



Cato Networks Global Partner Program

Together We Are Ready For Whatever's Next

Contents

The Opportunity	4
The Problem	5
The Solution	6
Cato Cloud Global Backbone	7
New Program Foundations	8
Manage	9
Resell	10
Refer	11
Program Summary	12
Assured Margins	13
Deal-Registration T&Cs	14
Partner Portal	15
Training Center	16
Playbooks Library	17
Rules of Engagement	18

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

A handwritten signature in black ink, appearing to read 'Anthony D'Angelo'.

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

By using Cato SASE, enterprises can:

- **Easily migrate from MPLS to SD-WAN** with Cato's end-to-end network optimization
- **Improve performance** between global locations by using Cato's affordable global private backbone vs the unpredictable Internet or costly global MPLS
- **Provide direct, secure internet access** to all branch locations and mobile users with Cato's built-in security as a service and without deploying security point solutions
- **Optimize and secure cloud access** with Cato's agentless cloud integration and the Cato global private backbone by any user, and from anywhere and without using premium cloud connectivity solutions like AWS DirectConnect and Microsoft ExpressRoute.
- **Optimize and secure mobile users access** with Cato Client or clientless access options to physical and cloud data centers, and cloud applications.

Cato Cloud Global Backbone



State of the Business

\$332M

Raised, World-class Investors



COATUE

greylockpartners.

USVP



800+

Enterprise Customers

10,000+

Branches and Clouds

250,000+

Mobile Users

New Program Foundations

All business models

All partner types

Flexible orders

Flexible billing

API tool-kit

Marketing resources

Enablement

Partner portal

Demo/POC support

Dedicated channel team

Enhanced discounts

Assured Margins program

Better deal protection

New tiers

Technical specialization

Market coverage



Tiers, Discounts, and Deal Registration

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

Manage

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

MSP Benefits

- New Designation
- Flexible Licensing
- Monthly Billing
- Access to APIs
- Support Escalation Path

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

	Manage	
	Professional	Premium
CERTIFICATIONS		
Sales Certified Reps	2	3
CSE Certified Reps	2	3
CDSP Accreditation	✓	✓
ANNUAL REVENUE CONTRIBUTION (ACV)*	Target: \$200K	Required: >\$500K

MSP Orders

Order Type	Minimum	Requirements	Service Start Dates
FLEX	>25% of Total Available Sites	Blanket PO w/expected Deployment Schedule	Flexible
ENTERPRISE	>85% of Total Available Sites	PO plus Enterprise-Wide Deployment Schedule	Fixed

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

REQUIREMENTS	Refer	Resale	Manage
Executive Sponsorship	✓	✓	✓
Active Marketing/Demand Generation	✓	✓	✓
Sales Competency (Discovery and Positioning)	✓	✓	✓
Technical Competency		✓	✓
POC-Ready		✓	✓
L1/L2 Support/NOC/SOC		Optional	✓

REVENUE CONTRIBUTION	Refer	Resale	Manage
Deal Registration	✓	✓	✓
Pre-Sales and Technical Support	✓	✓	✓
Sales and Technical Training	✓	✓	✓
Marketing Support	✓	✓	✓
Assured Margin Program (AMP)		✓	Resale Only
Priority L1/L2 Support			✓

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

- 1 All deals must be registered via Cato's partner portal.
- 2 Partners have 30 Days from "Approval" to advance the opportunity to BANT Qualified (Budget-Authority-Need-Timing).
- 3 If met, DR can be extended for an additional 60 Days.
- 4 Partners are required to share relevant customer data, actively promote Cato solutions, provide regular updates, and agree to introduce Cato to the customer.
- 5 A completed and approved Customer Acquisition Plan (CAP) outlining the project details, stakeholders and identifying mutual commitments and timelines may be required.
- 6 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.
- 7 Additional 30-Day Deal Registration Extensions may, at the sole discretion of Cato, be given provided the Partner is meeting the requirements outlined above.

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

The screenshot shows the Cato Networks Partner Portal interface. At the top left is the Cato Networks logo. A navigation bar includes links for Partner Home, Pipeline, Lead Generation, Training, Case Studies, Support Community, Playbooks, Events, and Manage Team. On the right, there are dropdown menus for 'Partner portal' and 'Partner Name'. The main content area is personalized for 'Niv' and features a 'Hey, Niv' greeting. Below the greeting are two buttons: 'View your registered deals' and 'Register a Deal'. The dashboard is divided into several sections: 'Training Progress' with 'Sales Training' and 'CSE Training' progress bars and 'Get Your Budget/Badge' buttons; 'Your Wins' with two donut charts showing 'Total won ACV Vs. plan %' at 45.00% and 'Total won ACV Vs. Last fiscal year' at 67.50%; 'Upcoming Events' featuring a 'Cyber Security Master Class' with a 'Save your seat' button; 'News' with three articles from April, March, and February 2021; 'Blog' with three articles on VPN security, Industry 4.0, and cloud firewalls; 'Cato Team' with regional maps for Europe/Middle East, Asia-Pacific/Japan, and US/Canada/South America; and 'Recent Resources' with four white papers/playbooks: 'Cato Cloud: The World's First SASE Platform', '2021 Strategic Roadmap for SASE Convergence', 'Cato SASE Cloud The Future SASE Today and Tomorrow', and 'The Dark Side of SD-WAN'. Each resource has a 'White Paper' or 'Playbook' button and a share icon.

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

Partner Home Pipeline Lead Generation **Training** Case Studies Support Community Playbooks Events Manage Team Partner portal Partner Name

Partner Portal > Training

Training

My Courses Course Library

RECENT ACHIEVEMENTS

- Security Basics Achieved 2 days ago
- How to use this portal? Achieved 65 days ago
- Sales Training & Certificate Achieved 99 days ago

RECENT ACTIVITIES

- You have completed the course Security Basics. 46 hours ago
- You finished the quiz: security 301 quiz from the course Security Basics. 46 hours ago
- You finished the lesson: video - security 301 (what is siem from the course Security Basics. 47 hours ago

4 Course(s) Found Find Courses...

All (4) Courses (4) Learning Paths (0) Categories (3)

ALL COURSES

- Cato Support Engineer (CSE) Training & Certification**
IN PROGRESS
Please note: some of the technical guides are hosted on Cato's Knowledge-Base (KB). In order to access the KB you need to first sign in to CC2, Cato's management application. If you have anyone on your team with CC2 access, they can set you up as a user as well. If no one in your company has access to CC2, please email us at prm@catonetworks.com
- How to use this portal?**
COMPLETED
This 15 minutes long overview covers all the basic elements of this portal and how to use them.
- Sales Training & Certificate**
IN PROGRESS
Get your Cato Sales Certification today! Simply start with Step-1 and enjoy the videos we created especially for you. When you're done watching the videos, challenge yourself with our short quiz. Once you scored over 80% – congrats! You are now certified and expect to get your certification over email.
- Security Basics**
COMPLETED
Welcome to Cato's Security Basics course. In this course, we'll cover the fundamentals of enterprise network security elements, including NGFW, SWG, Shadow-IT, NGAM, IPS, TLS Inspection, SIEM, CASB, DLP, and RBI.

Previous 1 2 3 4 5 Next

Playbooks Library

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

The screenshot shows the Cato Networks Partner Portal interface for the Playbooks section. At the top left is the Cato Networks logo. The navigation bar includes links for Partner Home, Pipeline, Lead Generation, Training, Case Studies, Support Community, Playbooks (highlighted), Events, and Manage Team. On the right, there are dropdown menus for Partner portal and Partner Name. Below the navigation, the breadcrumb path is Partner Portal > Playbooks. The main heading is 'Playbooks' in a large green font. A sub-heading states: 'Using this portal, you can register new deals, review the status of deals submitted, access and share information on Opportunities, access collateral and training.' Below this, there are two tabs: 'Published Playbooks' (selected) and 'My Playbooks'. The main content area displays a grid of 11 playbook cards, each with an icon, title, a 'Details' button, and a document icon with a number. The cards are: 1. Optimized Global Connectivity (14 documents), 2. MPLS Migration (16 documents), 3. Cato Brand for Your Website or Event (3 documents), 4. Work From Home (11 documents), 5. Mobile Security and Optimization (9 documents), 6. Secure Branch Internet Access (10 documents), 7. A Campaign in a Box (8 documents), 8. Cloud Acceleration and Control (4 documents), and 9. Cloud Acceleration and Control (7 documents).

Rules of Engagement

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

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

Judith Martin