



PARTNER PROGRAM GUIDE 2024



GUIDE OVERVIEW

Welcome Letter	3
Partnering with Check Point	4
2024 Program Overview	5
Partner Go To Market Tracks	6
Program Requirements	9
Discounts and Deal Registration	15
Program Benefits	18
Become a Partner	24
Additional Resources	24

WELCOME TO THE 2024 CHECK POINT PARTNER PROGRAM!



Francisco Criado

Vice President, Worldwide
Partner Ecosystem

Check Point

We have developed a robust network of partners who have played an integral role in our ever-evolving business landscape. Unwavering support and commitment have been instrumental in our journey, and we extend our heartfelt gratitude. As the market continues its rapid evolution, it becomes increasingly crucial that we adapt our Check Point Partner Program to meet the changing needs and align with our overarching vision and market realities. Today, we are excited to introduce you to the future—the Check Point 2024 Partner Program.

We designed our new program to address the ever-evolving landscape of our industry, embodying the core vision of our business while remaining aware of the dynamics of the marketplace. It is a comprehensive initiative, offering a broad spectrum of features and benefits tailored to the partner communities' unique requirements. We aim to provide a streamlined and cohesive partner experience across all Check Point touchpoints, fostering a collaborative environment between our organization and our valued partners.

So, what can partners expect from the 2024 Partner Program?

- 1. Changes in Tier Level and Progression:** We are introducing tiering that supports the partner growth journey, unlocking incremental benefits and incentives as partner achieve critical milestones.
- 2. Improved Partner Benefits:** We significantly enhanced the benefits and privileges extended to our valued partners, ensuring their partnership with us is more rewarding than ever.
 - » **New Discount Levels:** The program introduces revised discount levels and incumbent partner protection as part of our deal registration process, equipping you with a competitive edge in the market.
 - » **Certification and Specialization:** We are committed to supporting you in acquiring in-depth knowledge and skills in specific domains and new technologies, which position you as a trusted advisor, enabling you to attract new customers and opportunities.

We are excited to share this program with you, as we believe it empowers you to excel in your business endeavors. We invite you to read the rest of this guide to delve deeper into the program's updates and opportunities. It is your key to unlocking the full potential of our partnership in 2024 and beyond. We believe in growing our businesses together at Check Point and are excited about the journey ahead. Thank you for being an integral part of our extended family. Your success is our success, and we look forward to achieving new heights together. Here's to a successful 2024!

PARTNERING WITH CHECK POINT: A STRATEGIC ADVANTAGE FOR PARTNER ORGANIZATIONS

In an era where digital threats are constantly evolving, aligning with a leader in cybersecurity becomes a strategic imperative for businesses seeking to fortify their offerings and expand their market footprint. Check Point is unyielding in its commitment to channel partners.

Why should partner organizations consider working with Check Point?

01.

A 100% PARTNER-LED BUSINESS MODEL

At the heart of Check Point's ethos is a 100% partner-led approach. This unique business model ensures that all business transactions are conducted through channel partners. This commitment to a partner-centric approach highlights the trust and value placed in partners and opens expansive opportunities for their organizations. By working with Check Point, partners become integral to a comprehensive, global sales and distribution network.

02.

COMPREHENSIVE, INDUSTRY-LEADING SECURITY SOLUTIONS

Check Point is synonymous with delivering the most comprehensive and robust set of security solutions in the market. By partnering with Check Point, organizations can access cutting-edge platforms and solutions to safeguard businesses and their customers. This access enhances the partner's portfolio and positions their organization as a provider of world-class security solutions, creating a competitive edge in an increasingly security-conscious market.

03.

ROBUST PARTNER ENABLEMENT

A key aspect of the Check Point Partner Program is the robust partner enablement framework. Check Point partners benefit from extensive training, certifications, tools, marketing sales, and technical support. We designed these resources to empower teams, enhance operational efficiency, and enable the delivery of superior value to clients. The comprehensive support structure ensures partners are well-equipped to meet the challenges of the evolving cybersecurity landscape.

04.

LUCRATIVE REVENUE STREAMS AND PROFIT MARGINS

Partnering with Check Point opens the door to valuable revenue streams and attractive profit margins. The Check Point solutions portfolio is not just about offering top-tier security products; it is also about enabling partners to create their wrap-around services. This approach allows for developing bespoke solutions tailored to clients' needs, generating additional revenue streams. The attractive profit margins on Check Point solutions and the revenue from partner services make this partnership a financially rewarding venture.

Aligning with Check Point is a strategic decision that can propel partner organizations to new heights. Combining a partner-led business model, access to a comprehensive suite of security solutions, robust enablement, and the potential for lucrative revenue streams and profit margins makes Check Point an ideal organization in a partner's business growth journey. Embracing this opportunity elevates partner businesses and contribute significantly to making the digital world safer for everyone.

OUR 2024 PARTNER PROGRAM

Check Point's 2024 Partner Program is a response to the increasingly sophisticated landscape of cybersecurity. Our revamped program is grounded in active dialogue with our partners, aiming to meet their needs and strengthen our mutual success. The program is structured around comprehensive support, competitive benchmarking, and a collaboration model that emphasizes shared growth.

We have streamlined the program into four core areas: tiering, benefits, discounts, and training. Partners are categorized into four tiers—Advanced, Professional, Premier, and Elite—each offering specific benefits and discounts based on the partner's country and annual bookings. To progress, partners must hit booking targets and complete mandatory training.

The program offers a range of incentives to drive growth and rewards higher-tier partners with greater benefits. We have also revised our discount model to ensure all tiers gain pricing advantages and introduced comprehensive training options to assist partners in meeting their tier requirements. In essence, the 2024 Check Point Partner Program is our commitment to a secure, prosperous future, achieved together with our partners.

PARTNER GO TO MARKET TRACKS

All partners join the program as a Check Point Reseller. In addition, partners can add additional opportunities for additional revenue streams.

MANAGED SECURITY SERVICE PROVIDER (MSSP) PROGRAM

Check Point's new program for MSSP partners combines top-tier security with a straightforward, scalable, and profitable model. It offers flexible pricing, including pay-as-you-go and leasing options, to help partners attract customers with low risk. The program simplifies onboarding, enabling partners to quickly deploy Check Point's cutting-edge products and grow their business.

Highlights of the program include:

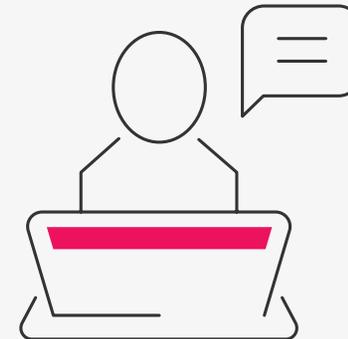
- Simplicity:** A clear-cut business model, centralized management, and accessible resources.
- Scalability:** Efficient onboarding and integration capabilities for business growth.
- Services:** A range of managed security offerings, including Security Operations Center (SoC) services and customized security packages.
- Savings:** A variety of pricing options, from fixed to tiered, to suit different business needs.

The program is designed to fully align MSSP partners with Check Point's field teams for a cohesive approach. Partners receive comprehensive support through dedicated portals, sales and training materials, marketing initiatives, promotional offers, and funding options, all aimed at fostering growth and success in the dynamic field of cybersecurity.

CERTIFIED COLLABORATIVE SUPPORT PROVIDER (CCSP) PROGRAM

Check Point's Certified Service Providers program elevates channel partners by validating their expertise in delivering top-notch technical support. These partners, recognized for their Check Point product knowledge, serve as trusted IT and security advisors, offering localized, personalized service. With Collaborative Support, they not only improve their front-line support but also gain direct access to Check Point's global engineering expertise and advanced tools.

The program boosts service providers by sharpening their team's skills and market presence, giving them a competitive edge. It contributes to higher gross margins by enabling a full spectrum of services for their customers. For complex issues, partners can leverage Check Point's expert support teams, allowing them to reallocate resources and grow their customer base effectively.



TIERS AND CATEGORIES

Driven by our commitment to providing partners with a differentiated, valuable partner experience, we have simplified our tier-level structure to enhance the partner relationship and strengthen our partnerships for mutual success. This change enables Check Point to provide a clear path to advancement while we provide benefits unique to each tier.

Old Model

ELITE

5 STARS

4 STARS

3 STARS

2 STARS

AUTHORIZED

New Model

ELITE



PREMIER



PROFESSIONAL



ADVANCED



DIFFERENTIATION OF BENEFITS:

Our goal is to provide more focused and distinct benefits tailored to partner performance, expertise, and level of commitment. This change allows Check Point to allocate benefits more effectively among partner tiers.

STREAMLINED PARTNER PROGRESSION:

We have merged clarity and simplicity in our four-tier system to make the partner journey transparent. Partners can now navigate their advancement path effortlessly, supported by our clear communication on program requirements, benefits, and strategic alignment at each tier.

IMPROVED PARTNER EXPERIENCE:

The simplified process and clearer tier differentiations leads to a more positive and engaging experience for Check Point partners.

2024 TIER-LEVEL MEASUREMENT

The 2024 program considers the differentiated global business climates, aiming to enhance collaboration and ensure our partners are in the best position to succeed. Check Point is committed to a fair and thorough evaluation process.

To ensure fairness and relevance for valued partners, Check Point has categorized each country based on financial measures to align partners with peers with similar economic environments. Check Point evaluates partner performance relative to others in similar economic landscapes.

Category A	USA			
Category B	Australia Canada France	Germany India	Israel Italy	Switzerland UK
Category C	Austria Belgium Brazil China Colombia Czech Republic Denmark	Greece Hong Kong Ireland Japan Mexico Netherlands	New Zealand Norway Philippines Poland Portugal Russian Fed.	Singapore South Africa Spain Sweden Taiwan Turkey
Category D	All other countries			

PROGRAM REQUIREMENTS

The program tiers in the 2024 Check Point Partner Program were determined by partner annualized bookings (new business and renewals), and by achievement of specific training and certifications. All partners are measured according to their regional entity, which refers to the specific geographic area or country where they operate.

Old Model

1. YoY Growth 15% growth from last year

2. New Business 25% growth from last year

3. Training Requirements

New Model

1. Annualized Bookings Thresholds

2. Training Requirements



ANNUALIZED BOOKINGS

The tier evaluation considers the entire annualized revenue of bookings for each partner organization, including new business, renewals, and multi-year deals. Multi-year deals are reflected in the revenue numbers with their annualized portion in the evaluation year (i.e., 2023 annualized portion).

Country Category	Tier Level Threshold			
	Advanced	Professional	Premier	Elite
A USA	< \$1M	\$1 – \$8M	\$8 – \$20M	> \$20M
B Australia, Canada, France, Germany, India, Israel, Italy, Switzerland, UK	< \$1M	\$1 – \$5M	\$5 – \$13M	> \$13M
C Austria, Belgium, Brazil, China, Colombia, Czech Republic, Denmark, Greece, Hong Kong, Ireland, Japan, Mexico, Netherlands, New Zealand, Norway, Philippines, Poland, Portugal, Russian Federation, Singapore, South Africa, Spain, Sweden, Taiwan, Turkey	< \$0.5M	\$0.5 – \$2.5M	\$2.5 – \$5.5M	> \$5.5M
D All other countries	< \$0.2M	\$0.2 – \$0.6M	\$0.6 – \$2M	> \$2M

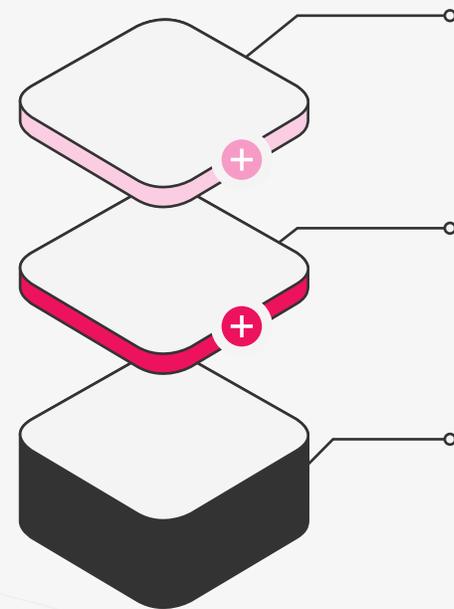
Check Point tracks new business bookings as part of its partner assessment. New bookings are defined as new customer acquisition bookings, and new technology bookings to existing customers. Partners securing at least a 25% year-over-year increase in new business bookings preserve their current tier status, independent of their total annual bookings.

TRAINING AND CERTIFICATIONS

In the 2024 partner program, Check Point has made training more accessible to meet certification standards. The goal is to help partners increase sales and customer experiences by deeply comprehending Check Point solutions.

There are three types of training in the partner program. Only mandatory training impacts program tier level requirements:

- » Mandatory Training
- » Product Specialization Training (optional)
- » Add-on Service Providers Training (optional)



+ Add-on Services

By becoming a service provider of our solutions, partners can upsell their business and enjoy additional discounts. **[Recommended]**

+ Product Specialization

Partners have the option to specialize in one or multiple areas and gain a 20% discount and international recognition on our website. **[Recommended]**

Mandatory Partner Training Requirements

Training requirements according to the partners' tier level. **[Mandatory]**

MANDATORY TRAINING



NEW FOR 2024

THERE ARE TWO PRIMARY ENHANCEMENTS TO THE MANDATORY TRAINING:

» **Partners can receive FREE certification vouchers (according to tier level):**

Check Point covers paid certifications and exams according to the regional partners' mandatory tier-level requirements. Check Point will provide vouchers upon the partners' request.

» **Partners can choose their area of expertise in the certification courses:**

Partners in the Professional-level tier and above can choose their area of expertise: network, cloud, or endpoint security courses, to align with their interests and business focus.

The mandatory training program contains the training that every partner must complete to maintain their tier level.

The mandatory training is consistent across all country categories (A, B, C, D). However, the specific certification criteria varies based on partner tier level.

Accreditation	Requirements		Cost	Number of Users				Duration	Validity
				Advanced	Professional	Premier	Elite		
Check Point Sales Certification (CPSC)	Complete the course		Free	1	1	2	4	60 Minutes	2 Years
Pre-Sales Learning Path	Complete any course of your choice from the list (sales / technical)	Sales	Free	1	2	2	2	45-120 Minutes	2 Years
		Technical						2-5 Hours	2 Years
Pro-Level Courses: CCSE/ CCCS/ CCES	Complete a certification of your choice		Paid	0	1	2	2	Varies between courses	2 Years
Infinity Specialist Accreditations courses	See courses description		Paid	0	1	2	2	Varies between courses	2 Years

*Before taking the courses CCES/ CCCS, the following prerequisite is recommended: CCSE. For further information please visit the courses description pages. Paid certifications and exams are covered by Check Point, according to the partners' mandatory tier level requirements. Vouchers will be provided upon partners' request.

PRODUCT SPECIALIZATIONS

Partners who choose to focus and excel in specific product domains or technologies are eligible for additional incentives. The specifics of these incentives are outlined in the benefits and discount sections of this document, providing partners with clear guidelines and benefits for their specialized efforts.

Partners can specialize in one or multiple areas and gain a 20% discount and international recognition on the Check Point website. However, this specialization is not mandatory. The following specializations qualify for the 20% discount.

Badges	Requirements	Cost	Number of Users				Duration	Validity
			Advanced	Professional	Premier	Elite		
Harmony Partner	Complete 2 sales courses from the list	Free	1*	2	2	2	1.5 Hours 	2 Years 
	Complete 2 technical courses from the list	Free	1*	2	2	2	2 Hours 	2 Years 
CloudGuard Partner	Complete the sales course	Free	1	2	2	2	2 Hours 	2 Years 
	Complete the technical course	Free	1	2	2	2	2 Hours 	2 Years 
Maestro Partner	Complete the course (CCME)	Paid	0	1	2	2	2 Days 	2 Years 

*Advanced partner: complete 1 sales course and 1 technical course of your choice (total: 2 certifications).

ADD-ON SERVICES

By becoming a certified service provider of Check Point solutions, partners can enjoy additional discounts and expand their portfolio and revenue streams. Please note that becoming a Check Point service provider is optional.

Services	Specialization Badges	Requirements	Cost	Number of Users				Duration	Validity
				Advanced	Professional	Premier	Elite		
Certified Collaborative Support Provider (CCSP)	CCSP	Complete the Check Point Certified Security Expert R81.1 course (CCSE)*	Paid	1	1	2	2	See courses description	 2 Years
		Complete the Check Point Certified Troubleshooting Expert course (CCTE)*	Paid	1	1	2	2	See courses description	 2 Years
Managed Security Service Provider (MSSP)	MSSP PAYG	Complete the course	Free	1	1	1	1	 30 Minutes	 2 Years
	MSSP Leasing**	Available for CCSP partners per Sales approval							

*Can be based on Mandatory Training Requirements.

**To qualify for "No cost" multi-domain management licenses and domains, a minimum of \$50,000 net must be attained in the leasing offering for Check Point.

DISCOUNTS AND DEAL REGISTRATION

Our 2024 partner program plan includes changes to discounts tailored to enhance the partner experience and foster a stronger partnership. Our primary focus is to provide partners with a more partner-centric approach that rewards their active participation and expertise. Here are the key highlights:

DISCOUNT BY TIER LEVEL

We understand the importance of competitive pricing for all partners, regardless of their tier. As part of the new partner program plan, we implemented an updated discount model. This adjustment is designed to ensure that partners across all tiers benefit from improved pricing advantages. By doing so, we aim to motivate partners to actively engage in promoting Check Point products and solutions.

Base discounts can be accessed through the partner distributor.

	Advanced	Professional	Premier	Elite
Product	Base	+2%	+3%	+5%
Service	Base	+1%	+2%	+2%
Support	Base	+1%	+2%	+2%

DEAL REGISTRATION PROCESS

Deal registration is a key part of our partner strategy, designed to boost business growth and simplify sales. This process offers partners competitive discounts, rewarding their sales and renewal efforts and fostering a proactive approach. It not only offers better prices but also recognizes the partners' sales efforts with exclusive pricing benefits. This encourages active pursuit of new opportunities and reinforces the value of nurturing client relationships.

The process is streamlined to reduce administrative work, allowing partners to concentrate on delivering Check Point solutions effectively. Quick and agile, it helps partners close deals faster and provides a smooth journey from deal identification to closure. This not only improves the partner experience but also ensures customers receive prompt service.

In essence, deal registration aligns Check Point's interests with its partners, fostering a mutually beneficial relationship that propels collective success.

OUR 2024 PROGRAM INCLUDES FIVE MAJOR ENHANCEMENTS:

01

There is **no minimum deal size** for the DR discount. Regardless of your tier level, you can now register deals and boost your margins.

02

We have increased the **basic Deal Registration discount from 6% to 12%**— making it more substantial.

03

New Specialization Discount: For the first time, we introduce discounts for specialized partners who excel in selling products within their respective specialization categories. This initiative recognizes and rewards partner expertise in specific product areas, promoting sales efforts and strengthening the partner's position as a trusted solution provider.

04

Stacking Deal Registration Discounts: Another new enhancement is the ability to stack DR special discounts on top of the Basic DR discount. Partners can receive the highest of the three special DR discounts on top of the basic DR discount. It is important to note that discounts for emerging technologies, specialization, and new customers are mutually exclusive. If a partner is eligible for all three, the partner will receive the highest applicable discount.

05

New Incumbent Partner Discount: We know partners are working hard to nurture existing relationships. To recognize that, we have introduced the new incumbent discount. If you are the most recent partner to sell to the customer, you may be eligible for a special discount. The incumbent discount is provided as part of the Deal Registration process for deals above the \$10,000 list price. For renewal deals below the \$10,000 list price, the basic 12% discount is applied automatically through the renewal tool. No Deal Registration is required. Please recognize, the incumbent discount is not automatic—the Check Point Deal Registration owner approval is required.



NEW BUSINESS DISCOUNT MATRIX

	Basic Discount	Special DR Discounts The partner will receive the Basic DR discount AND the highest of the three special discounts		
	Basic Deal Registration	New Customer	Emerging Tech / Competitive	Specialization
Product	12%	22%	18%	20%
Service	12%	25%	6%	20%
Support	12%	25%	N/A	N/A



RENEWALS DISCOUNT MATRIX

	Basic Discount	Special DR Discounts The partner will receive the Basic DR discount AND the highest of the three special discounts		
	Basic Deal Registration	New Customer	Emerging Tech / Competitive	Specialization
Service	12%	N/A	6%	20%
Support	12%	N/A	N/A	20%

PROGRAM BENEFITS

Check Point has meticulously designed many advantages to bolster a partner's business's growth and fortify its market position. Valued partners are privy to various exclusive perks.

BENEFITS OVERVIEW

In addition to our generous discount structure, we offer additional benefits that support partner efforts to sell Check Point solutions and grow each partner's business. As partner achievement in our program grows, so does the value of the benefits. Stay vigilant for our continuously expanding benefits and promotions.

Benefits	Advanced	Professional	Premier	Elite
Partner Portal Access (PMAP)	V	V	V	V
Deal Registration	V	V	V	V
Free licenses* for Harmony specialized partners	V	V	V	V
Demo Licensing	V	V	V	V
Executive Briefing Centers – covered expenses**	2 people	3 people	4 people	4 people
NFR discount	70%	70%	70%	70%
Partner Locator Listing	With CAM approval	V	V	V
Pro-Level & ISA training at no cost (free)		1 Pro-Level; 1 ISA	2 Pro-Level; 2 ISA	2 Pro-level; 2 ISA
Rebates (when available)		V	V	V
Co-op marketing funds & MDF		V	V	V
Designated Field-based Channel Account Manager		V	V	V
Private Early Availability			V	V
Joint Business Plan			V	V
CPX Complimentary pass				1 Pass

*Harmony licenses: up to 20 complimentary Harmony NFR licenses of up to 6 of the following products, for laboratory and testing purposes: Harmony Endpoint / Mobile/ Email & Office / Browse / Remote Access / Internet Access, per 1 year for Harmony specialized partners.

**EBC: covered expenses for hotel only, Not including delegation; only per checkpoint recommendation and approval. Elite partners can use coop marketing funds to cover flight expenses.

BENEFIT DESCRIPTION

PARTNER PORTAL ACCESS

Under the partner program, all partners are granted access to vital resources through Partner MAP (PMAP), Check Point's web-based platform that offers a comprehensive view of partner-related information, including sales tools, marketing materials, and training resources. In addition, partners have access to Engage, a mobile application that delivers real-time updates, news, and essential information regarding Check Point products, promotions, and events.

» CheckMates Access

An online community and forum where partners can collaborate, exchange knowledge, and seek assistance from experts and fellow professionals.

» Sales Enablement Materials

» Demo Environment (Demo Point)

Partners can access a designated demo environment where partners can showcase Check Point's solutions and technologies to potential customers.

» Deal Registration

The ability to register and secure exclusive rights to pursue sales opportunities, protecting partners' investments and providing additional incentives.

» Campaign Central

Campaign Central, a complimentary offer from Check Point, is easily accessible within the partner portal (PMAP) and contains a repository of materials that can be co-branded with partners for digital marketing campaigns.

» Campaign Marketplace

Campaign Marketplace provides partners with pre-packaged marketing campaigns from Check Point and a selection of local agencies to support partners as they execute these activities. Partners can use their co-op/MDF funds for these campaigns and are pre-approved—the partner requires no additional approval process and no claim processing. Check Point handles all claims directly with third-party agencies.

» Sales Tools

Check Point offers technical sales tools that help our partners leverage their business with Check Point's solutions.

Security Checkup: Security Checkup generates a comprehensive security analysis report for the customer's environment.

DemoPoint: A cloud-based demo that enables technology demonstration to new and existing customers.

CheckMe: An instant security assessment tool that helps partners demonstrate advanced threats over network, endpoint, cloud, or mobile.

Threat Intelligence: Highlights the recent cyber threats and trends for any country and industry.

Threat Guard: Lookalike domains report is a service that scans the organization's domain and detects lookalike domains.

SmartMove: A tool that converts a 3rd party database with a firewall security policy and NAT to a Check Point database.

GDPRate: Checks the organization's readiness for the GDPR security standards and requirements.

Partners can find all the sales tools in [PartnerMap > Sales & Knowledge > Sales Tools page](#).

We aim to empower partners with the tools, information, and support necessary to enhance their expertise and expand their business by providing access to these critical resources.

SPECIALIZED PARTNER FREE LICENSES (HARMONY)

For partners with product specialization, complimentary licenses are available. These benefits are approved case-by-case;

partners should request approval from Partner Alliance or their local channel manager.

» Harmony specialized partners can receive 20 complimentary NFR 1-year licenses of up to 4 products: Harmony Endpoint / Mobile/ Email / Browse.

DEMO LICENSING

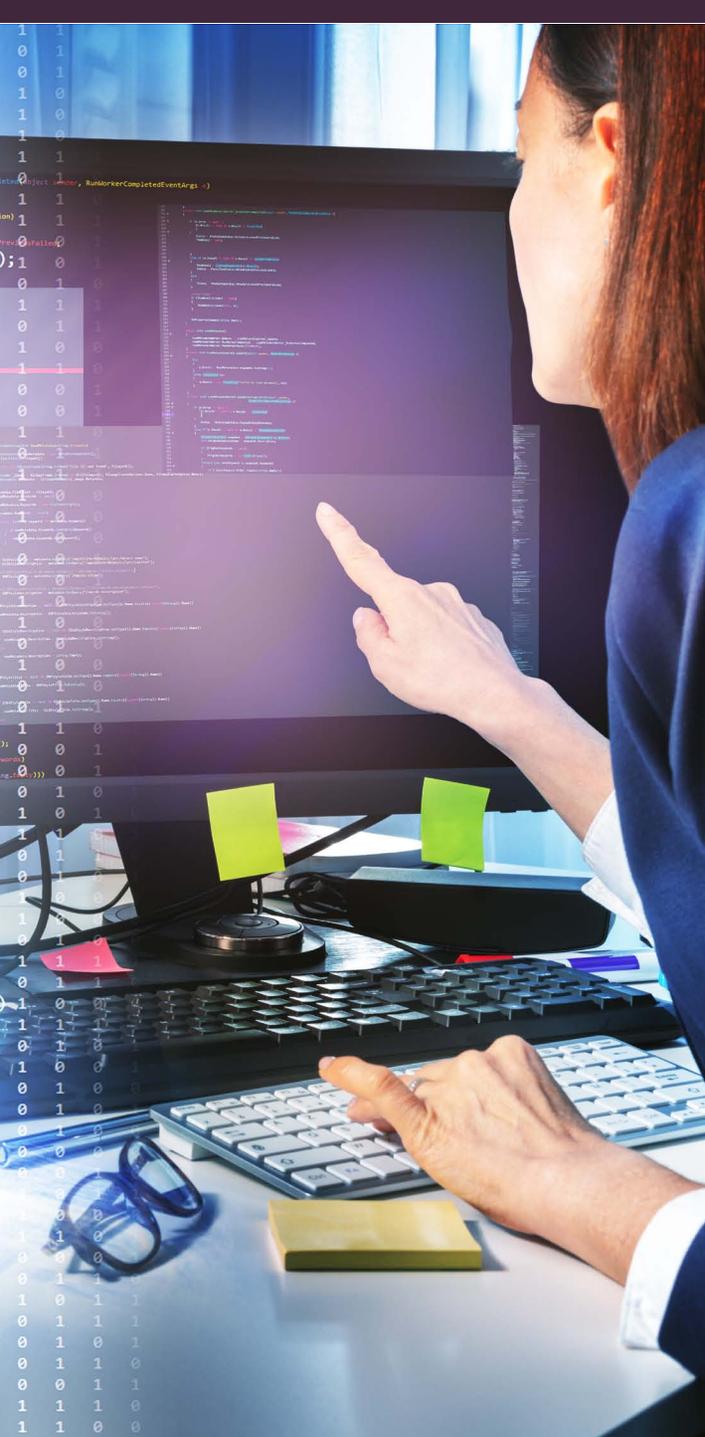
Check Point's Demo offerings is a pivotal resource for our channel partners, designed to support testing, demonstration, and educational activities. These products allow partners to thoroughly evaluate and familiarize themselves with the technology in a risk-free environment. By leveraging Demo products, partners can showcase advanced features and functionalities to potential customers in a live setting, effectively illustrating the real-world benefits and operational efficiencies of Check Point's solutions. Furthermore, these products serve as an excellent educational tool, enabling technical teams to enhance their expertise, ensuring they are well-equipped to install, manage, and support Check Point products. In essence, the Demo program is an investment in our partners' growth and confidence, equipping them with the knowledge and experience needed to excel in today's dynamic cybersecurity landscape.

These are products sold at 70% discount from the product catalog. Partners can add 50% discount on top using their Coop funds and reach a total discount of 85% off the list price when buying Demo products.

EXECUTIVE BRIEFING CENTER VISITS

Partners may use the Check Point Executive briefing centers with current and prospective customers to learn more and deeply engage with the Check Point solution suites. Check Point will cover the customer's hotel expenses. This benefit is available for individual customer visits only and must be pre-approved by Check Point. Elite partners can use Co-Op funds to cover flight expenses.





PARTNER IN HOUSE PROGRAM (NFR)

Check Point's NFR for internal use (not for resale, loan, PoC at customer or any use of kit that is not for internal protection only) at a discount of 70% off the list price of selected Check Point products.

Specific details are on [Partner Map>Sales and Knowledge>Incentives>Promotions>Partner in house program \(NFR\)](#)

PARTNER LOCATOR LISTING

The Partner Locator tool is a strategic asset in Check Point's partner ecosystem, designed to amplify visibility and exposure for our partners significantly. It serves as a critical touchpoint for potential clients actively seeking cybersecurity solutions, positioning our partners directly in sight of new business opportunities. This platform enables partners to highlight their unique expertise and comprehensive service offerings and differentiate themselves in a competitive market by showcasing their specific strengths and success stories.

By featuring in the Partner Locator, partners gain the advantage of Check Point's robust reputation and global reach, enhancing their market presence and credibility. It explicitly implies their capabilities, making it easier for customers to identify and connect with the right partners to meet their specific security needs. The tool simplifies the customer journey, facilitating engagement by providing a curated list of vetted experts. This benefit is pivotal in driving new customer acquisition and fostering business growth, making the Partner Locator an indispensable element of the Check Point partner program.

PRO-LEVEL & ISA TRAINING FOR FREE (PER TIER LEVEL REQUIREMENT)

Partners can receive FREE certification vouchers (according to tier level): Check Point covers paid certifications and exams according to the partners' mandatory tier-level requirements. Check Point provides vouchers upon the partners' request. Partners can choose their area of expertise in the certification courses under the new category "Pro-Level Courses." In the new program, we are expanding the options. Partners in the professional-level tier and above can choose their area of expertise: Network, Cloud, or Endpoint Security courses. Partners can tailor their training experience to align with their interests and business focus.

REBATES

Check Point may introduce, from time to time, rebate programs crafted to incentivize partners based on specific benchmarks. These benchmarks typically revolve around acquiring new customers or embracing new technologies. In these programs, partners stand to receive financial incentives or rebates as recognition for achieving or surpassing these predetermined objectives.

MARKETING FUNDS: CO-OP PROGRAM AND MARKET DEVELOPMENT FUNDS

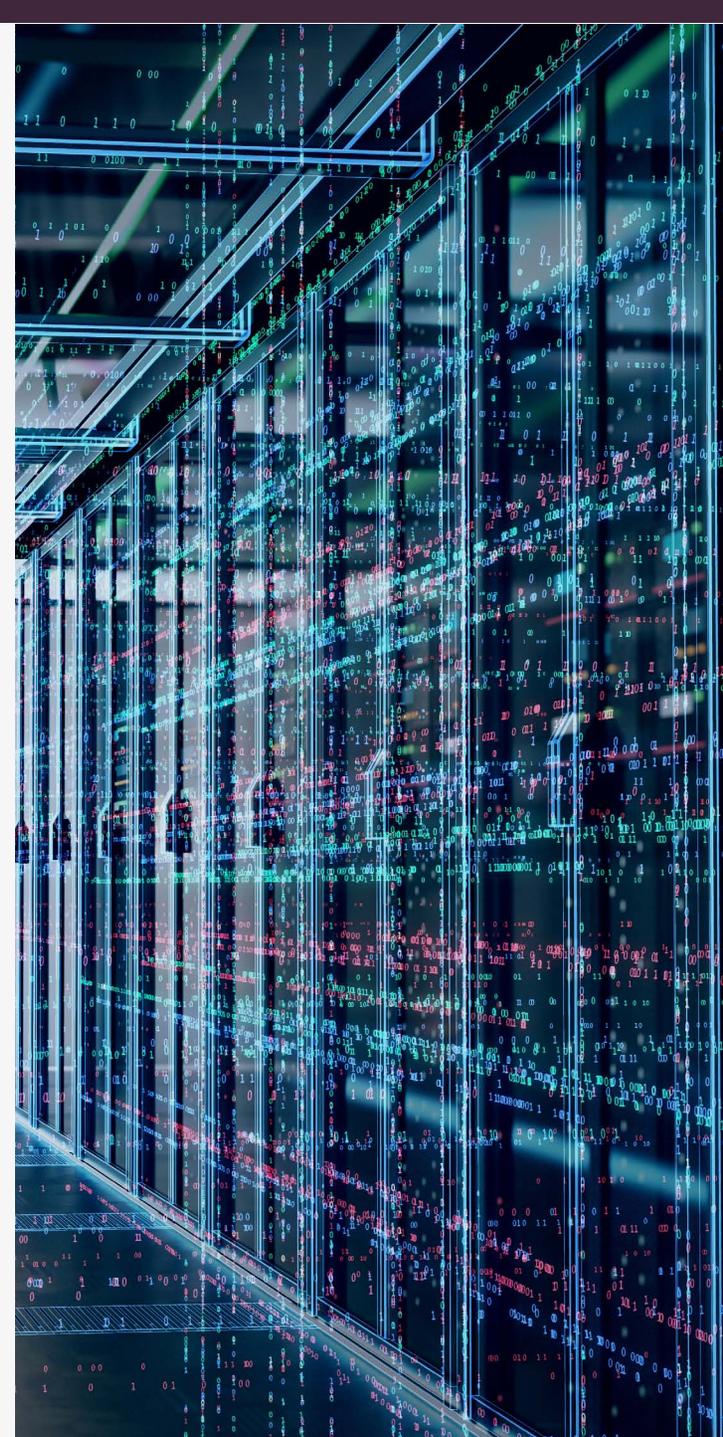
Check Point makes marketing funds available to the partner community in two ways: Co-op funds, which are earned based on partner sales, and MDF which is proposal based and is available after an approval process.

Co-Op Overview

Check Point's Co-Op funds are earned based on sales revenue performance. Co-Op funds accumulated are only valid for half a year, each budget half funds are based on bookings made during the previous budget half. Co-Op funds can be allocated for a of variety marketing activities, technology training, and pre-sales activities. Field marketing, channel marketing, and channel managers guide partners using Co-Op funds based on joint business plans, goals, and an aligned marketing plan. Campaign Central is a repository on PartnerMAP where partners can utilize the latest marketing assets.

DESIGNATED FIELD-BASED CHANNEL ACCOUNT MANAGER

A Designated Field-based Channel Account Manager for a Check Point reseller, available to Professional tier-level partners and above, is an assigned expert responsible for managing and supporting the reseller's channel activities within a specific geographic area, serving as a critical liaison between the reseller and Check Point to optimize collaboration and enhance business outcomes.



PRIVATE EARLY AVAILABILITY

The Private Early Availability Program represents a unique opportunity for our Premier and Elite partners to stay ahead of the curve in the cybersecurity landscape. As part of this exclusive initiative, participants gain a significant competitive advantage by getting first-hand experience with our latest innovations. Check Point created this program to empower our partners with a suite of advanced tools and personalized support that ensures they meet the dynamic challenges of cybersecurity. Here's what members can look forward to by joining the Private EA Program:

- » Early access to upcoming releases to stay at the forefront of technology.
- » Optional on-site engineer support throughout the process for seamless integration.
- » Round-the-clock technical support from the Early Access team and Check Point Technical Assistance Center.
- » A dedicated Support Engineer by the EA team to cater to each partner's specific needs.
- » Direct communication channels with the Research & Development team for any requirements.
- » Advanced personal training on forthcoming releases and features to enhance expertise.
- » The unique chance to influence and shape the future of cybersecurity products.
- » Complimentary three-month Check Point PRO support trial, including implementation and training.
- » Smooth transition from Early Access to General Availability versions upon release.

This comprehensive program functions seamlessly with production environments, live traffic, and real user scenarios, ensuring that partners can deploy the latest advancements in their actual operational contexts.

JOINT BUSINESS PLAN

The Online Business Plan tool, or JBP—Joint Business Plan, acts as a necessary and collaborative tool between the partner and Check Point. With the business plan, we can create strategic objectives to focus on in the coming year that will lead to one another's success. The Business Plan is a business standard and a process to hold both parties accountable for achieving our shared goals.

CHECK POINT EXPERIENCE - CPX

The Check Point Experience Annual Events, also known as CPX, are our most important cybersecurity events of the year. These GEO specific in-person gatherings of decision-makers, visionaries, influencers, and disruptors are designed to accelerate business by winning our customers' and partners' hearts and minds through information sharing, training, and networking. Our partners are invited to attend the CPX conference and use their Coop to fund the registration fees.

BECOME A PARTNER

The registration process for new partners in the program involves filling out an online form. After submission, the information provided is subject to thorough review by the local channel team and the partner alliance. This comprehensive evaluation ensures the partner meets all necessary criteria and requirements before officially enrolling in the program. Click [here](#) to sign up as a partner.

ADDITIONAL RESOURCES

The Partner Alliance team is available as a sales enablement and training resource. Please contact CPPA@checkpoint.com for any of the following topics.

- » Partner enablement
- » Knowledge transfer
- » Tools and promotions training
- » Partner program requirements and management
- » Dedicated team coverage for all time zones

For any questions on MDF and Co-Op related questions, contact:

Sales_Campaigns@checkpoint.com

If you have additional questions, please contact your Channel Account Manager, or the Partner Alliance team.

THANK YOU.

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