



The Cynet Ignite Partner Program Guide



Accelerate Your Path to Growth

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Welcome to the Ignite Partner Program

At Cynet, we believe growth should be simple, collaborative, and exciting. The Cynet Ignite Partner Program was designed to provide the fuel to accelerate your cybersecurity practice. From hands-on enablement to effective marketing support, everything we do is about propelling your success.

Partners First, Always.



Channel-Only Commitment

At Cynet, the channel isn't just a priority - it's the only way we do business. We're 100% committed to selling exclusively through our Channel Partners.



Communicating Value

We don't just provide a world-class cybersecurity platform—we empower you to sell it. From in-depth sales and technical training to dynamic marketing support and dedicated assistance, we give you everything you need to confidently showcase Cynet's All-in-One Platform.



Built to Evolve

Your feedback helps shape our program, ensuring continuous improvement and maximum success.



Ease of Partnership

We've made partnering with Cynet effortless, with a program designed for simplicity, accessibility, and true collaboration. Plus, we've reimaged Market Development Funds (MDF) to supercharge your go-to-market strategy and accelerate your growth.

Partner Types

However You Go to Market, We've Got You Covered

Whether you lead with services, resale, or a mix of both, our program flexes to fit. We know every partner brings something different to the table, so we've built our benefits and requirements to work with you, not the other way around:

MSP (Managed Service Provider)

You deliver Cynet's powerful cybersecurity platform as part of a managed services offering, providing ongoing protection and peace of mind for clients.

VAR (Value Added Reseller)

You resell Cynet solutions and provide first-line support and consultation, helping customers adopt and optimize Cynet within their environment.

Bottom line, we're here to help you spark opportunities and accelerate success. So, let's build something great together!

Your Growth Roadmap: Partnership Tiers

Every partner is on a unique journey, and the Cynet Ignite Partner Program is designed to meet you where you are, and help you get to where you want to be. Our tiered program gives you a clear path to grow and unlock additional resources and rewards as you scale your business with us. Whether you're just getting started or ready to go full speed ahead, there's a tier designed to accelerate your success.

Cynet Partnership Tiers



Silver Partner

Welcome to the starting line! You now have access to essential tools and resources to drive success.



Gold Partner

You're gaining momentum. As a Gold Partner, you'll unlock further discounts, dedicated support, structured marketing collaboration and more to take your success to the next level.



Platinum Partner

Our partnership is in full stride with even larger discounts and strategic planning for all areas of our partnership. Together we will drive growth, scale your business and amplify reach. Consider us an extension of your team.

Realistic Requirements, **Unlimited Potential**

Below, we've outlined the key requirements and expectations for each tier of partnership. As you grow and move advance tiers, you unlock greater resources, marketing support, and sales collaboration to fuel momentum and accelerate success.

Program Requirements	Silver	Gold	Platinum
Signed Cynet Partner Agreement	✓	✓	✓
Sales Certification	✗	1 MSP/1 VAR	3
Technical Certification	✗	2	2
Account Mapping Cadence	✗	✓	✓
Onsite Sales/Technical Training	✗	✗	✓
NFR Deployment	✗	✓	✓
Promotional Pricing Campaign	✗	✓	✓
Testimonial/Case Study	✗	✓	✓
Partnership Representation (Website)	✗	✓	✓
6/12 Month Marketing Plan	✗	✗	✓
Tier 1 Co-Marketing Activity	✗	2	3
Tier 2 Co-Marketing Activity	✗	1	2
Partner Annual Recurring Revenue (ARR)	N/A	\$30K NARR	\$100K NARR
		\$75K CARR	\$200K CARR

Co-Marketing:

Igniting Demand, Together

Consistent and intentional marketing drives the best results. That's why collaborative demand generation is a key part of the Cynet Ignite Partner Program. It's not just a requirement; it's a shared mission. We're here to support you with proven strategies, flexible playbooks, and co-branded resources to help you spark awareness, build pipeline, and accelerate your success.

Below are examples of how Cynet categorizes co-marketing activities based on effort, cost and impact. We've created best practice initiatives designed to keep you top-of-mind with your customers and prospects at every step of the journey:

Tier 1

Co-Marketing Activities

Press Release

Announce your partnership with Cynet - we offer templates and drafting assistance to maximize local market exposure.

Email Campaign

Use ready-made and customizable Campaign Launch Kits or work with us to design targeted outreach to your customer base.

Joint Webinar

Host a co-branded webinar. Leverage our Webinar Launch Kit, which includes landing page copy, invitation templates, and a cobrandable presentation deck to engage your audience and drive attendance.*

Website Representation

Highlight your partnership with Cynet on your website in a way that fits your brand. Whether that's a featured partner section, solutions page, or cybersecurity services overview. It's a great way to build trust and showcase your expanded capabilities.

Lunch & Learn Event

Host an in-person event to engage customers and prospects and build relationships. We'll guide you with strategic advice, co-brandable assets, and recommendations for driving attendance, interest and building pipeline.*

Tier 2

Co-Marketing Activities

On-Site Training

Cynet will deliver dedicated on-site sales or technical training sessions for your team.

Joint Tradeshow Booth or Event

Collaborate and co-exhibit with Cynet at an industry event. We will provide strategic advice, co-brandable assets, and best practices to help you build pipeline and make the most of your participation.

Digital Marketing Campaigns

Launch joint paid social, search, or display advertising. We'll assist with messaging and creative.

Incentives and SPIFFs

Create joint sales incentive programs to accelerate deals and motivate reps.

Case Study Development

Collaborate with us to build a professional success story about a joint customer win.

Got a creative idea that fits your market? Let's build it together!

Meaningful Rewards with Measurable Impact

Once you've met the program requirements, the real fun begins. As you advance through the tiers, you'll unlock additional rewards that support your journey. From partner discounts and priority support to exclusive marketing resources and sales tools, the next chart breaks down exactly what's in it for you at each stage. It's all about helping you reach your goals faster, and with a partner-focused experience that makes growth simple and rewarding:

Program Benefits	Silver	Gold	Platinum
Standard Discount for New Deals	Standard	Boosted	Maximum
Discount with Deal Registration	Standard	Boosted	Maximum
Exclusive Renewal Discounts	Standard	Boosted	Maximum
Growth Ignition Dollars (GID)	Proposal	All	All
Direct Access to L2 Support for SE Certified Techs	✗	✗	✓
Access to Cynet Partner Portal	✓	✓	✓
Sales & Technical E-learning Access	✓	✓	✓
Demo Lab (NFR)*	20 EP Max, 1 Site	50 EP Max, 3 Sites	100 EP Max, 3 Sites
Internal Product Adoption Program	✗	✓	✓
Dedicated CAM and Marketing Contact	✗	✓	✓

Growth Ignition Dollars (GID): Fuel for Your Pipeline

Say goodbye to old-school MDF. Growth Ignition Dollars are designed to power your demand generation engine.

Proposal-Based

Eligibility: All Partners

- Pitch us your ideas for events, webinars, and campaigns
- We'll back your initiative if it aligns with mutual success

Growth Starter Pack

Eligibility: Gold & Platinum

- Partner press release
- Co-hosted webinar
- Co-hosted event (50/50 split)
- Dedicated Cynet marketing expert

Growth Accelerator Program

Eligibility: Invite-Only

- Front-loaded GID funds for strategic growth partners
- Joint 6-12-month marketing roadmap
- Direct access to Cynet leadership for regular checkpoints

Note: GID funding is not guaranteed and is approved on a case-by-case basis depending on the proposal and business alignment.

For full details on program mechanics and examples, download the **Growth Ignition Dollars (GID) Guide** here:

[Download Guide](#)

Empowerment Through Enablement

Cynet believes your success starts with enablement. We offer comprehensive training and resources tailored to your business goals.



Sales Certification

Get your sales teams certified in how to prospect, position, and confidently present Cynet's All-in-One Cybersecurity Platform. Training includes competitive battle cards, objection handling, demo tips, and more.



Technical Certification

A hands-on, instructor-led program designed to equip your engineers with the skills to deploy, configure, and troubleshoot Cynet environments.



Support Certification

Self-paced online learning to empower your technical teams to quickly resolve the most common Level 1 installation and operational issues.



Partner Portal Access

Your command center for partner success.

Cynet Partner Portal: Your Command Center for Success

The Cynet Partner Portal is your always-available resource hub to power your partner journey. Whether you're looking for marketing assets, training, certifications, or ways to accelerate pipeline, you'll find it here.

Explore the portal at: <https://portal.cynet.com/>

We're your success coach and toolkit combined! Here's what you can access:

Asset Library:

Access cobrandable assets, sales resources, and legal documents to help you market Cynet solutions and grow your business. (*)

Campaign Launch Kits:

All-in-one customizable campaigns including email sequences, social media templates, and InMail messaging, designed to keep you top-of-mind with customers and prospects.

Trainings & Certifications:

Get your teams certified with access to Sales, Technical, and Support certifications to enable your success.

News & Updates:

Stay informed with the latest Cynet product releases, enhancements, and partner announcements.

GID Request Form:

Submit proposals for Growth Ignition Dollars and accelerate your demand generation activities.

Deal Registration:

Easily register and track your deals to protect and manage your pipeline. Our deal registration process is simple and transparent. Once your deal is approved, you gain priority support, pricing protection, and dedicated resources to help you win the business.

How to Jumpstart Your Journey

You're in, now let's win! The road ahead is wide open.
Let's accelerate your success together.



Enroll at:
<https://portal.cynet.com/>



Request Growth Ignition Dollars
with our simple **online form**



Connect with your Cynet Account
Manager to map your growth plan



Get ready to ignite your growth!

* Terms and Conditions:

Custom asset creation services are provided based on available resources and alignment with our shared marketing goals. While we strive to offer Cynet presenters for webinars and in-person events whenever possible, availability may vary.