



A flexible
framework
to **GROW**
your business

PANDA
PARTNER PROGRAM

Contents

- 01 Introduction
- 02 Panda's cloud-based solutions
- 03 Why join our Partner Community?
- 04 Partnership and Alliances models
- 05 Panda Security Partner Program benefits
- 06 Panda Security Partner Program requirements
- 07 Certification and Training
- 08 Partners Portal
- 09 Conclusion





01 | Introduction

Panda Security's **Panda Partner Program** offers a flexible, scalable framework to partners, with incremental returns. **Panda Security** is 100% focused on the channel, with a clear commitment to developing business jointly with our partners and increasing their business in the IT security and management sector. This effort is established within the framework of joint business plans which include marketing actions, annual sales plans, actions on vertical markets or specific solutions and a comprehensive training and certification program. This is all designed to offer partners' sales and tech support teams the knowledge and tools they require to offer value-added solutions to clients.

Becoming part of the **Panda Security** partner community couldn't be easier, and there are numerous benefits that will allow you to offer innovative security and management solutions to clients, as **Panda Security** is a pioneer in the development of **Cloud Computing** solutions.

02 | Panda's cloud-based solutions

As a Panda Security partner, you will be able to offer your clients complete cloud-based solutions. The cloud-based model offers clear advantages for all. **Not only does it respond to clients' needs** in terms of cost reduction, flexibility and mobility. It also **gives resellers better margins, simpler management and more control** over the sales process.

Panda Cloud Office Protection and the rest of our cloud-based security solutions provide hands-off, continuous protection, reducing maintenance costs. **Nevertheless, taking the cloud model one step further**, we realized that guaranteeing security involves more than just protecting malware entry points. It is also essential to

manage and monitor the computers and devices that make up corporate networks. That's why we have developed specific solutions to this end. **Because more control means more security.**

Panda Cloud Partner Center is an ideal complement to our cloud-based solutions. Its administration console is specifically designed to help our partners manage clients' lifecycle as simply as possible, from trial, to purchase, to renewal.

In short, Panda's solutions allow our partners to provide **added value through high quality services**, reducing clients' costs while driving up their own revenue.



03 | Why join our Partner Community?

By joining Panda Security's **Partner Program** you will have access to a series of exclusive special promotions, enjoy 24x7 technical support and continuous training, and benefit from marketing programs designed to meet the specific needs of your clients. All of this, in addition to the reasons set out below, make our **Partner Program** the right choice for your business:

Because...

» You will see an incremental increase in **REVENUE** and **MARGINS**

By joining the Panda **Partner Program**, you will see your revenue and operating margins increase as our business relationship becomes stronger. As you meet the quality and quantity targets agreed, so the benefits to you will increase.

» Because you can offer your clients the added value of **SECURITY** and **MANAGEMENT** as a **SERVICE**

Panda Security is a pioneer in the development of Cloud Computing Security and Management solutions. As a Panda Security partner, you will be able to offer your clients complete cloud-based solutions.

» Our **BUSINESS MODEL** is simple and collaborative: **WIN-WIN**

Our partner community is a fundamental pillar in our corporate strategy. The Panda Security **Partner Program** is designed to enable our partners to deliver and integrate all types of IT security and management solutions: from the most basic to the most complex.

Our program sets out clearly defined categories for all our partners, offering incremental returns in line with the level of commitment.



Because...

» We are leaders in CLOUD COMPUTING

Panda Security is strongly committed to developing cloud-based solutions, which radically reduce infrastructure and maintenance costs, and allow for simple, remote management.

We first applied the cloud model to our security solutions, which provide the most effective protection with minimal impact on PC performance. Additionally, following the idea that **more control means more security**, we also provide leading remote monitoring and management solutions for managed service providers and IT administrators.

» We are leaders in TECHNOLOGY

Panda Security is in the vanguard of the fight against computer threats. We reinvest a significant percentage of our turnover in R&D and we have Panda Research, a specialized division made up of a team of experts who develop our unique latest generation technologies, such as TruPrevent. That is why we are first in Collective Intelligence, first in HIPS and first in preventive technologies and behavioral detection. Panda was also the first IT security company to deliver a cloud-based security service.

» We offer SOLUTIONS to meet all needs

Panda Security covers the protection needs at all different layers of the corporate network, from the endpoint to the perimeter, offering a complete lineup of cloud services. The combination of our security solutions with our partners' consultancy and integration services ensure that we can meet all our clients' needs.

Our solutions also offer centralized management, full scalability, low resource consumption and adaptability to multiple platforms.

» We are EXPERTS in SERVICES

We offer multiple channel-oriented tools: our new Partners Portal, the "Renewal Fee Program" and Panda Cloud Partner Center, the Web-based console that enables simple customer lifecycle management from trial, to purchase, to renewal.

» Because we are a MULTINATIONAL with a global presence


Panda Security is a global company with over 10 million users in 195 countries, including businesses, public organizations and home users.

04 | Partnership and Alliance models

Panda Security's **Partner Program** offers three levels of membership, to address the specific needs of your company as a security and management solution provider.

TYPE OF PARTNER	DESCRIPTION
 BUSINESS PARTNER	Partner working with small companies, micro-businesses and freelancers, without exclusive dedication to the IT security and management market. They will typically receive the product and support through a distributor.
 PREMIER PARTNER	Partner with a strong local presence and focused on SMBs. They will have a specific area of their business dedicated to security and management sector. They will agree on a Business Plan with Panda's local organization.
 ELITE PARTNER	Partners with a nationwide presence dealing with medium and large companies. There will be a strong business commitment to Panda Security. They will jointly develop markets and accounts based on a Business Plan agreed with Panda. Panda will help them with sales, marketing and technical-related issues. They are national, regional and global companies.





Additionally, the Panda Security alliance model lets your company choose the level of collaboration in accordance with your type of business:

TYPE OF ALLIANZE	DESCRIPTION
Reseller	A distributor of information technology products on a local, national and international level with a strong commitment to developing the channel.
Channel	Companies focused on selling, installing and supporting information technology products, offering added value to clients. Our channel program comprises three levels of partnership: Business Partner, Premier Partner and Elite Partner.
Strategic alliances	Service providers interested in offering security and management solutions.
Technology partners	Manufacturers and developers interested in offering integrated corporate solutions and supporting complementary solutions.
Affiliate program	Agreements with Web portals to sell our products.

05 | Panda Security Partner Program Benefits

	DESCRIPTION	BUSINESS	PREMIUM	ELITE
Marketing	Welcome kit	✓	✓	✓
	Access to Partners Portal	✓	✓	✓
	Newsletter and communications	✓	✓	✓
	Marketing materials	✓	✓	✓
	Marketing funds	-	✓	✓
Sales	Welcome offer	✓	✓	✓
	Presence in the Partner search engine	✓	✓	✓
	Discounts in special operations	-	✓	✓
	Assigning of sales opportunities, leads	-	✓	✓
	Try&Buy program	✓	✓	✓
	Exclusive promotions	✓	✓	✓
	Assigned sales support by phone	-	✓	✓
	Dedicated Account Manager	-	-	✓
	Prospect management	-	-	✓
	Participation in the Loyalty Rewards Program	-	✓	✓
Support	Rebates on achieving objectives	-	-	✓
	Online sales and technical certification	-	✓	✓
	Pre-sales support	-	✓	✓
	Software for internal use	-	✓	✓
	Evaluation software	-	✓	✓

06 | Panda Security Partner Program requirements

To achieve each of the three levels of Panda Security certification, your company must be registered as a member of the **Partner Program**. Additionally, by increasing the number of certified professionals, your company will obtain a higher certification level and consequently greater benefits in terms of margins and commitment from Panda Security.

REQUIREMENTS	BUSINESS	PREMIUM	ELITE
Registration in the Partner Program	YES	YES	YES
License Panda solutions through a Welcome Offer*	YES	YES	YES
Certified sales representative	-	1 person	2 people
Certified technician	-	1 person	2 people
Business plan	-	-	YES

(*) Refer to the Welcome Offer conditions on the Partners Portal.

07 | Certification and Training

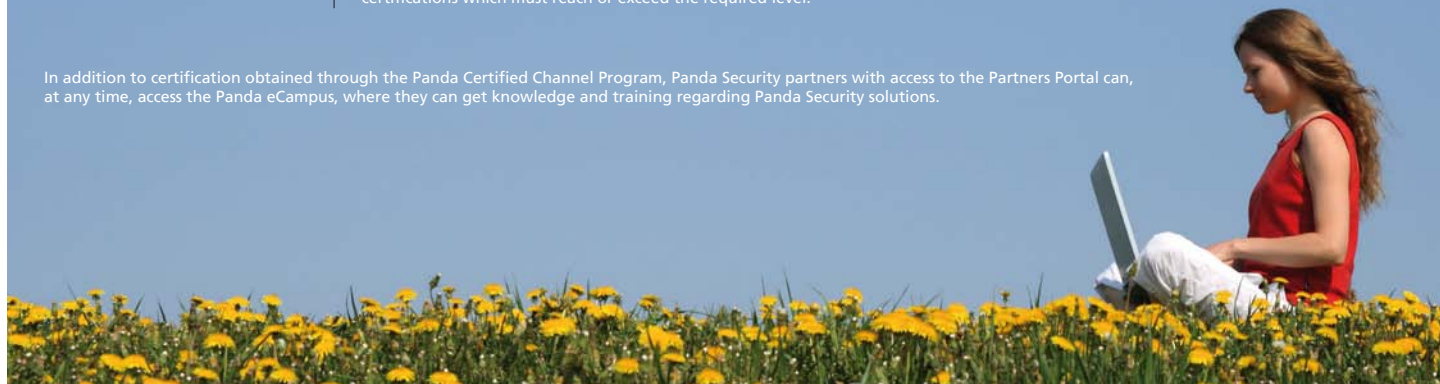
Through the Panda Certified Channel Program, our partners will have access to all the tools required to gain in-depth knowledge of our solutions. By taking part in this certification program, the professionals in your company will obtain the credits needed to increase the level of association.

Initially, certification and training for all members of the Panda Partner Program will be delivered online, through the Partners Portal, with direct access to Panda Security's eCampus.

In addition, for the new Panda Certified Channel, there will be courses and certifications for each case. There will even be face-to-face courses for certain product lines.

REQUIREMENTS FOR THE TWO TRAINING TYPES	DESCRIPTION
Registration	Obligatory initial training in the components of the required certification.
Exams	At the end of each course there is an evaluation test.
Certification	Obtained on completing all required training courses, and passing the corresponding tests satisfactorily.
Duration	Individual: Once individual certification has been obtained, this will be valid for the following 12 months. Company: The level of certification of the company will depend on the number of individual certifications which must reach or exceed the required level.

In addition to certification obtained through the Panda Certified Channel Program, Panda Security partners with access to the Partners Portal can, at any time, access the Panda eCampus, where they can get knowledge and training regarding Panda Security solutions.



08 | Partners Portal

DETAILS	DESCRIPTION
What is it?	The Partners Portal is available to registered Panda Security partners as the main point of contact between Panda Security and its partner community as well as a source of information. The Partners Portal offers secure access to all information, tools and services needed to interact with Panda Security, as well as all materials required to offer solutions to clients.
Purpose	Our portal offers partners access to information provided by Panda Security about products, prices, security market news, offers, etc. You will also find all types of initiatives, which not only bolster the support offered by Panda Security to its community of partners, but also contribute to the productivity of the sales cycle.
Registration	Panda Security partners will receive the information they need and the secure access credentials to the portal directly from Panda Security.



09 | Conclusion

Join Panda Security's partner community and expand your business with one of the fastest-growing and most innovative companies in the security and management solution market. Make the most of a channel-oriented platform with channel-specific products. You decide.

Rob Walker.

Director of Operations. DATA SOLUTIONS INC (Reseller/MSP, Panda USA).

// Over the history of the company we have found keeping up with security and antivirus updates was an overwhelming task. Now that we use PCOP, centralized management has become a breeze. After using PCOP for the last three months, we have found it to be easy to use and set up."

Rob Kay.

IT Manager. RDS GLOBAL (Reseller, Panda UK).

// Panda Cloud Office Protection is a perfect fit for RDS-Global, as all updates are automatic with no need for support team intervention. This means that we can focus on our core business of providing the highest level of support and service to our customers."

>> For more information, please visit
<http://www.pandasecurity.com/partners>



PANDA
PARTNER PROGRAM

www.pandasecurity.com/partners