

A photograph of a man and a woman in a cafe setting. The man, on the left, has grey hair, a goatee, and glasses, and is wearing a grey t-shirt and a brown apron. The woman, on the right, has dark hair tied back and is wearing a black t-shirt and a tan apron. They are both looking at a tablet computer held by the woman. In the foreground, a large, white, stylized number "10" is superimposed over the image. The background shows a coffee shop environment with various equipment and shelves.

# 10

## **10 REASONS WHY PARTNER WITH CHECK POINT TO PROVIDE SMB SOLUTIONS**

Check Point has simplified cyber security for SMBs across the globe with a complete solution that empowers business owners to easily make and implement conscious security decisions.

By partnering with Check Point you will deliver true enterprise-grade security that has been tailored for our partners to succeed in the SMB market.

**THERE HAS NEVER BEEN A BETTER TIME TO BE  
A CHECK POINT SMB PARTNER.**



# 10 REASONS WHY YOU SHOULD PARTNER WITH CHECK POINT TO PROVIDE SMB SOLUTIONS

## 1 100% Channel Committed

Our legacy defines our commitment to the future. Check Point has been committed to a 100% channel model and has no intention of selling direct in the future. This remains a differentiator in our partner strategy. Our valued partners enjoy a model where they do not compete with us for deals or customers.

As your strategic technology partner, we have three fundamental responsibilities. First, we deliver cutting-edge products and solutions that solve the SMB security problems our mutual customers face every day. Second, we provide training that enables you to sell and service our SMB solutions effectively. Finally, we will provide a program that enables you to grow your business, profitability, and professional services.

## 2 Proven Global Leader in Cybersecurity

With 30 years in the industry we are the trusted global cybersecurity vendor. Check Point has a proven track record and the only security vendor that consistently receives third-party recommended ratings.

- CRN 2022 Top Innovation Award SMB Quantum Spark
- 22 Times Security Leader in Gartner Magic Quadrant
- NSS Labs Highest Cyber Prevention Score in Breach Prevention

## 3 Complete, End-to-End Cybersecurity Solutions

Check Point's product portfolio truly brings you a one stop shop to secure any business size against any cyber threat:

1. Network Security
2. Cloud Security
3. Endpoint Devices & Mobile Security
4. Email and Office Application Security
5. Unified Management Platform
6. Professional Services, MDR, XDR, SOC

## 4 Best in Class Margins & Deal Protection

Check Point's Deal Registration Program offers our partners best-in-class discounts to reward new business opportunities and protect our partners who lead with Check Point solutions.

There are multiple Deal Registrations that offer partners up to 25% discounts and can escalate up to a Non-Standard Price (NSP) where needed.

The Check Point partners who register the deal, and are approved for deal registration, are provided Deal Preference and a Price Advantage.

## 5 Professional & Managed Services Opportunities for Partners

As your security infrastructure becomes more complicated, our Professional Services experts can help you every step of the way. We've accumulated many years of Check Point experience to help with your security design, deployment, operation, and optimization needs.

Check Point Horizon offers a prevention-first approach to security operations by providing SOC teams with the tools and services needed to prevent attacks in real-time with fewer resources. Managed Prevention & Response (MPR/MDR), Extended Prevention Response (XPR/XDR).

## 6 Build Recurring Revenue

Check Point relies on its partners to deliver transformative solutions that ensure customers a fast return on their security investments, without impacting productivity. Our deep history of partnerships and countless opportunities for knowledge exchange is essential for us to continue to fuel cybersecurity innovation across the globe.

Together, we can provide true, uncompromising security for organizations for years to come. The MSSP program allows partners to enable new service revenue streams in areas of strong market growth, develop customer relationships as a trusted cybersecurity advisor, and build a strategic relationship with Check Point, a security industry leader.

Check Point's Managed Security Service Providers can take part in our MSSP Program which has a simplistic and scalable program that offers predictable revenue on all software and services.

Our SMB Security Suite comes in monthly payment options for 1 or 3 year options.



## 7 Channel Marketing Support

Check Point provides marketing tools and resources to promote our solutions and increase customer demand. From solutions and campaigns kits to localized activities, our partners can take advantage of a variety of programs to drive more sales opportunities.

Check Point offers several resources to help you with your sales and marketing activities and provides access to pre-built marketing kits to support your marketing activities, social media campaigns, and reaching new customers.

We have put together solution's campaign kits for partners to leverage. They contain customizable demand generation materials to launch Check Point created campaigns, as well as sales enablement tools to better equip our partners for a customer or prospect conversation. By leveraging this kit, you will reduce prep time searching for materials and find all resources needed to launch a Check Point campaign in one place.

## 8 Robust Partner Portal

Check Point's Partner Map (PMAP) is an exclusive Partner Portal designed to provide Check Point partners with centralized access to Partner Program benefits. Some of the features include:

- Promotions
- Prepackaged Marketing Kits
- Solutions Catalog
- Co-Op Funds
- Competitive Resources
- Sales & Technical Trainings
- Video Training Library
- Security Assessments
- Demo Tools
- NFR Access

## 9 Technical & Sales Education

Enabling our partners to build strong businesses around the sale and service of Check Point solutions is core to the Check Point Global Partner Program. To support this effort and to help partners attain annual program requirements, we are happy to offer Sales, Pre-sales, and Professional Services training.

### Sales Representative Training

Sales Representatives are the face of the corporation for the products and services they sell. We are dedicated to providing the proper training for these sales professionals, so they have a commanding knowledge of their target customers, our products, and industry trends that impact the buyer's decision.

### Pre-Sales Engineer Training

These highly skilled technical sales professionals are tasked with obtaining the technical win of the sale. They manage relationships with their customers, deliver demonstrations and proof of concept, and ultimately are tasked with designing a technical solution that accurately addresses customer needs.

## 10 Partner Program

Check Point's Partner Growth Program is designed not only to grow and reward our partners by making sure they're profitable, but our vibrant ecosystem encompasses most routes-to-market: distributors, solution providers, systems integrators and outsourcers, technology alliances, cloud platforms, and services providers.

Your membership in the Partner Program offers you Check Point engagement with the business model of your choice, with tailored benefits and enablement geared to partner profitability and mutual success.



## About Check Point

Check Point Software Technologies Ltd. ([www.checkpoint.com](http://www.checkpoint.com)) is a leading provider of cyber security solutions globally. Its solutions protect customers from cyber-attacks with an industry leading catch rate of malware, ransomware and other types of attacks. Check Point offers a multilevel security architecture that defends enterprises' cloud, network and mobile device held information, plus the most comprehensive and intuitive one point of control security management system. Check Point protects over 100,000 organizations of all sizes.

**88+**

COUNTRIES

**100,000+**

CUSTOMERS

**6,200+**

PARTNERS

**29+**

YEARS OF EXPERTISE

**6,000+**

EMPLOYEES WORLDWIDE

**1996**

TRADED ON NASDAQ AS CHKP

Top Rated for Best Security by Tier-1 Industry Analysts

**Gartner****IDC****FORRESTER**

Register online to become a Check Point SMB partner via below link:

<https://www.checkpoint.com/partners/channel>

Visit our SMB Check Point homepage for more information:

<https://www.checkpoint.com/solutions/small-medium-business-security>

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