



Cato Networks Global Partner Program

A Future-proof Partnership

Apply for partnership and get the full partner program collateral
<https://www.catonetworks.com/partners/#become-a-partner>



The Opportunity

Cato Networks is disrupting the \$60B managed network services market, replacing the old "telco-bundle".

The Team

Cato co-founder and CEO, Shlomo Kramer, is 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. Cato co-founder and CTO, Gur Shatz, Cato Networks 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

Enterprises are facing a tough choice between running complex infrastructure with multiple network and security point solutions or paying heavily to service providers to "bundle it" for them.

The Solution

Cato replaces the complex, costly and rigid MPLS-based network architecture and the "telco-bundle" with a cloud-native and converged managed SD-WAN service with built in security and optimization. Customers can manage all facets of the network from a single self-service console or use a partner managed service. Like all cloud-services, Cato maintains the cloud platform without any customer or partner involvement.

The Proof Points

Cato has raised **\$202M** to date from top tier venture capital firms. Since launching the service 3 years ago, Cato signed up **over 600** enterprise customers, with **thousands** of global locations in production on the Cato Cloud.

Using the Cloud to Power New Services

Cato provides MSPs and IT resellers with a complete WAN transformation platform, delivered as a cloud service. You no longer have to cobble together, upgrade, patch, and manage multiple point solutions such as edge SD-WAN appliances, next-gen firewalls, cloud-based security services, WAN optimizers, or routers. Cato has built a complete global, cloud-native platform using globally distributed points of presence (PoPs) running the Cato network and security software stack. Cato converges the full range of services required to run a secure and optimized enterprise network. With Cato, you can address the customer's WAN edge, global, security, cloud, and mobility needs - using a single platform managed through a single multi-tenant management interface.

Cato Cloud Global Backbone



What's in it for You?

You have the opportunity to STAND OUT. Differentiate yourself, your services, and your value proposition from the competition. In today's ever-changing IT landscape, niche solutions are struggling to justify the investment overhead. Managing new interfaces, integrating, securing, and monitoring point solutions became a hassle. Convergence is redefining the way customers consume IT solutions.

Do More

Cato's cloud-native architecture allows you to deliver:

Powerful Capabilities

- WAN Connectivity
 - SD-WAN
 - WAN Optimization
 - Premium Global Connectivity
- Network Security
 - Next-generation Firewall as a Service
 - Managed Threat Detection and Response (MDR)
- Cloud and Mobile Access and Control

Higher Quality

- Lower cost of management
- User-friendly management console
- 99.999% availability, SLA backed
- 24/7 support from Cato
- Free training and certifications (both presale and post-sale)

With Less

- Capital investment
- Stock management & rotation
- Investment in demo and lab equipment

Increase Revenue

- Step up your game with enterprise-ready solutions
- Serve global enterprise customers on multinational projects
- Cross-sell latency/packet-loss sensitive solutions such as UCaaS
- Enjoy recurring revenue
 - with >90% renewal rate
- Continuous expansion and upsells

Improve Margins

- Cato's product margins are among the highest in the industry
- Move up the ladder to become a premium partner for even higher discounts
- Mark up Cato's service with yours, up to x3 the Contract Value

Get new leads

- Leads & opportunities sharing with partners
- Channel-led marketing, cosponsored by Cato
- Marketing Development Funds (MDF) program

We Cut the List-price, Not Your Margins

Are you used to “selling discounts” to customers? Watching how your discount shifts to customers instead of boosting your profitability? **Think again!**

Cato’s pricing model is built to win deals. We don’t quote high to go low, so neither should you. We’re aggressive and almost unmatched when comparing value to MSRP.

What Does it Mean to You?

Your discount is yours to keep. Register your deals and enjoy some of the most lucrative margins offered in the industry.

	Benefits	Professional	Premium
%	Authorized Reseller Discount	Confidential Apply for partnership to see the program's discounts	Confidential Apply for partnership to see the program's discounts
Deal Registration	Deal Registration Access	Yes	Yes
	Deal Registration Protection	Yes	Yes
	Deal Registration Discounts	Yes	Yes
Training and Certifications	Training Center Access	Yes	Yes
	Certifications	Yes	Yes
	Presale Training and Callout Scripts	Yes	Yes
	Technical Enablement	Yes	Yes
	Hand-in-hand POC		Yes
Marketing and Presale	MDF Access	Yes	Yes
	Priority Lead Sharing**		Yes
	MDF Reimbursement	50%	100%
	Joint Lead-Gen Activities	Yes	Yes
	Joint Callout with Cato’s experts		Yes
	Sockets for Demo/POC***	4	8
	Demo License Access	Yes	Yes