ZINAD
Protection is our profession

Partnership Program

Protection is our profession

Always leverage
strong opportunities!

We're excited to partner with you to accelerate your ZINAD IT business and help your customers improve their cybersecurity posture with our comprehensive security awareness training and simulated phishing platform. We both know that employees can be a weak link in an organization's security defenses, and cyber-criminals are taking advantage of this vulnerability every day. As a ZINAD IT partner, you can help your customers create a "Human Firewall" and proactively address the ongoing threat of social engineering attacks.

By partnering with ZINAD IT, you can unlock new opportunities with our new-school security awareness training program, an affordable and essential product that every organization needs. By providing your customers with our platform, you can help them reduce their risk and enhance their IT defense-in-depth, while you benefit from a recurring revenue model.

Our Partner Program is designed to be simple, easy, and transparent. We believe in rewarding our partners for their hard work and results, and we provide you with the resources and tools you need to accelerate your ZINAD IT business successfully. We are committed to helping you delight your customers and ensure they are satisfied with our platform.

So let's get started and work together to help your customers build a stronger cybersecurity posture and become "happy campers" with ZINAD IT!

Cheers,

Mohamed Al Fateh
Sr. Consultant - Information Security Services

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Why to partner with ZINAD IT

Comprehensive cybersecurity solutions:

We offer a range of cybersecurity solutions that can help your customers enhance their security posture and protect against cyber threats.

Vast library of training content:

Our platform includes the world's largest library of security awareness training content, making it easy for your customers to access the resources they need to improve their security awareness and knowledge.

Automated simulated phishing attacks:

Our platform also includes fully automated simulated phishing attacks with thousands of templates, allowing your customers to test their employees' vulnerabilities to social engineering attacks.

Simple and transparent partner program:

Our partner program is designed to be simple and transparent, with resources and tools to help you succeed and grow your business.

Recurring revenue model:

By offering our platform to your customers, you can benefit from a recurring revenue model, providing a stable and predictable source of revenue for your business.

Dedicated support:

We are committed to supporting our partners every step of the way, with dedicated resources to help you succeed and grow your business.

Overall, partnering with ZINAD IT can help you offer comprehensive cybersecurity solutions to your customers, generate recurring revenue, and grow your business, all with the support and resources you need to succeed.

📊 Programe Benefits

Sales Support	Platinum	Gold	Silver
Tiered Pricing Structure	●	●	●
Deals Protection	●	●	●
Incentive Program	●	●	●
Participation in incentive programs	●		
Notification of promotions or Special offers	●	●	●
Channel Account Manager acess	●		
Business planning	●		

Marketing	Platinum	Gold	Silver
Promotional use of partner logo	●	●	●
Access to campaign solutions kits	●	●	●
Access to sales enablement materials	●	●	●
Case Study Collaboration	●	●	
Invitations to conferences and events	●	●	

Programe Benefits

Training	Platinum	Gold	Silver
Sales Rep & Pre-sales Training	●	●	●
Certification	●	●	●
Invitation to exclusive training events	●		
Access to helpful learning and enablement resources	●	●	●
Priority training reservations	●		

Tiers Categorization & Requirements

	Sales/ Revenue	Certifications
Platinum partner	USD 1,000,000.00	Minimum 2 sales, 2 technical
Gold Partner	USD 5,00,000.00	Minimum 2 sales, 1 technical
Silver Partner	USD 125,000.00	Minimum 1 sales
Registered Partner	Up to USD 125,000.00	No certificates required
Reseller Partner	USD 0.00	No certificates required

Description of Program Requirements

At **ZINAD IT**, our ultimate goal is to help you succeed. As partners, we are committed to working together to achieve this goal, because when you succeed, we all succeed. We have extensive experience in the industry and understand what it takes to help you get there. That's why we offer a range of resources and support to help you succeed.

Our comprehensive partner program includes training and resources to enable you to effectively sell and implement our cybersecurity solutions. We also provide dedicated customer success managers to help you onboard your customers and ensure their success with our platform. Our tech support team is available to answer any technical questions you may have, providing you with the assistance you need to address any issues that may arise.

Our program requirements are designed to help you accelerate your ZINAD IT business and quickly ramp up to become a Certified or Premier partner. We provide you with the tools and resources you need to succeed, and we are committed to supporting you every step of the way. In summary, partnering with ZINAD IT means gaining access to a range of resources and support to help you succeed in the cybersecurity industry. We are dedicated to helping you achieve your goals and grow your business, and we look forward to working with you as a valued partner.

Yearly Net-New Revenue

At ZINAD IT, annual net-new revenue is one of the requirements to achieve certain program levels. We measure net-new revenue by calculating the total amount of approved registered deals won by our partners on a yearly basis. This means that each year, we look at the new business generated by our partners to determine their eligibility for program levels.

Sales Certifications

Platinum, Gold, and silver partners of ZINAD IT are expected to have a specific number of their sales staff certified with ZINAD IT sales training. In case your organization does not have the required number of certified sales staff, we will collaborate with you to certify other staff in your organization. The ZINAD IT Sales trainings can be accessed through ZINAD IT's online and onsite trainings.

Technical Certifications

Platinum and Gold partners of ZINAD IT are expected to have a specific number of their technical staff certified with ZINAD IT technical training. In case your organization does not have the required number of certified technical staff, we will collaborate with you to certify other staff in your organization. The ZINAD IT technical trainings can be accessed through ZINAD IT's online and onsite trainings.

Essential Support

Partners at the Platinum or Gold level in the ZINAD IT Partner Program are expected to offer essential support to their customers for ZINAD IT services. Essential support involves addressing technical inquiries related to subscription services, facilitating setup and configuration for customers, and utilizing ZINAD IT documentation to provide prompt and accurate assistance to customers. If additional support is required, partners can submit a ticket to ZINAD IT Support or their designated ZINAD IT Customer Success Manager.

Deal Registration

Overview

At ZINAD IT, we value our partners and prioritize building a relationship based on trust and transparency, just as we do with our employees. We believe in recognizing and rewarding everyone who puts in the effort and achieves results. Our new deal registration program is designed to promote transparency and reward partners for their hard work.

Through our deal registration program, partners can earn financial benefits for generating net-new opportunities and for the value they bring in closing the deal. This program allows partners to gain a competitive edge in the market. To participate, partners must meet the guide-lines and timelines outlined in the program and work collaboratively with their designated ZINAD IT partner manager. This ensures total transparency and helps partners delight their customers by providing them with the best possible experience.

At ZINAD IT, we are committed to providing our partners with the resources and support they need to succeed. Our deal registration program is just one example of the many ways we work to support our partners and help them grow their business.

All deals must be submitted through register.deal@zinad.net to qualify for deal registration.

Criteria

At **ZINAD IT**, we understand the importance of successfully closing deals, and we've created a set of requirements that we believe will help you achieve this. Our recommended best practices are outlined below to assist you in winning deals quickly and easily.

Deal registration at **ZINAD IT** is valid for 90 days starting from the approval date. To obtain and retain approval on deal registration, you must provide specific criteria at the time of submission and continue to meet them until the deal is closed.

At time of deal registration submission: The following information is required at the time the deal is registered:

- All end-user details as noted in the deal registration form
- The minimum number of users per product is:
    - ZiSoft: 100
    - CROWDSOURCED SECURITY SERVICES: 100
    - EVENUE: 100
- The product(s) for the deal registration.
- At least 3 of the following 5 Opportunity Details when registering the deal:
    - Is budget approved for this deal?
    - What is the expected close date?
    - Who are the key decision makers/stakeholders involved with the end user?
    - What is the reason/need for the product?
    - Has a demo been scheduled or can it be scheduled within the next 14 days?
- **Within 14 days of deal registration conditionally approved status:** Partners have 14 days to get the demo scheduled once the deal has been conditionally approved. Once the demo scheduled date has been confirmed, the partner must update the deal registration in through register.deal@zin-ad.net within the same thread with the demo scheduled date and any other updates applicable. The demo must be conducted within 30 days to keep the deal registration moving forward and the quote sent to the end user.
- **Within 30 days of deal registration approved status:**
    - All 5 Opportunity Details must be completed with valid information. Valid information includes:
        - Confirmation that budget has been approved
        - Expected close date within the 90-day deal registration time frame
        - Names and titles of the key decision makers/stakeholders
        - The reason for the product
        - Demo completed date
    - Provide updates and forward movement on procurement, legal, and/or approval process. These updates must be provided through register.deal@zinad.net within the same thread.

Eligibility

At ZINAD IT, we believe in recognizing and rewarding the efforts of all our reseller partners. That's why we offer deal registration to our Platinum, Gold, and Sliver reseller partners. Eligible deals include the following:

Those that are not already engaged with another entity.

Those that are registered prior to a Request for Information (RFI), Request for Proposal (RFP), or Request for Quote (RFQ) going public.

Approval Status Notification

At ZINAD IT, we understand the importance of keeping our partners informed throughout the deal registration approval process. Our goal is to review and confirm deals within 1-2 business days. To ensure that our partners are up-to-date on the status of their deal registration, we provide the following notifications:

1.Registration submitted: This notification is sent to partners when they have successfully submitted a deal registration for review.

2.Conditionally Approved: The initial stage of the deal registration approval process is the Conditionally Approved status. A deal will be granted conditional approval only if it is not currently engaged with another entity and all necessary end-user information has been submitted, including the registered product, along with at least three out of the five Opportunity Details, which must contain accurate information.

3.Registration approved: This notification is sent to partners when their deal registration has been approved. The deal obtains approval status once the demo has been conducted and the end user quote is sent. The partner must have provided all end user details. This means that the deal is now eligible for financial benefits and the partner can move forward with the sales process.

4.Registration denied: This notification is sent to partners when their deal registration has been denied. Deals will be denied when not enough information has been provided as per the requirements above or the deal is already engaged with another entity. The partner manager will be in touch to help guide the partner through why it was denied. Deals may be denied for other legitimate reasons, such as legal, financial, business, or compliance reasons.

5.Registration pending: This notification is sent to partners when their deal registration is pending review. This means that our team is still evaluating the deal and has not yet made a decision.

We believe that providing clear and timely notifications is essential for maintaining transparency and building strong partnerships with our reseller partners. At ZINAD IT, we are committed to providing excellent customer service and supporting our partners throughout the sales process.

Program Levels

At ZINAD IT, our partner program levels are evaluated on a quarterly basis. If a partner meets all the requirements of a higher level prior to the review, they may be eligible to advance to that level immediately. Partners who believe they meet the requirements should contact their designated ZINAD IT partner manager to determine if they are eligible for advancement.

Furthermore, ZINAD IT may accelerate the advancement of any partners who have demonstrated a level of commitment and success that justifies their progression within the program, even if they have not met all the requirements.

On the other hand, partners who have not been able to maintain the requirements of their current program level or have not demonstrated the necessary level of commitment and success may be moved to a lower level in the program.

As partners move up or down in the program, any changes in partner margin will be effective on the program benefits following the partner level change date. We believe that this approach helps us maintain transparency and ensures that partners are rewarded for their commitment and success within the program.

We are committed to supporting our partners in achieving their goals and growing their business, and we look forward to working together as valued partners.

- **Within 60 days of deal registration approved status:**

  Provide updates and forward movement on procurement, legal, and/or approval process. These updates must be provided through register.deal@zinad.net within the same thread.

- **Extending beyond deal registration 90-day approval:**

  - If the partner is requesting to extend beyond the 90-day approved deal registration, the following criteria must be provided:

    - **To extend beyond 90 days (30-day extension):**
      - Confirm that the deal is going to RFI/RFP/RFQ
      - Confirm that the deal is stuck in legal and/or approval process.

    - **To extend beyond 120 days (an additional 30 days):**
      - Confirm that the deal continues through the RFI/RFP/RFQ process, OR
      - Provide updates on where the deal is within the legal and/or approval process.

- Partners must provide the above points in the appropriate amount of time to keep deal registration approval. If the partner does not meet these timelines, the partner may lose the deal registration.

- Deals registered prior to a Request for Information (RFI) / Request for Proposal (RFP) / Request for Quote (RFQ): Partners must register deals prior to an RFI/RFP/RFQ being made public. If a deal registration is submitted after an RFP/RFQ/RFI has gone public, the deal may be denied.

- Partners may be required to provide certification of or evidence of the above.