



# CYBERARK<sup>®</sup> PARTNER NETWORK

## ONBOARDING GUIDE

STEPS FOR A SUCCESSFUL PARTNERSHIP

## **THIS GUIDE IS DESIGNED TO:**

- **HELP YOU GET STARTED WITH THE CYBERARK CHANNEL SALES PROGRAM**
- **LEARN ABOUT THE PROGRAM TOOLS AND RESOURCES IN PLACE TO SUPPORT YOUR BUSINESS**
- **ENSURE A SUCCESSFUL CHANNEL SALES PARTNERSHIP**

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# 1. GET STARTED

# 1. GET STARTED



The CyberArk Partner Network enables you to:

- **Develop more sales opportunities**
  - Access to demonstration environments, deal registration, technical resources and more
- **Engage more effectively**
  - Collaborative marketing support leverages your brand alongside CyberArk to generate demand and communicate differentiated value to customers and prospects
- **Acquire deep competency**
  - Quickly prepare your sales and engineering teams to effectively sell and demonstrate CyberArk solutions
- **Promote your success**
  - Build stronger engagement across CyberArk and our online Partner Community

# GET STARTED

## 1.1 PARTNER AGREEMENT



**As a member of the CyberArk Partner Network, each partner is required to execute a contract agreement prior to admittance into the program.**



**In addition to the agreement, partners will work with CyberArk to:**

1. Establish a business plan (depending upon partner tier) with agreed upon goals and metrics
2. Understand program and business requirements
3. Understand certification requirements

## **2. CHANNEL SALES PROGRAM**

# CHANNEL SALES PROGRAM

## 2.1 TIERS AND REQUIREMENTS

The main program within the CyberArk Partner Network is the **Channel Sales Program**.

The Channel Sales Program is a competency-based, opportunity-driven program that is comprised of three tiers, **Authorized, Certified, and Advanced Partner**. The tiers provide you with flexibility based on your level of resource investment. Increased levels of commitment are rewarded with corresponding levels of benefits.

All CyberArk partners are encouraged to progress their sales and technical knowledge to not only ensure customer success, but also increase opportunities to grow your security business with CyberArk.

 <b>CYBERARK<sup>®</sup></b> ADVANCED PARTNER	 <b>CYBERARK<sup>®</sup></b> CERTIFIED PARTNER	 <b>CYBERARK<sup>®</sup></b> AUTHORIZED PARTNER
<b>Advanced Partner</b>	<b>Certified Partner</b>	<b>Authorized Partner</b>
The Advanced Partner Tier is the highest level available to partners in the CyberArk Partner Network.	Certified partners are required to commit the resources necessary to achieve base levels of sales and technical competency.	Authorized partners are entitled to resell CyberArk products and participate in the CyberArk partner certification and training program.



# CHANNEL SALES PROGRAM

## 2.1 TIERS AND REQUIREMENTS

There are three tiers in the Channel Sales Program with the corresponding requirements and certifications outlined below.

More information on the specific program requirements and benefits are detailed on the associated individual tier documentation for Authorized, Certified and Advanced partners.

Please discuss program requirements with your regional Channel Manager. For information on training, please refer to the “CyberArk Training and Certification Overview Guide” which you can find in the Resources section of the **Partner Community** or the Course Catalog available on the **CyberArk Training Portal**.

General Requirements	Authorized	Certified	Advanced
CyberArk agreement	X	X	X
CyberArk presence on Partner website	X	X	X
Primary business contact		X	X
Business plan			X

Certifications	Authorized	Certified	Advanced
Certified Sales Professional	N/A	2	5
Certified Pre-Sales Engineer	N/A	2	5
Certified Delivery Engineer	N/A		5

# **3. THE PARTNER COMMUNITY**

# 3. THE PARTNER COMMUNITY



The screenshot shows the CyberArk Partner Community website. At the top, there is a dark blue navigation bar with the CyberArk logo on the left, a search bar in the center, and a user profile icon on the right labeled 'Suzanne Ocas...'. Below the navigation bar is a horizontal menu with links for 'Training', 'Register A Deal', 'Request A License', 'Resource Center', 'MDF', 'Marketing Campaigns', and 'Marketplace'. The main content area features a large image of a group of business professionals in a meeting. Below the image is a 'WELCOME TO THE CYBERARK PARTNER COMMUNITY' section with the sub-heading 'THE VALUE OF PARTNERSHIP'. To the right of the image is a sidebar with three sections: 'VISIT TECHNICAL COMMUNITY', 'ANNOUNCEMENTS' (listing a discussion and a new security solution version), 'QUICK LINKS' (with links to the homepage, training, and why CyberArk), and 'GET HELP' (with links to community access, training, and the partner program).

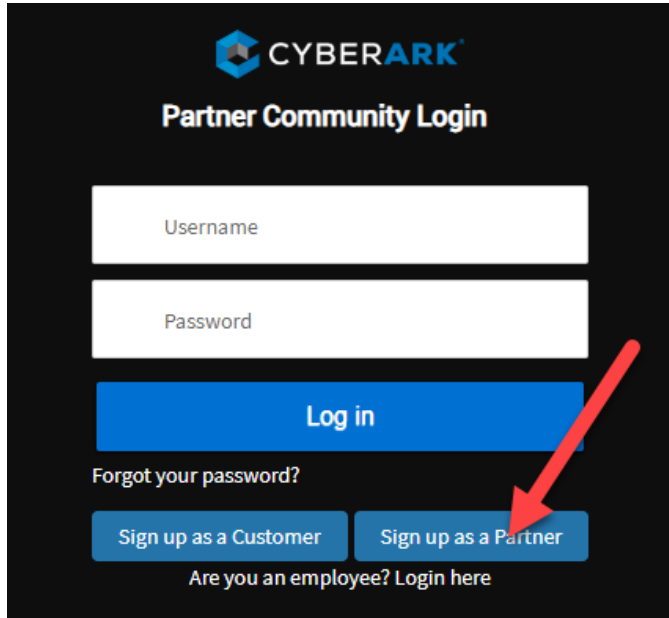
The CyberArk Partner Community is your online resource for sales tools, training, support, and marketing assets that promote the growth of your business with CyberArk.

Log-in to the Partner Community to access:

- CyberArk Training Portal
- CyberArk Technical Community
- Deal Registration
- Resource Center
- Sales Tools

# THE PARTNER COMMUNITY

## 3.1 REGISTERING FOR THE PARTNER COMMUNITY



**CYBERARK**  
Partner Community Login

Username

Password

Log in

Forgot your password?

Sign up as a Customer   Sign up as a Partner

Are you an employee? Login here

To get started, you will need a CyberArk Partner Community Account.

- Partners can access the Partner Community at <https://www.cyberark.com/partners/>
- Click the Partner Community Log-in button and you will be directed to the Partner Community Log-in page displayed on the left where you will register for an account

## 4. SELL

# 4.SELL



Partnering with CyberArk can lead to new business opportunities that can transform your business.

CyberArk has a number of sales tools available to help partners develop and expand opportunities, including:

- Resource center
- Sales demonstration tools
- Software demonstration licenses
- Deal registration
- CyberArk Marketplace

# SELL

## 4.1 RESOURCE CENTER

As a partner you can leverage a broad set of sales and marketing assets via the Community Resource Center.

These resources include sales presentations and product-specific content that help your team engage with customers.

Visit the Partner Resource Center in the [Partner Community](#) to access sales and marketing content.

The CyberArk Resource Center includes a comprehensive set of sales assets for partners to leverage through every stage of the sales process including analyst reports, white papers, data sheets, sales presentations, videos, and case studies.

Filter Results: All Products All Solutions All Types Search... Clear All



Video  
Partner Excellence Webinar: CyberArk Privileged Access Security version 11.2



White Paper  
The CISO View: Protecting Privileged Access in Robotic Process Automation



Video  
The CISO View: Protecting Privileged Access in Robotic Process Automation



Webinar  
Enable Secure Productivity with Native Session Management



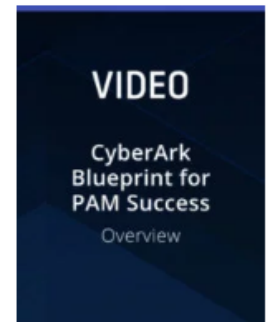
White Paper  
CyberArk Blueprint for Privileged Access Management Success



Solution Brief  
Privileged Access Management Program Development Service Package



Video  
CyberArk Blueprint for PAM Success - Intro to Guiding Principles



Video  
CyberArk Blueprint for PAM Success Overview

# SELL

## 4.2 DEAL REGISTRATION GUIDELINES

The CyberArk Deal Registration program provides partners with the opportunity to increase revenue with CyberArk.

Likewise, Deal Registration

1. Provides CyberArk with visibility into new partner sales opportunities
2. Locks in favorable margin for partners
3. Prioritizes sales cooperation and resources to help partners accelerate business

Approvals are done on a per deal basis

Approved deals are valid for 120 days, however extensions will be permitted on an individual deal basis

Deal Registration IS valid towards:

1. Net-new business
2. Add-on business

Deal Registration is NOT valid towards:

1. Maintenance renewals
2. Existing open opportunities with another partner

*For more information regarding our deal registration program and qualification criteria, please refer to our Deal Registration Guidelines located in the **Partner Community**.*



# SELL

## 4.2 DEAL REGISTRATION PROCESS

- ALL Deal Registrations must be submitted **by Partners** in the CyberArk Partner Community.
- Partners can access the Partner Community at <https://www.cyberark.com/partners/>
- Click the Partner Community Log-in button and you will be directed to the Partner Community Log-in page shown below, where you will register for an account.

CYBERARK  
Partner Community Login

Username

Password

Log in

Forgot your password?

Sign up as a Customer Sign up as a Partner

Are you an employee? Login here



CYBERARK

Register

\* Country  
Afghanistan

\* Preferred Language  
English

\* Email

Cancel Next



CYBERARK

Register

\* Company  
PwC - USA (Alliance Partner)

Title  
Mr

\* First Name

\* Last Name

\* Job Title

\* Email  
testuser@pwc.com

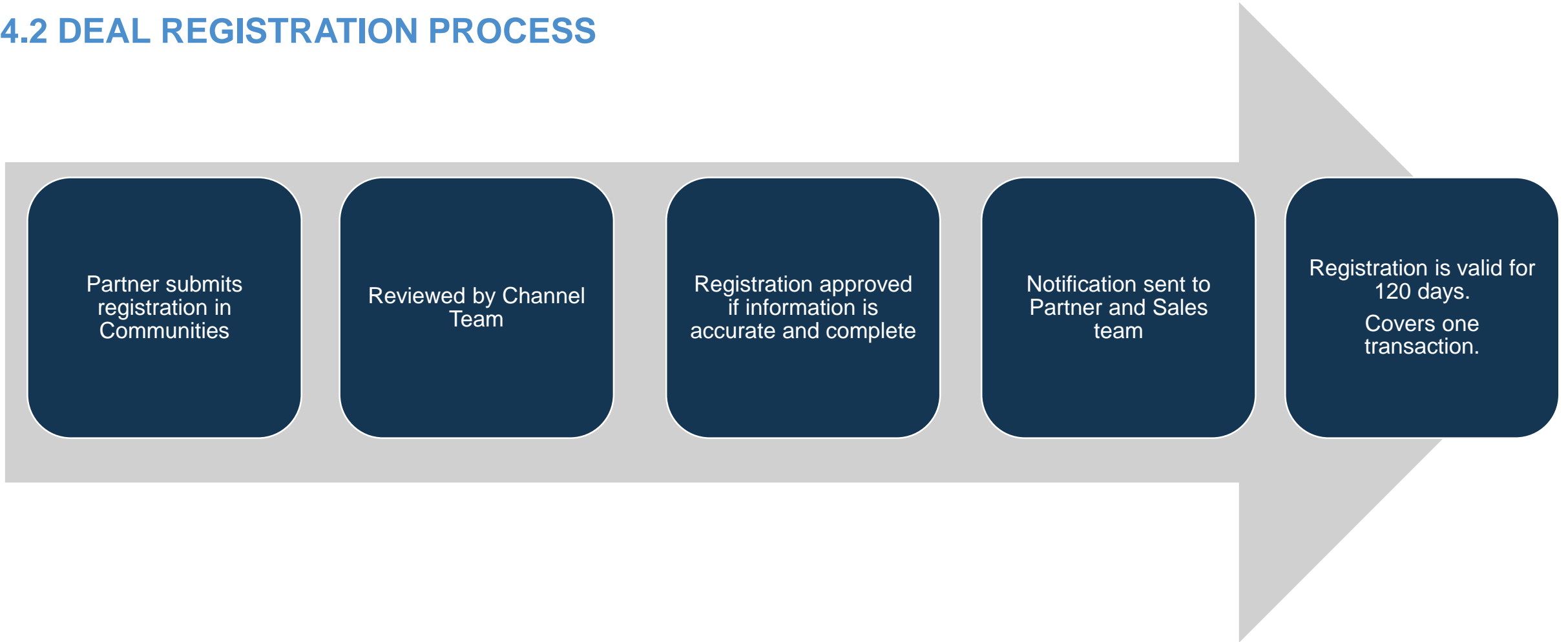
\* Phone

Mobile

\* What is your primary job function?

# SELL

## 4.2 DEAL REGISTRATION PROCESS



# SELL

## 4.3 SUBMITTING A NEW DEAL REGISTRATION

Deal Registrations are submitted and monitored by clicking on the **'Register a Deal'** in the Partner Community

**CYBERARK PARTNER COMMUNITY** Search... Search Deal Reg

Home Training **Register A Deal** Resource Center Marketing Campaigns Marketplace

### CyberArk Deal Registration

The CyberArk deal registration program is designed to provide visibility for new partner sales opportunities, early sales cooperation for those opportunities, and additional margin incentives.

To submit a new Deal Registration Click 'New Deal Registration' below.

Once submitted, you will be identified as the partner of record for 120 days and your registration will be routed for review and approval. Please allow 48 hours for full review.

You may monitor the status of your deals below.

[New Deal Registration](#)

	Created Date	Name	Company Name	DR Status	DR Approval Date	DR Expiration Date	Opportunity Stage	Opportunity Clo...
1	Nov 7, 2019	DR-7051	test nov 7	Approved	Nov 6, 2019	Nov 7, 2019	Qualification	Nov 29, 2019
2	Nov 11, 2019	DR-7052	City National Bank ...	Expired	Nov 10, 2019	Nov 13, 2019		
3	Nov 11, 2019	DR-7053	City National Bank ...	Expired	Nov 10, 2019	Nov 13, 2019		

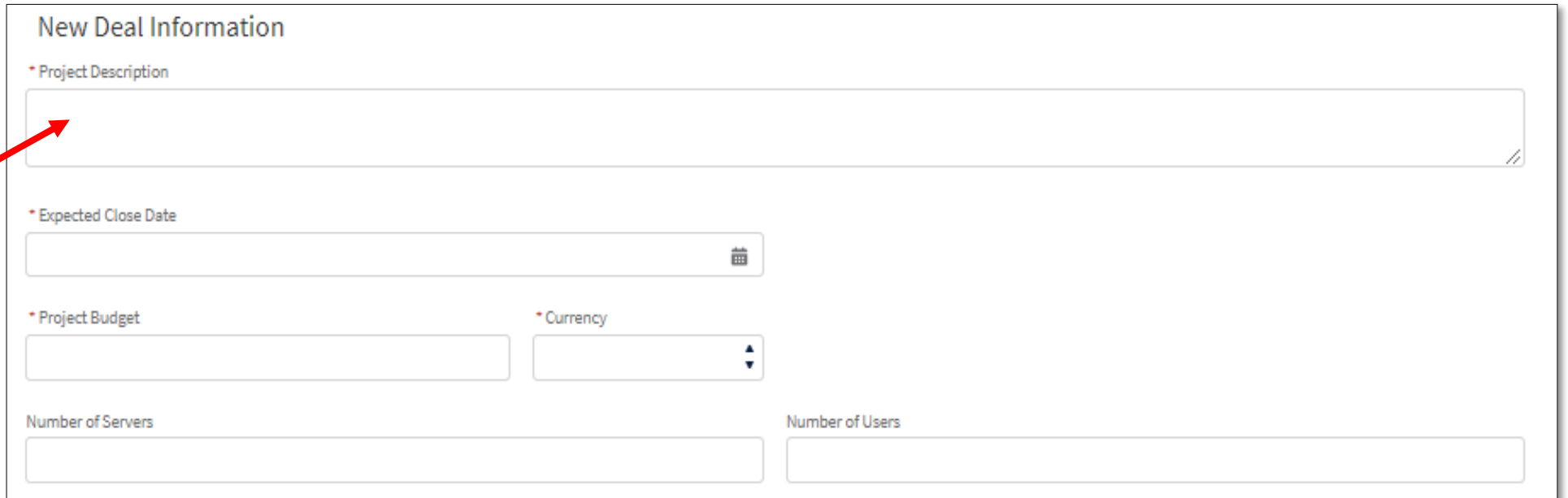
# SELL

## 4.3 SUBMITTING A NEW DEAL REGISTRATION

Enter Project Description and any deal related notes for CyberArk Sales team

### STEP 1:

Enter New Deal Information



The screenshot shows a form titled "New Deal Information" with the following fields:

- Project Description:** A large text area with a red arrow pointing to it from the left.
- Expected Close Date:** A date picker field with a calendar icon.
- Project Budget:** A text input field.
- Currency:** A dropdown menu with up and down arrows.
- Number of Servers:** A text input field.
- Number of Users:** A text input field.

# SELL

## 4.3 SUBMITTING A NEW DEAL REGISTRATION

### STEP 2:

Enter End-User Information

#### End User Information

* Company Name	* Customer Status
<input type="text"/>	<input type="text"/>
* Address1	Address2
<input type="text"/>	<input type="text"/>
City	State
<input type="text"/>	<input type="text"/>
* Country	Postal Code
<input type="text"/>	<input type="text"/>
* First Name	* Last Name
<input type="text"/>	<input type="text"/>
* Contact Title	
<input type="text"/>	
* Contact Email	* Contact Phone
<input type="text"/>	<input type="text"/>

#### Selling Collaboration

If you are registering this deal on behalf of a Colleague at your Account please select the User from the selection:

* Distributor
<input type="text"/>

Complete End User details including full address, email and phone

Selling Collaboration Section:

1. Supports a 2 Tier selling model
2. Allows for a supporting team member to be added to the deal

# SELL

## 4.3 SUBMITTING A NEW DEAL REGISTRATION

**STEP 3:** View registration details by clicking on the deal registration ID in list view.

The screenshot displays a detailed view of a deal registration (DR-2112). The page is divided into several sections:

- Deal Information:** Includes Project Description (test Deal Reg ignore - dec 18), Expected Close Date (26-Dec-2019), Project Budget (1 US dollar), Number of Servers, and Date Created (18-Dec-2018).
- End User Information:** Includes Company Name (test prospect in brazil), Address1 (1), City, Country, First Name (partner community test), Contact Title (test ignore), and Contact Email (test@ignore.com).
- Deal Registration Status:** A red-bordered box highlights the status (Pending approval), Approval Date, Expiration Date, and Number of Users. A callout box labeled "Deal Registration Status" points to this section.
- End User Account + Contact Info:** A red-bordered box highlights the Customer Status (Prospective Customer), Address2, State, Postal Code, Last Name (ignore), and Contact Phone (11111111). A callout box labeled "End User Account + Contact Info" points to this section.
- Selling Collaboration:** Includes On Behalf Of Contact, Value Added Reseller (Test Var via Distie - Latam), and Distributor (Test Distie - Latam -IGNORE).
- Opportunity Progress:** A red-bordered box highlights the Opportunity Detail section, which includes Opportunity Owner, Opportunity Owner Email, Opportunity Number, Opportunity Stage, Opportunity Close Date, Partner Channel Manager (Alvaro Fehr), and Partner Channel Manager Email (alvaro.fehr@cyberark.com). A callout box labeled "Opportunity Progress" points to this section.

Navigation buttons at the top right include "Edit", "Cancel", and "Back to list".

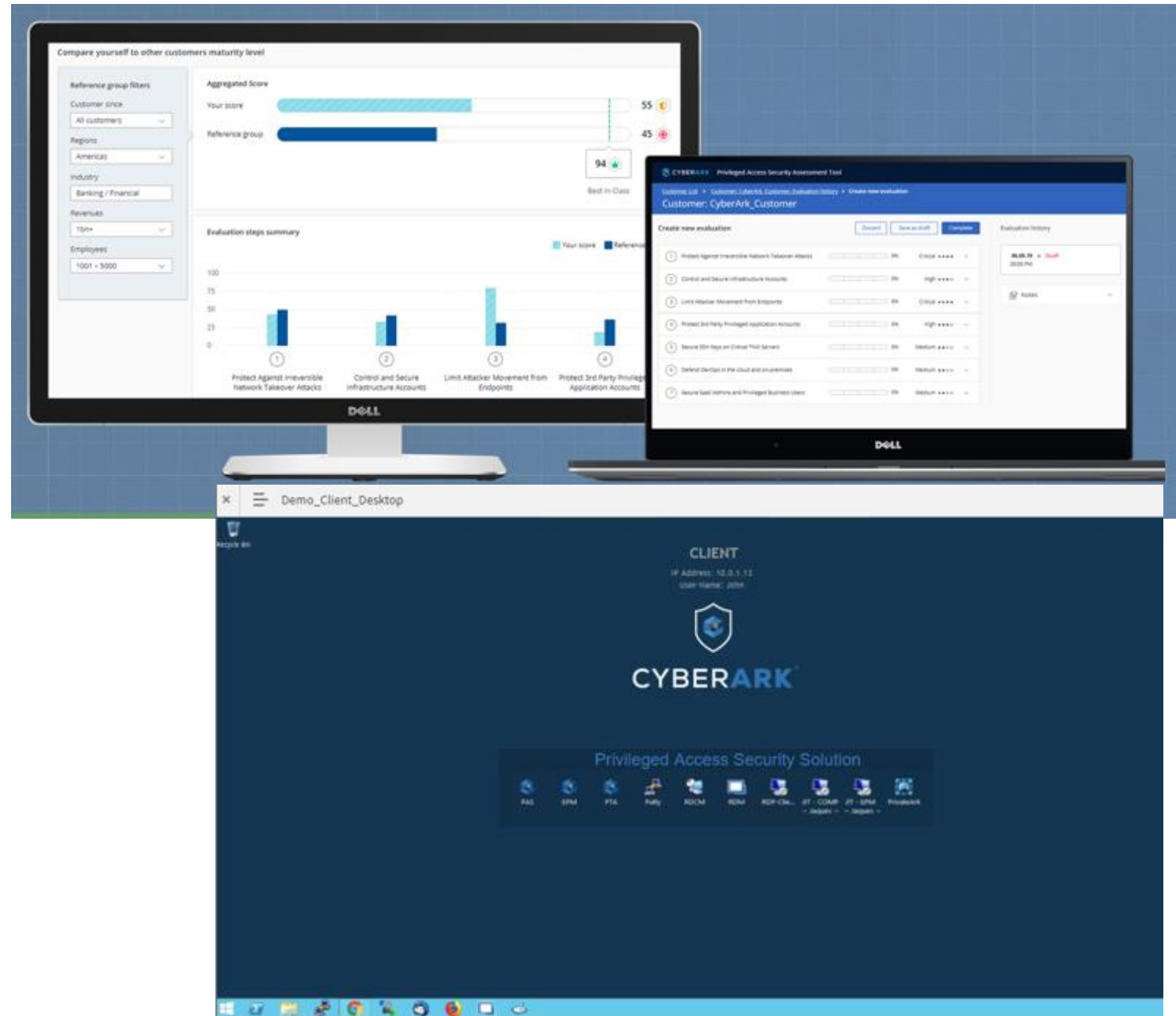
# SELL

## 4.4 SALES TOOLS

CyberArk product demonstration tools are available to partner individuals who hold a valid **CyberArk Certified Pre-Sales Engineer (CPE) certificate**.

The demo tools provide you with the opportunity to position CyberArk Privileged Access Management solutions with prospects early in the sales cycle.

All demo tools are accessible on the **Partner Community**.



# SELL

## 4.5 CYBERARK MARKETPLACE

The CyberArk Marketplace provides visibility into technology integrations between CyberArk and our alliance partners.

To view pre-integrated, certified and supported solutions, visit the [CyberArk Marketplace](#).

The screenshot displays the CyberArk Marketplace interface. On the left, there is a navigation menu with the following options: All, Newest, Featured, Most Popular, Top Rated, >> CyberArk Solution, >> Category, >> Certification and Support, >> Developed By, and >> Privilege Cloud. The main content area is divided into two sections: 'Featured' and 'Newest'. Each section contains three solution cards. The 'Featured' section includes: 1) UiPath Studio (Application Credentials Security, 5 stars, 965 Downloads), 2) Terminal Plugin Controller (TPC) (Development Tools, 5 stars, 965 Downloads), and 3) Blue Prism Robotic Process Automation (Application Credentials Security, 5 stars). The 'Newest' section includes: 1) CyberArk Endpoint Privilege Manager (EPM) - CPM (Privileged Credentials Management, 5 stars, 1 Download), 2) FireEye Email Security - CPM (Privileged Credentials Management, 5 stars, 1 Download), and 3) FireEye Email Security - PSM (Privileged Session Management, 5 stars, 1 Download). A 'View more' link is present at the bottom right of each section.



# 5. MARKET

# 5. MARKET



With a broad set of tools and support to build demand and differentiate you in the market, CyberArk helps expand your reach and maximize profits.

Learn how to differentiate yourself and build your business with CyberArk by leveraging the following marketing programs and assets:

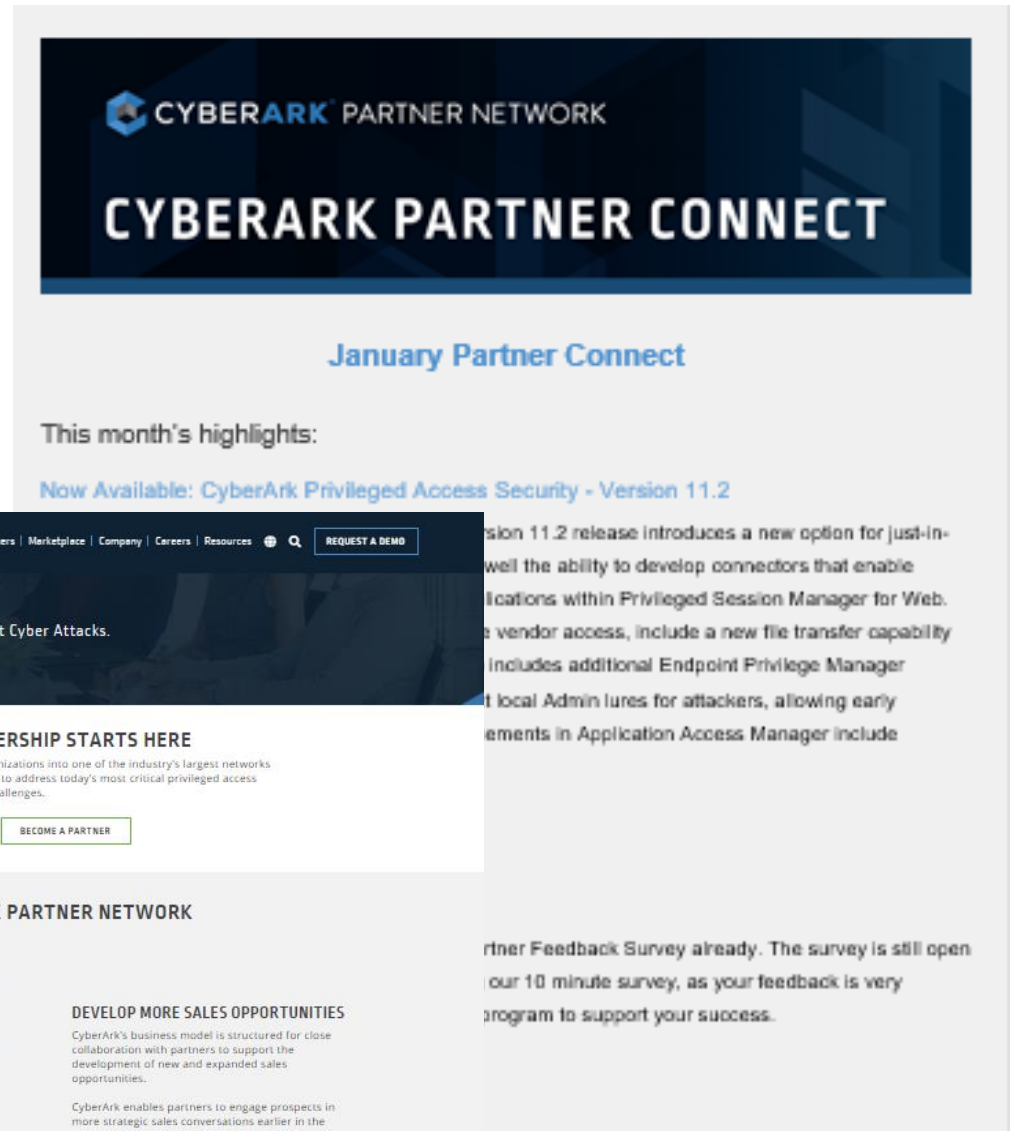
- CyberArk marketing guidelines
- PR templates
- Marketing campaigns
- Partner Finder
- Market Development Funds

# MARKET

## 5.1 COMMUNICATIONS

CyberArk leverages multiple channels to share important information with partners. These channels include:

- Monthly Partner Newsletter
- Monthly Partner Excellence Webinar Series
- CyberArk Partner Website
- LinkedIn Group: CyberArk Certified Professionals Network



**CYBERARK PARTNER NETWORK**

# CYBERARK PARTNER CONNECT

### January Partner Connect

This month's highlights:

Now Available: [CyberArk Privileged Access Security - Version 11.2](#)

Version 11.2 release introduces a new option for just-in-time access, as well as the ability to develop connectors that enable applications within Privileged Session Manager for Web. These connectors, which support vendor access, include a new file transfer capability. The release also includes additional Endpoint Privilege Manager capabilities, such as local Admin lures for attackers, allowing early detection of threats. Updates in Application Access Manager include...

Partner Feedback Survey already. The survey is still open for our 10 minute survey, as your feedback is very important to our program to support your success.



**CYBERARK** Products | Solutions | Services & Support | Partners | Marketplace | Company | Careers | Resources

### THE CYBERARK PARTNER NETWORK

Accelerate Your Business and Secure Your Customers Against Cyber Attacks.

PARTNER COMMUNITY LOG-IN

#### A SUCCESSFUL PARTNERSHIP STARTS HERE

The CyberArk Partner Network connects partner organizations into one of the industry's largest networks of security focused organizations working together to address today's most critical privileged access security challenges.

[CONTACT US](#)

[BECOME A PARTNER](#)

#### ABOUT THE CYBERARK PARTNER NETWORK



#### DEVELOP MORE SALES OPPORTUNITIES

CyberArk's business model is structured for close collaboration with partners to support the development of new and expanded sales opportunities.

CyberArk enables partners to engage prospects in more strategic sales conversations earlier in the sales cycle leading to opportunities for increased sales and services revenue.

# MARKET

## 5.2 SOCIAL MEDIA



@CyberArk



@CyberArk



CyberArk



CyberArk

Gartner Names CyberArk a Privileged Access Management Leader.

**CYBERARK**

**CyberArk**  
@CyberArk

CyberArk proactively stops the most advanced cyber threats – those that exploit insider privileges to attack the heart of the enterprise.

Americas, EMEA, Asia-Pacific | [cyberark.com](http://cyberark.com) | Joined June 2009

678 Following 11.8K Followers

Tweets Tweets & replies Media Likes

CYBERARK PARTNER NETWORK

CYBERARK CERTIFIED PROFESSIONALS NETWORK

CYBERARK

CyberArk Certified Professionals Network

Unlisted group

Start a conversation in this group

Gartner Names CyberArk a Privileged Access Management Leader.

Download report at [www.cyberark.com/gartner-mq](http://www.cyberark.com/gartner-mq)

**CYBERARK**

**CyberArk**  
Computer Software · Newton, MA · 64,343 followers

#1 in Privileged Access Security

Visit website

Following

Rich & 99 other connections work here

See all 1,418 employees on LinkedIn

# MARKET

## 5.3 MARKETING GUIDELINES

In order to assist partners in efforts to promote your relationship with CyberArk, we have provided branding guidelines for partners.

Our style guide provides you with all the tools needed to promote your CyberArk solutions and convey our partnership. As a CyberArk partner your team has access to standards for logo use, color palate and co-branding guidelines for joint marketing efforts.

Please review the **CyberArk Marketing Guidelines for Partners** document for branding and co-branding guidelines or contact your CyberArk Channel Manager to learn more.



Partner Logo



# MARKET

## 5.4 MARKET DEVELOPMENT FUNDS

The CyberArk MDF program provides our most committed partners with the opportunity to plan, develop, and execute targeted marketing activities that help expand their solution visibility in the marketplace.

By off-setting the costs of qualifying demand generation activities, MDF supports partner-driven, performance-oriented activities.

Qualifying marketing activities, requirements, and measurement of marketing activities utilizing MDF are included in our **MDF Guidelines**.

If you have additional questions regarding our MDF program or the MDF approval process, please contact your respective regional marketing team.

- [Americas Marketing](#)
- [EMEA Marketing](#)
- [APJ Marketing](#)



The CyberArk Marketing Development Funds program provides our most committed partners with the opportunity to plan, develop, and execute targeted marketing activities that help expand their solution visibility in the marketplace. By off-setting the costs of qualifying demand generation activities, the MDF Program supports partner-driven, performance-oriented activities.

We believe that marketing with our partners is a vital activity to successfully grow our business together. You can find content for marketing and campaign efforts located within the Market section of our Partner Community.

### ELIGIBILITY

Eligibility for the MDF program is a benefit to Advanced and Certified partners who have fulfilled the competency requirements of the CyberArk Partner Program. MDF funding is primarily focused toward activities that will provide a clear return on investment (ROI). In particular, we seek to increase joint sales opportunities which will result in revenue growth for both of our businesses.

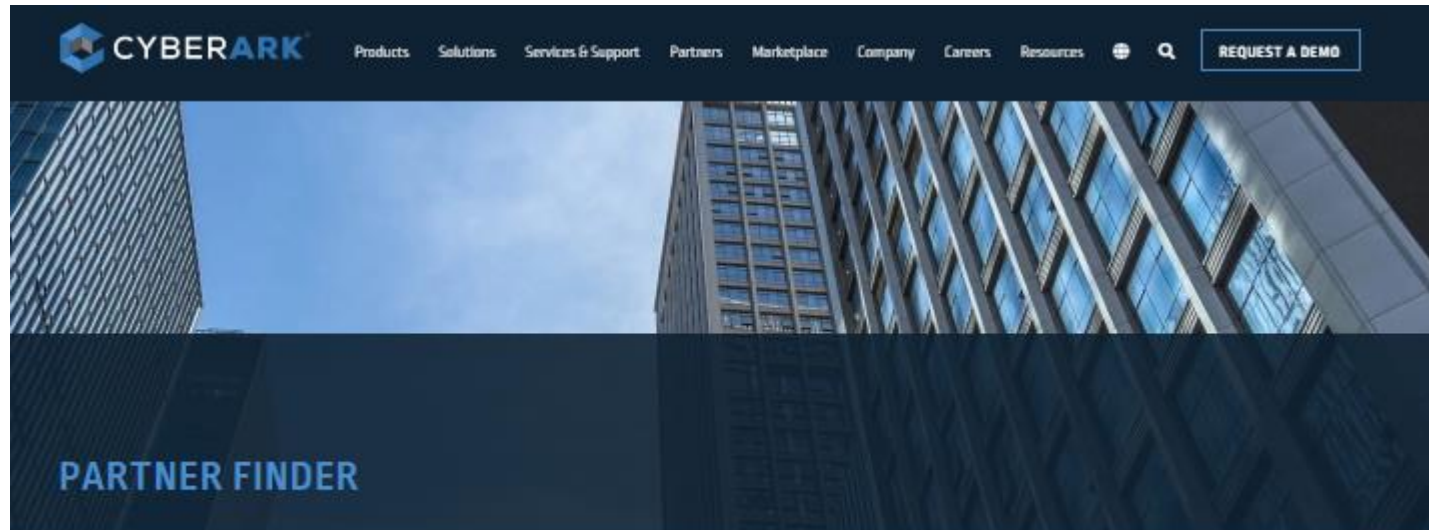


# MARKET

## 5.5 PARTNER FINDER

CyberArk promotes our **advanced** and **certified** channel sales partners on our company website. Our Partner Finder provides clarity for potential customers evaluating CyberArk partners to help solve their business challenges while also enabling partners to differentiate their services.

Visit our [Partner Finder](#) to view a list of current partners.



Filter Results:    [Clear All](#)

# 6. TRAIN



## 6. TRAIN



Gain proficiency and broaden the depth and breadth of your skill set to help your customers maximize the value of their technology investments and transform their businesses.

The channel sales program is a competency-based program where partner levels are determined by the number certification.

We have created dedicated learning paths and certifications for our partner sales and technical engineers that align with the sales cycle, from sales and pre-sales positioning to post-sales delivery.

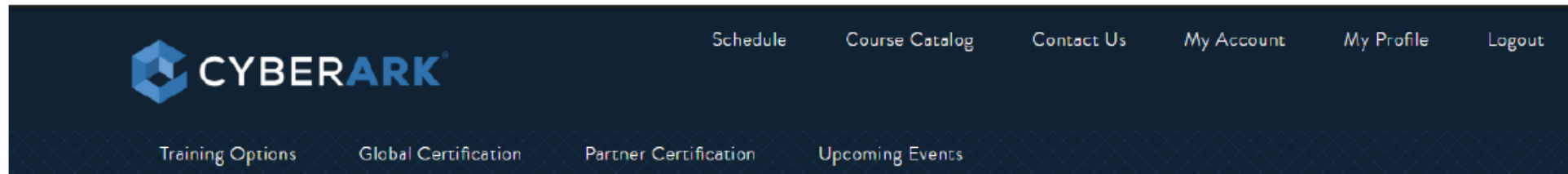
# TRAIN

## 6.1 ACCESS ONLINE TRAINING

To get started, you will need a CyberArk Partner Community Account as explained in section 3 of this presentation.

From there, you can Log into the [Partner Community](#) and click on *Training* from the top menu. This will log you into the CyberArk Learning Management System (LMS).

- Logging in from the Partner Community ensures you have visibility to partner specific materials.



2. Click *Course Catalog* to view Partner Certifications

- This page will allow you to enroll in partner certification courses.
- In addition, you will have access to additional training information on this page, including an upcoming schedule of live classes.

# TRAIN

## 6.2 PARTNER CERTIFICATIONS



- The Certified Sales Professional (CSP) is designed to equip channel sales professionals with a foundational understanding of the privileged access security market, target customers, and the value of the CyberArk solution.
- The CSP training is suitable for all sales people and sales engineers. (e.g. account executives, sales engineers, internal sales reps, etc.).
- Partners must complete the course material and pass the assessment exam with a score of 80% or higher to receive CyberArk certification.
- The CSP certification is valid for 2 years. To retain certification status, partners will be required to take the latest CSP certification exam.



- The Certified Pre-Sales Engineer (CPE) is designed to equip channel pre-sales professionals and engineers with the ability to present and demonstrate the CyberArk Privileged Access Management solutions. The curriculum also introduces the tools, resources and teams available to help partners successfully position and sell our solution.
- Partners must complete the course material and pass the assessment exam with a score of 80% or higher to receive CyberArk certification.
- The CPE certification is valid for 2 years. To retain certification status, partners will be required to take the latest CPE certification exam.



- The Certified Delivery Engineer (CDE) certification course combines content from the CyberArk PAS Administration, CyberArk PAS Install and Configure, and hands on experience with the solution. This course increases competency for implementing and supporting CyberArk projects.
- Partners must complete the course material and pass the assessment exam with a score of 70% or higher to receive CyberArk certification.
- The CDE certification is valid for 18 months. To retain certification status, partners will be required to take the latest CDE certification exam.

# 7. CONNECT

## 7. CONNECT



As a CyberArk partner, our team is committed to supporting your success.

To strengthen engagement, we encourage partners to connect and engage with CyberArk through our Technical Community and Certified LinkedIn Community.

# CONNECT

## 7.1 TECHNICAL COMMUNITY DISCUSSIONS

The CyberArk Technical Community supports the privileged access security goals of our customers and partners and is where you can find technical documentation, engage with peers in the discussion area, and access our technical support team.

Please note that you must have a registered account on the Partner Community to access the CyberArk Technical Community.



# CONNECT

## 7.2 CYBERARK LINKEDIN GROUP

The CyberArk Certified Professionals Group is a private LinkedIn group comprised of CyberArk partners who have completed the CDE, CPE or CSP training.

The group provides access to company information, updates on product releases and articles on a variety of technical topics from CyberArk.

Members are encouraged to engage and share best practices with others in the group.

Partners are invited to join the group once they complete their CyberArk certification.



# 8. NEXT STEPS



## 8. NEXT STEPS



As a CyberArk Partner you have access to resources and expertise committed to ensuring a successful and mutually beneficial relationship.

In addition to the contacts on the following page, we hope that you will take advantage of all that the CyberArk Partner Network offers.

Get off to a great start by:

- Registering for the Partner Community
- Familiarizing yourself with the program
- Leveraging the resources available to your organization
- Contact [Channel@cyberark.com](mailto:Channel@cyberark.com) for additional questions or reach out to your regional channel manager.