

Preactive™ Partner Overview for Resellers

The Preactive Resell Partner Program

The Preactive Partner Program is simple and easy. Plus, the benefits will make you feel like you are in a true partnership. With the ability to add breach and attack simulation tools for your current security customers to running a presales simulation for potential customers, you will drive profitability while keeping costs low. Combining our collective expertise in security and threat emulation, customers will get the simplest, easiest, and most performant advanced threat protection technology available in the market today—all delivered by you.

Why partner with AttackIQ

AttackIQ cybersecurity solutions are the safe and effective way for security teams to test the viability of their security controls with an automated, easy-to-deploy continuous security validation platform. Combining our many years of expertise in security and testing, customers will immediately gain the benefit of understanding which security tools are operating as intended and quickly identify any gaps in their security stack. This is a powerful capability to sell into your customer base, and to acquire new business opportunities. The AttackIQ Preactive Partner Program is designed to directly support solution-oriented partners by expanding your business to include the AttackIQ platform in a repeatable sales model.



Partner Tracks

Preactive Premier

Preactive Premier Partner

Limited to key global, national, and regional partners that achieve an annual sales minimum of \$1,000,000 for the AttackIQ Platform and Services. Premier Partners enjoy more benefits than other partners but must also make more of an investment to earn these benefits.

Preactive Preferred

Preactive Preferred Partner

Focused on growing resellers who have product and support competency, increasing their AttackIQ sales. Sales minimums begin at \$250,000 MSRP with many of the benefits available to our higher program level. Discounts and deal registration are available to assist you in driving margins.

Preactive Certified

Preactive Certified Partner

At this level, you learn and earn at the same time. Understanding the Platform and Services is essential in growing your business. At this level all training and access to the AttackIQ Support Center is at no charge.

Program Overview

The AttackIQ Preactive Partner Program provides significant benefits, including:

- Complimentary Technical Training and Certification
- Lead Sharing and Partner Marketing
- Sales and Marketing Tools
- Access to the Technical Support Team
- Access to the Partner Resource Portal and Materials
- Joint Selling with AttackIQ Sales and Sales Engineering Team(s)
- Marketing Investment (MDF)
- Deal Registration

Program Benefits	Certified	Preferred	Premier
Authorized Product Lines	Flex, Ready! Conditional	Flex, Ready!, Enterprise	Flex, Ready!, Enterprise
Preactive Partner Resource Center	X	X	X
AttackIQ Logo Usage	X	X	X
Not-for-Resale (NFR), Internal Use Licenses	N/A	N/A	2 Max.
Complimentary Sales Training and Certification	X	X	X
Complimentary Technical Training and Certification	X	X	X
Field sales and technical training ¹	-	X	X
AttackIQ Marketing Support	-	X	X
Business Planning	N/A	Annually	Quarterly
Marketing Development Funds (MDF) ²	-	-	X
MSSP Preactive Partner Assigned Program Manager	-	-	X
Assigned Technical Account Manager	-	-	X
Assigned Executive Sponsor	-	-	X

Branded Service

Deploy white-labeled services under your brand, creating a seamless customer experience.



Analytics & Insights

Gain deep customer insights and tailor your sales strategy to meet demands.



Custom Content

Enabling partners to integrate their expertise into their offerings, elevating both value and efficiency."



Entitlement

Streamline client management and service configuration with simplified entitlement and content management.



Customer Workflows

Testing service delivery framework designed to manage continuous or ad-hoc testing across your customer base.



Service Customization

Streamline services and effortlessly scale with our APIs, enhancing operational efficiency for seamless growth.



Launch Into Training

Bring technical teams up and active quickly with minimal time and testing. Unlike other programs that take weeks, AttackIQ Academy can be actionable in just hours. AttackIQ Academy was launched in direct response to the evolution of attackers and their methods becoming more targeted, sophisticated, and automated. Technical training needs to be concise and effective to bring your support teams online. *It's as simple as 1-2-3!*

1. Register for AttackIQ Academy—it's free and only takes a few seconds.
2. Start taking classes on a variety of topics, from MITRE ATT&CK to purple teaming to cloud security.
3. Receive digital badges & CPE credit upon course completion.

With AttackIQ Academy, you never stop learning. Continually updated to bring the latest in cybersecurity effectiveness.

**Marketing, sales, revenue, and profit are just a step away.
Start your breach and attack simulation business today.**

To begin your journey with AttackIQ and join the Preactive Partner Program, register for the program at attackiq.com/partners. We will respond promptly to get you started with the leading breach and attack simulation service available.