Cato Networks
Global Partner Program
Together We Are Ready For Whatever’s Next
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Disruptive technologies are changing the world we’re living in and the IT industry in particular. Legacy technologies are fading out, making room for something more agile, more flexible, and way faster.

In 2021 we look at our partners and see diversity. We see innovation, agility, and courage. On the other hand, we see vendors that still put partners into boxes and tell them who they are and how they should operate.

In this new era, there’s a need for a disruptive partner program. A growing number of partners choose to adopt different business models with different technologies, vendors, and sometimes even different customers.

Choose your preferred business model, and we’ll adjust. Choose the services you want to provide to your customers, and Cato could provide complementary services if you require these to win the deal.

So be you a reseller, service provider, systems integrator, telecom agent, consultant, or a combination of all of the above, Cato and this program is the right fit for you.

With assured margins, enhanced deal registration protection, better differentiation, and all the flexibility your business needs, we help you overcome today’s and tomorrow’s challenges.

Anthony D’Angelo
VP of WW Channel and Business Development
The Opportunity

Disrupting the $118B network services and the $20B network security markets, dominated by large technology vendors and telcos.

The Team

Shlomo Kramer
Cato co-founder and CEO, one of the most successful cybersecurity entrepreneurs in the world. Shlomo co-founded Check Point Software and Imperva, and an early investor in Palo Alto Networks, Trusteer, and Exabeam.

Gur Shatz
Cato co-founder and CTO, is co-founder of Incapsula, an innovative global cloud network for DDoS protection. Together they combine the network and security expertise to go after this huge market opportunity.
The Problem

Legacy Networking and Security Solutions, and the Telcos, are Incompatible with the Digital Business

Your business is going digital. It depends on optimized and secure global access to applications and data, on premises and in the cloud, and on an increasingly mobile workforce. The old network of the past, built with MPLS and security appliances, can’t adapt to emerging business and technical requirements and the evolving threat landscape. As a result, the gaps must be filled with even more point solutions. It is difficult and resource intensive to run this complex network yourself. And, outsourcing complexity to a telco is costly and can’t deliver the speed and agility that is so essential to a digital business. There has got to be a better way.

“In essence, complexity is the enemy of availability, security and agility.”

Gartner.

“Avoid These ‘Bottom 10’ Networking Worst Practices”
By: Andrew Lerner, Bill Menezes, Vivek Bhalla, Danellie Young

Digital transformation pressures the legacy network architecture

- The business is becoming cloud-first, fast and agile business.
- MPLS is expensive and rigid built to support WAN access not cloud access.
- Direct secure Internet access at the branch replaces backhauling to a data center over MPLS. At the same time, tighter network security is needed at the branch to protect users from Internet-borne threats.
- The legacy WAN doesn’t extend beyond physical locations to accommodate cloud and mobility requirements. More solutions are needed to address emerging requirements and threats.
- Managing all these moving parts is tough - each one has its own console and solution life cycle (size, buy, deploy, configure, scale, upgrade, patch, retire)
The Solution
A New Network Architecture Built for Whatever’s Next

Cato is the world’s first SASE platform converging SD-WAN and security into a global cloud-native service. Cato enables enterprises to move away from a network built with rigid and expensive MPLS connectivity, a bundle of point solutions, and expensive managed services, to a unified, secure and agile network architecture. This new architecture enables IT and the business to rapidly address new business requirements, like global expansion, M&A, cloud migration, and workforce mobility, while reducing cost and complexity. And, it enables an optimal security posture with self-evolving defense that seamlessly mitigates emerging threats. Flexible management options are also available. Unlike legacy managed network services, customers can manage the network themselves or use expert managed services from Cato or its partners. With Cato, your network and your business are ready for whatever comes next.

“SASE services will converge a number of disparate network and security services including SD-WAN, secure web gateway, CASB, SDP, DNS protection and FWaaS.”

Gartner.
State of the Business

$332M
Raised, World-class Investors

800+
Enterprise Customers

10,000+
Branches and Clouds

250,000+
Mobile Users
New Program Foundations

Flexibility
- All business models
- All partner types
- Flexible orders
- Flexible billing
- API tool-kit

Profitability
- Enhanced discounts
- Assured Margins program
- Better deal protection

Market Penetration
- New tiers
- Technical specialization
- Market coverage

Differentiation
- Marketing resources
- Enablement
- Partner portal
- Demo/POC support
- Dedicated channel team

Tiers, Discounts, and Deal Registration

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Referral</th>
<th>Resale</th>
<th>Managed Services</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Commission based off MRR with</td>
<td>Base Discount</td>
<td>MSP Flex</td>
</tr>
<tr>
<td></td>
<td>the Master-Agent</td>
<td></td>
<td>MS Enterprise</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Deal Reg Discount</td>
<td>(Professional)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>MSP Enterprise</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Premium)</td>
</tr>
<tr>
<td>SASE Service</td>
<td>Fees based on End User Price</td>
<td>Base +15%</td>
<td>Base +15%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>+5%</td>
<td>+5%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>+10%</td>
<td>+10%</td>
</tr>
<tr>
<td>Security Add-On</td>
<td>Approved Deal Registration Required</td>
<td>Base +15%</td>
<td>Base +15%</td>
</tr>
<tr>
<td>(IPS, AM, NGAM)</td>
<td></td>
<td>+5%</td>
<td>+5%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>+10%</td>
<td>+10%</td>
</tr>
<tr>
<td>Standard Renewals</td>
<td>Applies to Recurring Services Only (HW and one-time fees excluded)</td>
<td>Base +15%</td>
<td>Base +15%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>+5%</td>
<td>+5%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>+10%</td>
<td>+10%</td>
</tr>
</tbody>
</table>
Manage

MSPs and Cato are a match made in heaven. Together, we deliver the most comprehensive, agile, and worry-free managed SASE service.

Cato is built for MSP delivery

- **Lowest cost of service**
  Easy to manage, nothing to size, upgrade, patch, refresh, or scale

- **Comprehensive APIs**
  Allow MSPs to use their automation and analytics tools with Cato-cloud

- **Multi-tenant Management Console**
  Full, integrated visibility and control across all managed customers

- **Sustained Competitive Edge**
  Cloud-speed innovation and delivery of new capabilities. Cato empowers MSPs to win new business against the "telco-bundle"

- **High Margin**
  Efficient and affordable SASE platform with no 3rd party royalties

- **Converged WAN Transformation Platform**
  Supporting all traffic, all use cases, and all edges with gradual deployment

- **Better Customer Satisfaction**
  Cato is quick to resolve issues and add new features

### Requirements

<table>
<thead>
<tr>
<th>Manage</th>
<th>Professional</th>
<th>Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>CERTIFICATIONS</td>
<td>Sales Certified Reps</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>CSE Certified Reps</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>CDSP Accreditation</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>ANNUAL REVENUE CONTRIBUTION (ACV)*</td>
<td>Target: $200K</td>
</tr>
</tbody>
</table>

### MSP Orders

<table>
<thead>
<tr>
<th>Order Type</th>
<th>Minimum</th>
<th>Requirements</th>
<th>Service Start Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>FLEX</td>
<td>&gt;25% of Total Available Sites</td>
<td>Blanket PO w/expected Deployment Schedule</td>
<td>Flexible</td>
</tr>
<tr>
<td>ENTERPRISE</td>
<td>&gt;85% of Total Available Sites</td>
<td>PO plus Enterprise-Wide Deployment Schedule</td>
<td>Fixed</td>
</tr>
</tbody>
</table>
Resell

Cato’s partners enjoy new revenue streams and high margin opportunities by addressing all customers’ network and security requirements via a single cloud-native platform. We believe in independent, highly profitable, and knowledgeable partners. Don’t just assume we’re channel-friendly. Check us out.

Cato protects your margins and registered deals.

Cato respects your relationship with your customers and follows strict rules of engagement.

As you migrate from reselling legacy appliance-based products, we have the services to compliment your offering and help you win vs. telco managed services.

As an authorized Cato partner, you’ll also enjoy lead-generation enablement and partner-ready campaigns, marketing spend reimbursement, and the ability to co-brand our best marketing collateral.

“With Cato, we’ve been able to benefit from the disruptive cloud business. Offering a subscription service has made forecasting much, much easier. We’ve been able to accumulate reoccurring sales revenue that will lead to stable profits for years to come.”

Yoji Ota Manager Macnica Networks
Refer

The Cato agents community is the fastest-growing SASE channel eco-system in the world. Cato introduces the ultimate “telco-bundle” replacement.

**We help you stand out**
A highly differentiated platform vs. point products and legacy telco services.

**Create new revenue streams**
By converging network and security services, Cato enables you to address more IT needs and offer a strategic and holistic solution, rather than a partial solution.

**Replace the telco-bundle**
With Cato’s A-la carte Managed services

- Intelligent last-mile management (ILMM)
- Managed detection and response (MDR)
- Hands-free management
- Site deployment

“We have a lot of happy customers that moved from legacy MPLS networks to a network that is more agile, that is faster, that is easier to troubleshoot. And at the end of the day, it puts us, as the consultants, in a better position to succeed.”

Matthew Toth, Founder and CEO
C3 Technology Advisors
# Program Summary

Focus on simplicity, GTM alignment, and profitability

<table>
<thead>
<tr>
<th>REQUIREMENTS</th>
<th>Refer</th>
<th>Resale</th>
<th>Manage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Sponsorship</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Active Marketing/Demand Generation</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Sales Competency (Discovery and Positioning)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Technical Competency</td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>POC-Ready</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>L1/L2 Support/NOC/SOC</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| OPTIONAL REQUIREMENTS                            |       |        |        |
| L1/L2 Support/NOC/SOC                            |       |        | ✔      |

<table>
<thead>
<tr>
<th>REVENUE CONTRIBUTION</th>
<th>Refer</th>
<th>Resale</th>
<th>Manage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deal Registration</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Pre-Sales and Technical Support</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Sales and Technical Training</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Marketing Support</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Assured Margin Program (AMP)</td>
<td>✔</td>
<td></td>
<td>Resale Only</td>
</tr>
<tr>
<td>Priority L1/L2 Support</td>
<td></td>
<td>✔</td>
<td></td>
</tr>
</tbody>
</table>

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Assured Margins

In highly competitive RESALE opportunities requiring special pricing, Cato offers an ‘Assured Margin’

20%

The program provides a secured margin so that our partners always know they can be profitable when selling Cato.

Eligibility
- Partner- generated opportunities (Channel-In)
- Formally registered and approved by

Approved registrations must be active and in good standing at the time of the order.

This is an opt-in program and all special pricing and AMP requests must be submitted by the Partner in writing and must be approved by Cato in writing. Once approved, AMP related special pricing is valid for 30 days.

Validation of end-user pricing and a customer acquisition plan may be required.

Program does not apply to any non-recurring items or renewals.
# Deal-Registration T&Cs

Register Your Deals and Secure Your Margins

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td>All deals must be registered via Cato’s partner portal.</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>Partners have 30 Days from “Approval” to advance the opportunity to BANT Qualified (Budget-Authority-Need-Timing).</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td>If met, DR can be extended for an additional 60 Days.</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td>Partners are required to share relevant customer data, actively promote Cato solutions, provide regular updates, and agree to introduce Cato to the customer.</td>
</tr>
<tr>
<td><strong>5</strong></td>
<td>A completed and approved Customer Acquisition Plan (CAP) outlining the project details, stakeholders and identifying mutual commitments and timelines may be required.</td>
</tr>
<tr>
<td><strong>6</strong></td>
<td>Registration status can be changed at any time if the Partner is actively promoting a competing product, is not meeting the commitments outlined above, or if the customer formally requests a new partner.</td>
</tr>
<tr>
<td><strong>7</strong></td>
<td>Additional 30-Day Deal Registration Extensions may, at the sole discretion of Cato, be given provided the Partner is meeting the requirements outlined above.</td>
</tr>
</tbody>
</table>
Partner Portal

Cato’s 2021 all-new partner portal is your one stop shop for everything Cato

- Deal registration
- Pipeline management
- Event calendar with registration links
- Shareable content

Hey, Niv

View your registered deals  Register a Deal

Training Progress

Sales Training  CSE Training

Get Your Badge

Your Wins

Total won ACV Vs. plan % $135,000.00

45.00%

Total won ACV Vs. Last Fiscal year

67.50%

Recent Resources

- Cato Cloud: The World's First SASE Platform
- 2021 Strategic Roadmap for SASE Convergence
- Cato SASE Cloud: The Future of SASE Today and Tomorrow
- The Dark Side of SD-WAN
Training Center

- SASE training center for partners
- All courses are free, online, and on-demand
- Access to Cato’s knowledge-base
- Support Community forum for CDSP partners
Playbooks Library

- The most comprehensive SASE library
- Playbooks for all use cases
- Co-brand ready templates (self-service)
- Campaign in a box

Playbooks

Using this portal, you can register new deals, review the status of deals submitted, access and share information on Opportunities, access collateral and training.

Published Playbooks

- Optimized Global Connectivity
- MPLS Migration
- CATO Brand for Your Website or Event
- Work From Home
- Mobile Security and Optimization
- Secure Branch Internet Access
- A Campaign in a Box
- Cloud Acceleration and Control

My Playbooks
# Rules of Engagement

<table>
<thead>
<tr>
<th>Rule</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Deal Registration discounts to be given only on registered deals</td>
</tr>
<tr>
<td>2</td>
<td>Only one approved deal registration per customer project</td>
</tr>
<tr>
<td>3</td>
<td>Non-Standard-Pricing (NSP) when applicable/needed, to be approved only on registered deals</td>
</tr>
<tr>
<td>4</td>
<td>Cato's sales will not quote end-customers on channel led deals</td>
</tr>
<tr>
<td>5</td>
<td>Partners' Professional Services to be offered first. Cato's PS could be offered if required by the customer and the partner cannot provide them</td>
</tr>
<tr>
<td>6</td>
<td>Incumbency policy for all renewals while contract is still valid</td>
</tr>
</tbody>
</table>

“Freedom without rules doesn't work. And communities do not work unless they are regulated by etiquette.”

Judith Martin