

 Malwarebytes

PARTNERBYTES

EMEA PARTNER PROGRAMME GUIDE

Introduction

Over the last few years, headline-grabbing incidents have escalated in both severity and regularity. The potential implications of security breaches are severe and can range from damaged business reputation through to company devaluation. As the average cost of a data breach increases, information security is now a board-level issue. As a result, there is a huge market opportunity for channel organisations.

At Malwarebytes, it is the relationships with our partners that has been key to our rapid growth as a company. With this in mind, we have designed our EMEA Partner Programme to be flexible, forward-looking and mutually beneficial.

We depend on you to provide our mutual customers with valuable, timely, and accurate security advice in unique and challenging environments that can change quickly.

Joining our EMEA Partner Programme will help you build your business. With tools and resources designed to increase your performance when selling Malwarebytes solutions, we will help you to close profitable opportunities whilst rewarding your success.

Eligibility to join the programme is open to all businesses that resell technology solutions to customers.

Join us in our vision to ensure everyone has a right to a malware-free existence.

Sincerely yours,

Marcin Kleczynski

Chief Executive Officer

Malwarebytes Corporation

Partner Programme structure

The EMEA partner programme has three levels:



Silver Partner



Gold Partner



Platinum Partner

Each membership level has its own specific set of requirements and benefits, as outlined in this guide. Membership in a particular level in the partner programme allows access to our programme resources and benefits specifically designed for that membership level.

Enrolment to the EMEA Partner Programme is simple and involves:
Registering online, completing your Malwarebytes partner profile and accepting the partner programme terms & conditions.

REGISTER HERE https://www.malwarebytes.com/partners/reseller_application/

All our partners are eligible to purchase Malwarebytes products from an authorised Malwarebytes distributor for resale to end user customers. A list of authorised Malwarebytes Distributors is available by contacting your local Malwarebytes representative.

CONTACT US AT emeapartnerbytes@malwarebytes.com

Partner Programme membership

Partners can progress through the programme levels which are primarily determined by a partner's performance and their deal registration activity. A partner's level within the partner programme is determined by Malwarebytes (at its sole discretion), and subject to the partner meeting, and maintaining, the requirements of that membership level. Once obtained, a partner level remains valid for 6 months and will be reviewed thereafter on a six monthly period.



Silver Partner

Silver partner is the entry level membership in the partner programme, and is suitable for businesses of varying levels of expertise as resellers who wish to propose Malwarebytes products and solutions to their customers.

Silver Partner benefits include:

- Product procurement and support via your local authorised Malwarebytes Distributor.
- Access to a wide range of resources via the partner portal, Partnerbytes.
- Eligibility to participate in deal registration.
- Eligibility for demo, trial and NFR software.

Simply register for our partner portal, PartnerBytes

[<<here>>](#)

and then select 'First time user? Click here' option.

A silver partner may move up to either gold or platinum partnership level by achieving the specific requirements. Please contact your Malwarebytes Channel Manager to discuss further.



Gold Partner

Partners who wish to demonstrate a high level of expertise in working with Malwarebytes products and proactively promote our solutions to the market should consider becoming a Gold Partner.

Gold Partner requirements include:

- Registering your interest to become a Gold Partner with your local Malwarebytes channel manager.
- Achieve 3 approved Deal Registrations per quarter via the partner portal, Partnerbytes.

Gold Partner benefits include:

- Eligibility to participate in deal registration.
- Access to lead referral system. (Note Leads not acted upon by within 3 business days shall be reassigned).
- Access to a wealth of content, assets and tools on the Partner Portal.
- Promotion on the Malwarebytes website as a Gold Partner.
- Eligibility for demo, trial and NFR software.
- Easy access to on line training for your sales team to enable them to sell Malwarebytes portfolio.
- Collaboration from Malwarebytes on annual business planning and reviews.



Platinum Partner

Platinum status is the highest level in our Partner Programme and represents a true partnership approach between Malwarebytes and our Platinum Partners to drive and deliver customer security solutions

Platinum Partner requirements include:

- Registering your interest to become a Platinum Partner with your local Malwarebytes channel manager.
- Achieve 7 approved Deal Registrations per quarter via the partner portal, Partnerbytes.

Platinum Partner benefits include:

- A dedicated Malwarebytes channel manager.
- Eligibility to participate in deal registration.
- Access to lead referral system.
- Access to a wealth of content, assets and tools on the partner portal .
- Promotion on the Malwarebytes website as a Platinum partner.
- Eligibility for demo, trial and NFR software.
- Easy access to training for your sales team to enable them to sell Malwarebytes portfolio.
- Collaboration from Malwarebytes on annual business planning and reviews.
- Eligibility to apply for strategic channel marketing funds, to be utilised for specific marketing and end-user demand activities as agreed with Malwarebytes and your Authorised Distributor.

Deal Registration

Deal registration is available to all Malwarebytes reseller partners.

Deal registration is an incentive designed to reward partners for generating demand. Partners are a key component in generating demand, by presenting Malwarebytes products to their customers, articulating their value, key features and benefits, supporting customers from first evaluation to purchase.

This section outlines the policies and procedures of deal registration.

Eligibility

All Malwarebytes approved partners who are current and up to date with all the requirements for their membership level are eligible to participate in deal registration.

In order to qualify for deal registration, the partner must submit the opportunity through the partner portal using the deal registration submission form.

All Malwarebytes business and enterprise licence products are eligible for deal registration, including education, government, and non-profit specialty licences. All home and consumer products are excluded from deal registration.

Opportunities must:

- have minimum 100 seats or greater;
- and be a new opportunity to Malwarebytes (i.e., the opportunity within such customer must not originate from Malwarebytes, and must not already be in the sales cycle process with a Malwarebytes sales resource) and must be based on Malwarebytes's suggested retail pricing).

(Specially priced opportunities are subject to review by Malwarebytes for purposes of deal registration).

Only one partner will be approved for any given opportunity. Deal registrations will be valid for 60 days, and can be extended at the discretion of the Malwarebytes sales and channel representatives.

In the event a partner loses its status in the partner programme, such partner shall have thirty (30) days from the date of the loss of status to submit any outstanding claim with respect to deal registration. After such period, all opportunities and/or claims shall be deemed expired and the partner shall no longer be eligible for the reward.

EMEA Partner Programme

Requirements and Benefits Summary

Requirements	Silver	Gold	Platinum
Registration to EMEA Partner Programme, completion of your partner profile and acceptance of the partner programme terms & conditions	Yes	Yes	Yes
Deal Registration	no minimum number of DR	3 approved DR per Quarter	7 approved DR per Quarter
Benefits	Silver	Gold	Platinum
Welcome kit	Yes	Yes	Yes
The Partnerbytes welcome kit is designed with everything you need to get started selling Malwarebytes products.			
Marketing logos & collateral	Yes	Yes	Yes
Promote your Malwarebytes partnership and certifications to customers with official branding and authorised logo usage.			
Channel Account Manager	Via Distribution	Access to CAM	Dedicated CAM
Once accepted into the gold or platinum program, you will have access to a Malwarebytes channel manager to ensure you get maximum benefit from your Malwarebytes partnership.			
NFR licence keys	Yes	Yes	Yes
(Not For Resale) These licences are provided at no charge to our partners for use in customer demonstrations as well as your own team's product knowledge.			
Marketing development funds	-	Via Distribution	Via Distribution
Platinum partners with Malwarebytes have the added benefit of working closely with our marketing team to proactively plan joint marketing activities.			
SPIFF & incentive programs	-	Yes	Yes
Take advantage of SPIFFS and incentivised sales opportunities to help you close more deals or provide more margin on upcoming sales.			
Deal Registration	5%	10%	20%
Increase overall earning potential on deals you bring to us. Partners gain additional margin and deal exclusivity on all new opportunities over 100 seats that they bring to Malwarebytes			
Marketing Partner Portal	Yes	Yes	Yes
The Partnerbytes partner portal is designed to place everything you need in one, easy-to-use location. Find case studies, campaign packages, product/solutions assets, third-party test results, sales tools, leads and more...			
Prerecorded webinars	Yes	Yes	Yes
Miss the scheduled webinar? We record all relevant webinars for partners to review at their own convenience.			
Training & Education	Yes	Yes	Yes
We provide a variety of educational vehicles to assist with getting your organisations proficient in selling Malwarebytes products and solutions. Offered via our partner portal, our Authorised Distributors or our enablement team.			
Live product demonstrations	-	Yes	Yes
Have a large enterprise account and want help from the experts? Leverage Malwarebytes sales and technical teams to ensure quality demonstrations.			
Business reviews & planning	-	Regular	Quarterly