members of your team will also be required to obtain relevant certifications, which are valid for two years, revenue goals, etc. that will be provided once you request access and are approved to join the specialization.

Security Awareness Training (PSAT)

Security Awareness Training enables your customers' employees to yield measurable behaviour change and help ensure they have the right response to security and privacy threats - becoming the companies' first line of defense.

To specialize in PSAT, you must complete a PSAT business plan. Members of your team will also be required to obtain relevant certifications, which are valid for two years, revenue goals, etc. that will be provided once you request access and are approved to join the specialization.



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Proofpoint Element Partner Benefits for Resellers

Based on your status, you're eligible to receive certain benefits across several departments — Discounts & Product Access, Sales, Marketing, Technical, and Training & Enablement.

Proofpoint Element Reseller Discounts, Product Access, & Benefits Highlights**

Joining the Proofpoint Element Partner Program gives you access to a slew of benefits to help you sell Proofpoint products/services in congruence with your business. You will receive special pricing on those product and services, discounts for enterprise, access to our Proofpoint Essentials Security Awareness (PESA) portfolio, and access to a demonstration environment and Labs for your sales calls. Depending on your tier you'll also receive benefits like:

- Lead sharing from Proofpoint's prospect pool
- Access to Sales tools and competitive information
- Enrollment into our annual loyalty program
- Eligibility for our Partner Advisory Council and other events
- Access to a Technical Engineer for enablement and product enhancements
- Product and industry-focused training to help you position Proofpoint and security solutions to prospects
- Access to product roadmap updates to ensure that you are up to date on the direction of the portfolio and market opportunities
- And so much more

***This is not a comprehensive list of all the benefits available to Proofpoint Element Partners, sign into the Proofpoint Partner Hub or sign up to become a Proofpoint Reseller to see the full Program Guide.



**It's time to go beyond the expected,
it's time to harness the power
of Element**

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JOIN THE
PROOFPOINT ELEMENT
PARTNER PROGRAM
TODAY

Let's achieve greatness together! Get in touch with your Proofpoint Channel Account Manager or Distributor for more information.