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# PARTNERBYTES

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NORTH AMERICAN PROGRAM GUIDE

# Contents

Introduction	03
Definitions	04
Partner program structure	05
Silver partner	
Gold partner	
Platinum partner	
Deal registration	09
Channel marketing	10
Service Offering	11
Specialty licenses	12
Other considerations	14

# Introduction

You are important to Malwarebytes. We recognize that relationships built with you and partners like you have been key to our rapid growth as a company. With this in mind, we have designed Partnerbytes, the new Malwarebytes partner program (referred in this Program guide to as “Partnerbytes” and the “partner program”), to make this relationship function even more smoothly. Partnerbytes provides the tools to make selling Malwarebytes products throughout the sales cycle even easier, as well as reward you for selling Malwarebytes products.

Malwarebytes depends on partners to provide our mutual customers with valuable, timely, and accurate security advice in unique and often changing and challenging environments.

Joining the partner program will help you build your business, with Malwarebytes resources designed to increase your effectiveness selling Malwarebytes products, specific targeted training to help you identify and close the most profitable sales, and benefits and rewards specifically designed to compensate your successful efforts.

Eligibility to join the program is open to all businesses that resell technology solutions to customers. It is not intended for businesses that resell to other reselling entities. This program guide (this “Program guide”) is to be read in conjunction with the partner program agreement (as defined below).

Together we have a chance to add a zero to our collective business. Join us in our vision to ensure everyone has a right to a malware-free existence.

Sincerely yours,

**Marcin Kleczynski**

**Chief Executive Officer**

Malwarebytes Corporation

# Definitions

**“Deal registration”** is defined in the separate section entitled deal registration below.

**“Channel marketing”** is defined in the separate section entitled Channel Marketing below.

**“Malwarebytes certified sales professional”** is an individual who has attended the online training course(s) when available, as mandated by Malwarebytes for the individual to become a Malwarebytes Certified Sales Professional, and has passed all exam(s) required for a Malwarebytes Certified Sales Professional. This training should require no more than an hour investment. Training materials may be updated from time to time, and the certification will expire 90 days after notice of the new requirements, unless during these 90 days the Malwarebytes Certified Sales Professional updates his/her level of expertise to retain the certification.

**“Minimum personnel requirements”** means the obligations with respect to Malwarebytes Certified Professionals and Product Line Managers as outlined for silver, gold, and platinum partners in the relevant section below.

**“Net sales”** means gross payments received by Malwarebytes to the extent pertaining to net sales of Malwarebytes products effected by partner through a Malwarebytes Authorized Distributor, less, to the extent applicable, (a) quantity and/or normal and customary cash discounts allowed or taken; (b) credits, free goods, rebates, charge-backs, and/or adjustments by reason of rejections, returns, or retroactive price reductions; (c) allowances for freight, handling, and insurance; and (d) sales and excise taxes, value-added taxes and their equivalents.

**“Partner”** is a partner that has registered with Malwarebytes, has agreed to the partner program agreement and meets and continues to meet the obligations outlined below for the level in the partner program that they wish to maintain.

**“Partner portal”** means Malwarebytes’ channel partner portal, which is accessible to authorized resellers via Malwarebytes’ website at <[www.malwarebytes.com/partners](http://www.malwarebytes.com/partners)> (or such other URL as may be notified to partner by Malwarebytes from time to time).

**“Partner program agreement”** means Malwarebytes’ form partner program agreement which partners accept via the Portal; except that if partner and Malwarebytes have entered into a separate written reseller agreement, “partner program agreement” refers to such separate written reseller agreement.

**“Product line manager”** is a partner employee who is responsible for all of partner’s activities with respect to Malwarebytes products. In particular, the Product Line Manager will be responsible for ensuring communication across and within the relevant business units within partner to drive sales. Additionally, Product Line Manager will ensure that partner achieves and retains the mandated competence levels, that the appropriate product line goals and measurement programs to track progress in meeting such goals are in place, and will be the main interface in communications between Malwarebytes and partner.

**“Program year”** means each year commencing on June 1 and ending on May 31 of the following calendar year.

**“Specialty licenses”** is defined in the separate section entitled specialty licenses below.

# Partner program structure

The partner program has three levels:



Silver partner



Gold partner



Platinum partner

Each membership level has its own specific set of requirements and benefits, as outlined below. Membership in a particular level in the partner program allows access to program resources and benefits specifically designed for that membership level.



# Silver partner

Silver partner is the entry level membership in the partner program, and is suitable for businesses of varying levels of expertise as resellers who wish to propose Malwarebytes products and solutions to their customers.

## Enrollment in this level is simple and involves:

- Registering online on the partner portal and completing the Malwarebytes partner profile on the partner portal.
- Accepting the partner program agreement via the partner portal.
- Eligibility to participate in deal registration, as described below in the deal registration section below.
- Silver partners have access to a wide range of resources found on the partner portal, and are eligible to purchase Malwarebytes products from an authorized Malwarebytes distributor for resale to end user customers, or directly through the partner portal.
- A list of authorized Malwarebytes distributors is available in the resources section of the partner portal.
- There are no revenue or sales certification requirements to become a silver partner. A silver partner may move up to a gold or platinum level partner by achieving those tier level requirements.



# Gold partner

Partners who attain and wish to demonstrate a high level of expertise in working with Malwarebytes products should consider becoming a gold partner. This level demonstrates to customers that the gold partner has met the Malwarebytes technical and sales requirements, including those outlined below.

## Requirements to become and retain the status as a Gold partner include:

- Registering online on the partner portal and completing the Malwarebytes partner profile on the partner portal.
- Accepting the partner program agreement via the partner portal.
- Employ one or more individuals who have attained certification as Malwarebytes Certified Sales Professional(s).
- Collaborating with Malwarebytes on an Annual Business Plan (ABP) and attending Quarterly Business Reviews (QBRs).
- Meeting yearly revenue objectives for the gold partner level, which are currently set at \$100K of net sales per program year. When applying to become a gold partner, Qualifying Revenue for the last four (4) completed quarters is counted, even if revenue was generated prior to the launch of Partnerbytes.
- Appointing a dedicated Malwarebytes Product Line Manager.

## Gold partner benefits include:

- Eligibility to purchase Malwarebytes products from authorized Malwarebytes distributors for resale to end user customers. A list of authorized Malwarebytes distributors is available on the reseller section of the partner portal.
- Eligibility to participate in deal registration, as described in the section entitled deal registration below. Access to the small and medium business lead pool: Leads that are not acted upon by the partner shall automatically be reclaimed by Malwarebytes without notice and placed back in the lead pool. (A lead is considered “not acted upon” if Malwarebytes has not received notification of action to that lead via the partner portal or by email within three (3) business days.)
- Malwarebytes will provide an account to gold partners to access the deal registration and lead referral systems.
- Access to content on the partner portal reserved for gold partners.
- Eligibility to attain specializations, when available, as described in updates to this program guide when available.
- A listing on the Malwarebytes website as a gold partner which includes any earned specialization(s).
- Eligibility to obtain demo and internal use copies of software according to the applicable Malwarebytes policy, subject to the applicable Malwarebytes license agreement(s).



# Platinum partner

Platinum partners represent the highest Partnerbytes accreditation available. As such, platinum partners shall be able and commit to higher revenue objectives, have a history of supplying Malwarebytes products to their customers, and shall meet the obligations below. platinum partner benefits will include the ability to purchase Malwarebytes software licenses directly from Malwarebytes for resale to end user customers.

## Requirements to qualify for and to retain the status as a platinum partner include:

- Registering online on the partner portal and completing the Malwarebytes partner profile on the partner portal.
- Meeting yearly revenue objectives for the platinum level, currently set at \$250K of net sales per program year. When applying to become a platinum partner, qualifying revenue for the last four (4) completed quarters is counted, even if revenue was generated prior to the launch of Partnerbytes.
- Employing two or more individuals who have attained certifications as a Malwarebytes Certified Sales Professional.
- Have signed the Malwarebytes platinum partner agreement.
- Identifying and appointing a product line manager with responsibility for Malwarebytes products.
- Collaborating with Malwarebytes on an Annual Business Plan (ABP), and attending Quarterly Business Reviews (QBRs).
- A dedicated Malwarebytes channel manager.
- Eligibility to participate in deal registration, as described in the deal registration section below.
- Assigned territory in the small and medium business lead pool, from which leads will be automatically sent to the platinum partner. Access to the small and medium business lead pool: Leads that are not acted upon by the platinum partner shall automatically be reclaimed by Malwarebytes without notice and shall be placed back in the lead pool. (A lead is considered “not acted upon” if Malwarebytes has not received notification of action to that lead via the partner portal or by email within three (3) business days.) Malwarebytes will provide an account to platinum partners to access the deal registration and lead referral systems.
- Eligibility to apply for pre-approved strategic channel marketing funds, to be utilized for specific marketing and end-user demand activities as agreed with Malwarebytes.
- Access to content on the partner portal reserved exclusively for platinum partners.
- Eligibility to attain specializations, when available, as described in updates to this program guide when available.
- A listing including any earned specialization(s) on the Malwarebytes website as a platinum partner.
- Eligibility to obtain demo and internal use copies of software according to the applicable Malwarebytes policy, subject to the Malwarebytes license agreement(s).

If partner elects to purchase Malwarebytes products directly from Malwarebytes:

- Partner must complete the Malwarebytes credit application.
- Malwarebytes will conduct a credit evaluation and may establish a credit line.
- Partner must complete the Malwarebytes direct ordering training program.

## Platinum partner benefits include:

- Ability to purchase Malwarebytes volume licensing products directly from Malwarebytes.

# Deal registration

Deal registration is available to all Malwarebytes partners.

Deal registration is an incentive designed to reward partners for generating demand for Malwarebytes products. partners are a key component in generating demand, by presenting Malwarebytes products to their customers, explaining their features and benefits, and supporting customers from first evaluation to purchase.

This section outlines the policies and procedures of deal registration. The incentive shall be governed by the terms and conditions contained herein, which supersede any terms and conditions contained in any previous versions of either this program guide or any other partner program document.

Malwarebytes reserves the right to amend any provisions of deal registration at any time by posting such changes to the partner portal. Such notices and additional terms and conditions if applicable shall be incorporated by reference herein. Any changes will be effective thirty (30) days from the date of posting of such announcement.

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## Eligibility

All Malwarebytes partners who are current and up to date with all the requirements for their membership level are eligible to participate in deal registration.

In the event a partner loses its status in the partner program, such partner shall have thirty (30) days from the date of the loss of status to submit any outstanding claim with respect to deal registration. After such period, all opportunities and/or claims shall be deemed expired and the partner shall no longer be eligible for the reward.

Opportunities Registrations must be a new opportunity to Malwarebytes (i.e., the opportunity within such customer must not originate from Malwarebytes, and must not already be in the sales cycle process with a Malwarebytes sales resource) and must be based on Malwarebytes's suggested retail pricing). Specially priced opportunities are subject to review by Malwarebytes for purposes of deal registration. Opportunities will be date/time stamped as they come in.

In the event of multiple submissions of the same opportunity, the date/time stamp will be used to determine which partner submitted first. Only one partner will be approved for any given opportunity. Deal registrations will be valid for 90 days, and can be extended at the discretion of the Malwarebytes sales and channel representatives.

In order to qualify for deal registration, the partner must submit the opportunity through the partner portal using the deal registration submission form.

All Malwarebytes business and enterprise license products are eligible for deal registration, including education, government, and non-profit specialty licenses. All home and consumer products are excluded from deal registration.

# Channel marketing

Once approved, channel marketing funds may be used to fund or to partially fund activities in the following marketing and market development activities:

- Advertising/media such as print and online material including newsletters, signs, inserts and banners, and non-standard catalogue placements.
- Point-of-sale materials such as brochures, flyers, data sheets, and white papers for point-of-sale activities.
- Lead-generation activities such as direct mail and email, flyers, list acquisition, demand-generation campaigns, call-out days, and telemarketing.
- Program marketing such as designated partner programs targeting select focus areas.
- Seminars/events such as end-user demand generation, customer training/awareness, Malwarebytes days and road shows.
- Tradeshows/fairs such as industry trade shows, fairs, and end-user trade shows.
- Web marketing such as banners, landing pages, micro sites, and content syndication.

# Service Offering

## Get the most out of your Malwarebytes business solutions

We know that every business is unique, and integrating a new security solution can be daunting. Malwarebytes Service Offerings help bridge the gap, whether it's an out-of-the-box security deployment or a complex security architecture within a large enterprise. Our team of engineers and technical account managers will quickly identify your security issues and implement a corrective action. They are backed by the experience that only comes with an install base of over 10,000+ businesses worldwide and millions of protected endpoints. From simple phone support to the insights of a designated technical account manager, we offer a wide range of service options. Our goal is to provide you with the tools and technical expertise to reduce your attack surface and get the most out of your Malwarebytes business solutions.

## Different levels to match your needs

Malwarebytes offers four levels of service to get you up and running quickly.

### Free Service

Email support. Prompt email response from our dedicated B2B customer success team.

### Premium Service

Phone support. Puts a customer success agent on the phone with you to assist in deploying, configuring, and maintaining your Malwarebytes solution.

### Premium Silver Service

Multi-level support for the medium-size to enterprise business. Includes a designated technical account manager (TAM) who will guide you from initial deployment through future upgrades.

### Premium Gold Service

360° support geared toward the large enterprise. Includes a TAM and a designated customer success engineer to support all aspects of your Malwarebytes account and technical support.

## Quick Start Service

Streamlined professional services bundle aimed at initial Malwarebytes deployment. Includes deployment management, on-boarding, and knowledge transfer. Available in eight-hour blocks.

# Service Offering

Feature	Free Service	Premium Service	Premium Silver Service	Premium Gold Service	Quick Start Service (8-hour increments)
E-mail Support	✓	✓	✓	✓	
Phone Support (9-5 local time)		✓	✓	✓	
Project Management			✓	✓	✓
Knowledge Transfer (best practices, documentation)			✓	✓	✓
Deployment Planning			✓	✓	✓
On-Boarding Product			✓	✓	✓
Designated Technical Account Manager (TAM)			✓	✓	
24x7 Support—Severity 1 (critical issues)			✓	✓	
Product Upgrade Assistance			✓	✓	
Account Management			✓	✓	
Designated Customer Success Engineer				✓	
Priority Case Routing				✓	
Priority Issue Management				✓	
Priority Malware Sample Management				✓	
Prioritized Product CLI Support				✓	
Customer Council Participation				✓	
Quarterly Account Health Check				✓	
Quarterly Business Review				✓	
Annual Account Health Check			✓		
Annual Business Review			✓		
Small	✓	✓			
Medium		✓	✓		✓
Large Enterprise		✓	✓	✓	✓

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# Specialty licenses

From time to time, Malwarebytes may make available certain specialty licenses, consisting of additional products, licensing types, and packaging options, for re-sale by certain partners. Such specialty licenses will be identified in, and a partner's ability to resell such specialty licenses will be subject to such partner's compliance with the restrictions set forth in, this program guide or in a separate agreement entered into between you and Malwarebytes.

**The following are the specialty licenses for purposes of this program guide:**

- Education license
- Government license
- Non-profit license

**Silver, gold, and platinum partners are authorized to resell the foregoing specialty products subject to compliance with the following restrictions:**

- Silver, gold, and platinum partners are authorized to resell education licenses only to end user customers who are bona fide educational institutions. For purposes of this program guide, "educational institutions" means any (a) accredited public or private primary, secondary, vocational, or corresponding school providing full-time instruction for grades K-12; (b) accredited public or private university or college (including community, junior, scientific, technical or vocational college) that grants degrees requiring not less than the equivalent of two (2) years of full-time study; (c) district, regional and state administrative offices of public institutions meeting the requirements of (a) or (b); (d) administrative entities organized and operated exclusively for the administration of one or more private institutions meeting the requirements of (a) or (b); and (e) other state or local government entities nearly all of whose activities consist of administrative support, of a nature that advances academic learning for public institutions meeting the requirements of (a) or (b). Education licenses may be sold to educational institutions only.
- Silver, gold, and platinum partners are authorized to resell government licenses only to end user customers who are bona fide governmental entities. For purposes of this program guide, "governmental entity" means any supranational, national, state, municipal, local or foreign government, any court, tribunal, arbitrator, mediator, administrative agency, commission or other governmental official, authority or instrumentality, in each case whether domestic or foreign, any stock exchange or similar self-regulatory organization or any quasi-governmental or private body exercising any regulatory, taxing or other governmental or quasi-governmental authority. Government licenses may be sold to governmental entities only.
- Silver, gold, and platinum partners are authorized to resell non-profit licenses only to end user customers who are bona fide non-profit organizations. For purposes of this program guide, "non-profit organization" means an entity that is a non-profit institution under U.S. IRS Provision 501(c) or similar legislation. Non-profit licenses may be sold to non-profit organizations only.

# Other considerations

Malwarebytes retains the right, by email notification or other communication posted to the partner portal, to effect and announce changes to the partner program and this program guide. Any substantive changes will be effective thirty (30) days from the date of the announcement; all other changes will take effect on the date of the announcement.

All new versions of the program guide shall supersede and replace all prior and existing versions of the program guide.

All support and resources provided by Malwarebytes are subject to availability.

## Change of membership level

Partner's membership level under the partner program is determined by Malwarebytes (in its sole discretion) and maintenance of membership level is subject to partner meeting, and continuing to meet, the requirements applicable to the applicable membership level.

At any time, during the validity of membership in the partner program, partner may apply to change its membership to a higher level in the partner program. Following such request and after meeting the respective obligations for the desired level, partner may be entitled to enroll at the higher membership level subject to partner's continued compliance with the minimum requirements and obligations.

Enrollment at the higher membership level will then continue until the end of the current program year, hereupon re-enrollment will be done in accordance with the renewal process notified to partner by Malwarebytes.

Should a partner at renewal or any other time fail to meet the respective criteria of its membership level, Malwarebytes may (at its discretion) move partner to the highest level for which all criteria are met. If the criteria for the silver membership level are not met, Malwarebytes may terminate partner's participation in the partner program.

## Duration of membership

Once obtained, membership for gold, silver, and platinum partners remains valid for the duration of the current program year. Malwarebytes partner program agreements will automatically renew at the start of each calendar year, but can be terminated at anytime by providing 90 days notice prior to the renewal.



REQUIREMENTS			
<b>Malwarebytes annual revenue threshold</b>	N/A	\$100,000	\$250,000
<b>Partner certification level</b>	Silver certified	Gold certified	Platinum certified
<b>Dedicated channel development manager</b> Once accepted into the gold or platinum program, you will be assigned a dedicated customer relationship manager to ensure you get maximum benefit from your Malwarebytes partnership.	No	Yes	Yes
BENEFITS	SILVER	GOLD	PLATINUM
<b>Welcome kit</b> The Partnerbytes welcome kit is designed with everything you need to get started selling Malwarebytes products.	Yes	Yes	Yes
<b>Marketing logos &amp; collateral</b> Promote your Malwarebytes partnership and certifications to customers with official branding and authorized logo usage.	Yes	Yes	Yes
<b>Lead sharing</b> Looking to grow your business with Malwarebytes? Let us help! Malwarebytes receives thousands of qualified leads per week and we share them with our channel partners.	Limited*	Yes	Yes



PARTNERBYTES BENEFITS			
<p><b>NFR license keys</b>                      (Not For Resale) These licenses are provided at no charge to our partners for use on customer demonstrations as well as your own team's product knowledge. As you grow your business with Malwarebytes the amount of licenses allowed will scale as well.</p>	Yes	Yes	Yes
<p><b>Marketing development funds</b>                      Platinum partners with Malwarebytes have the added benefit of working closely with our marketing team to proactively plan joint marketing activities.</p>	N/A	Yes	Yes
<p><b>SPIFF &amp; incentive programs</b>                      Take advantage of SPIFFS and incentivized sales opportunities to help you close more deals or provide more margin on upcoming sales.</p>	No	Yes	Yes
<p><b>Deal registration</b>                      Increase overall earning potential on deals you bring to us. Partners gain additional margin and deal exclusivity on all new opportunities they bring to Malwarebytes.</p>	Yes	Yes	Yes
<p><b>Malwarebytes partner portal access</b>                      The Partnerbytes partner portal is designed to place everything you need in one, easy-to-use location. Find case studies, product descriptions and third-party test results.</p>	Yes	Yes	Yes



BENEFITS			
<p><b>Prerecorded webinars</b> Miss the scheduled webinar? We record all relevant webinars for partners to consume at their own convenience.</p>	Yes	Yes	Yes
<p><b>Online courses</b> Malwarebytes understands that to sell something well, you must feel confident in your ability to speak about it. Our online courses are designed to be quick and simple to get you up and running with Malwarebytes product details.</p>	Limited	Yes	Yes
<p><b>Product-specific certifications</b> With a partner-first online learning center, you will find all you need to become a certified Malwarebytes sales expert. Once certified, download the logo and show off you are a Malwarebytes Pro.</p>	No	Yes	Yes
<p><b>On-site, personalized training &amp; quarterly business reviews</b> For our largest partners, Malwarebytes works closely in onboarding and training your sales staff. Our enablement team is ready and willing to visit you, spend some time with your team, and get them proficient in Malwarebytes products.</p>	No	Limited	Yes



BENEFITS	SILVER	GOLD	PLATINUM
<b>Live product demonstrations</b> Have a large enterprise account and want help from the experts? Leverage Malwarebytes sales and technical teams to ensure quality demonstrations.	No	Yes	Yes
<b>Quarterly business reviews</b>	No	Yes	Yes
<b>Annual business plan</b>	No	Yes	Yes

\* Malwarebytes does not guarantee lead sharing as lead volume fluctuates.