



# AccuKnox Partnership Program

## MAX

Market **A**ligned **eX**cellence

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## Table of Contents

Introduction.....	3
MAX Program Overview.....	3
MAX Program Benefits .....	3
MAX Program Categories .....	3
Deal Registration.....	4
Successes .....	4
Summary .....	5
Appendix A. Resources .....	6
Appendix B. Deal Registration .....	7

## Introduction

AccuKnox is a leader in Zero Trust CNAPP (Cloud Native Application Protection Platform) space. We are committed to a 100% partner aligned GTM (Go To Market) Program. The Program is designed for partners to work with AccuKnox Inc. cooperatively to leverage the market opportunity afforded by Zero Trust Cloud Security. This document outlines different aspects of our partner program, MAX (Market Aligned eXcellence). Being a part of MAX allows organizations to partner with AccuKnox to enhance their market reach and deliver value added and cost-efficient solutions to help companies meet current and emerging Cyberthreats.

## MAX Program Overview

AccuKnox Inc. MAX allows you to learn about our current Product and product Roadmap, give you access to marketing collaterals, and demos, and seek technical for RFP responses, Demos, Pricing, etc. Once partnership agreements are in place, you can drive market awareness for your products through publishing in AccuKnox Inc.'s Partner Catalog.

## MAX Program Benefits

Partners get a variety of benefits such as:

1. Access to Partner Portal – demos, data sheet, NFR licenses, battle cards, RFI/RFP templates
2. Free Training and Certification
3. Go To Market, Lead Generation campaigns
4. Alignment on Specific Deals
5. MDF - Market Development Funds (MDF)

## MAX Program Categories

MAX includes a range of partnerships such as:

1. Referral
2. Reseller
3. Distributor
4. MSSP
5. OEM

- 6. ISV – Integration
- 7. Systems Integrator

The following table outlines the Partner Incentives associated with these partner programs:

Partnership Type	Financial Partnership**
Referral	10% of revenues*
Reseller	20% of revenues*
Distributor	30% of revenues*
MSSP	50% of revenues*
OEM	To be discussed
ISV	10% allocated to MDF (Market Development Funds)
Systems Integrator	10% allocated to MDF (Market Development Funds)

\*includes NET subscription revenues and does not include professional services revenues.

\*\* these are indicative, we will forge “win win” models to suit specific situations

## Deal Registration

MAX allows partners to register deals and work with AccuKnox in a cooperative way and gain additional discounts. This is outlined in Appendix A.

## Successes

We are pleased with accolades from our partners

*“AccuKnox’s powerful combination of CSPM and CWPP; OpenSource foundations; In-line Zero Trust Security; Support for Public and Private Clouds; made them the ideal partner for us. Our client, a Large European Cyber Security agency, was looking for a Zero Trust Security Solution that supports Private Cloud platforms. Our win is a clear testament to the value our clients see in this partnership. We look forward to many more successes ahead.”* **IXEL**

*“Through this collaboration with Accuknox, we want to offer telcos a solution that simplifies the complexity of deployment while also being secure and resilient. This strategic partnership helps operators roll out secure 5G networks with inline mitigation and makes the network future-ready for 6G”,* **Tata Elxsi.**

*“KubeArmor is a part of RedHat community. We are delighted to see 2 leaders, AccuKnox and Tata Elxsi come together to deliver Zero Trust Security as a Managed Service. We believe this will greatly enhance the ability of organizations to leverage the power of Public, Private Cloud, IoT/Edge, and 5G and do it securely”,* **Red Hat**

## Summary

We are excited about the highly innovative and differentiated value we deliver in AccuKnox Zero Trust CNAPP (Cloud Native Application Protection Platform). We look forward to working with our partners and leverage the market opportunity ahead. Appendix A outlines the resources available to our partners.

[Sign up to be a partner](#)

## Appendix A. Resources

### Introductory

- AccuKnox Zero Trust CNAPP Explainer [video](#) [1 min]
- AccuKnox [1-page summary](#)
- [CNAPP Definitive Guide eBook](#)
- [CSPM eBook](#)
- [CWPP eBook](#)
- [GRC Datasheet](#)

### Intermediate

- [Gartner CNAPP and AccuKnox Compliance Mapping](#)
- [SJULTRA Technical Report](#) [This is a detailed lab exercise and analysis and not a cursory report]

### Advanced

- [Inline Prevention vs Post Attack Mitigation](#)
- [TAG Cyber Report](#) [authored by Dr Ed Amoroso, ex-CISO of AT&T, considered one of the Top CISOs in the world]
- [Common Kubernetes Mistakes](#)
- [Leaky Vessels Vulnerability](#)
- [Securing Jupyter Notebook/Data Science Assets](#)
- [eBPF and run-time Security](#)

### Videos

### Blogs

## Appendix B. Deal Registration

Partners are eligible for Deal Registration Discounts. A Partner may only submit a “Qualified Opportunity” for a Partner-Sourced Deal Registration - i.e., an opportunity as demonstrated by the following:

1. The partner has identified the business qualifications: the Customer’s project name and scope, budget, use cases, interest in AccuKnox products, and full Customer details.
2. Partner has completed research on the opportunity.
3. Partner has documented a realistic plan with the Customer to close the opportunity within the Deal Registration Period.

### Deal Registration Discount

Prospects registered in this program will receive an additional discount of 5%.

### Partner-Sourced Deal Registration Approval

AccuKnox considers each application for a Partner-Sourced Deal Registration against the following criteria to approve or deny a Partner-Sourced Deal Registration:

1. Partner is first to attempt a Partner-Sourced Deal Registration for the opportunity
2. The Deal Registration submission is complete (no missing information)
3. It is a qualified opportunity, and the Partner has been actively engaged in significant qualifying activities.
4. There is not an existing Deal Registration nor has AccuKnox assigned the same opportunity to another Partner
5. AccuKnox is not already working the opportunity directly or indirectly through a 3rd party referral agent
6. The Partner brings demonstrable value to the opportunity, including:
  - a. Partner’s sales and technical expertise with AccuKnox products
  - b. Historical selling relationship between Partner and the Prospect

### Deal Registration Review

The AccuKnox Deal Registration Desk reviews all Partner-Sourced Deal Registration applications. The Partner is notified within two business days:

**Approve:** If Partner approves a Deal Registration, it is valid for 90 days (the “Deal Registration Period”, can be extended by mutual consent).

- **Investigate:** Occasionally, AccuKnox may need more than two business days to review an application for a Partner Sourced Deal Registration. Investigation status may add up to three business days to AccuKnox's response time.
- **Reject:** If AccuKnox rejects an attempted Partner-Sourced Deal Registration, AccuKnox will provide the reason for the rejection as part of its notice.

## Deal Registration Period

If at the end of the Deal Registration Period, the Reseller needs additional time to close the opportunity, the Reseller may request an extension. AccuKnox may grant an extension requested by the Reseller.

At the end of the Deal Registration Period or an extension, the Partner-Sourced Deal Registration will expire if the sales stage still needs to be updated for the opportunity and the Partner has not requested or AccuKnox has not approved an additional extension.