

PANDA BUSINESS PARTNERS  
**PROGRAM**  
Leadership Through Partnership

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## Panda Business Partner Program

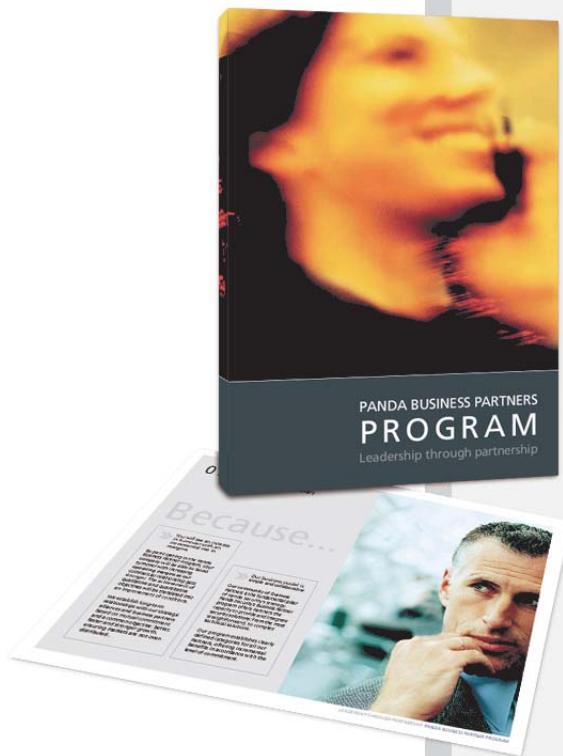
Panda Security's Panda Business Partner Program offers partners a scalable, highly-profitable model based on a joint business plans.

These business plans include marketing actions, annual sales plans, actions in vertical markets or specific solutions and a comprehensive, multi-level training and certification program. All of this is designed to offer the Partners' sales teams and tech support personnel the knowledge they need to offer value-added solutions to clients.

The Panda Business Partner Program offers five different levels of association with Panda Security, as well as the degree of accreditation that clients seek in each case.

By becoming part of Panda Security's community of partners you will be able to:

- Get greater value from your alliance with Panda, thanks to the tech support and training available.
- Build complementary solutions through development assistance, technical validation, certification and content.
- Offer solutions to the market with brand recognition, and through marketing actions and opportunity generation programs.
- Sell more effectively, with specific tools and coordination with Panda Security's sales force.



# 01 | Reasons for joining our community of Partners

## Because...

» You will see an increase in turnover with an incremental rise in margins

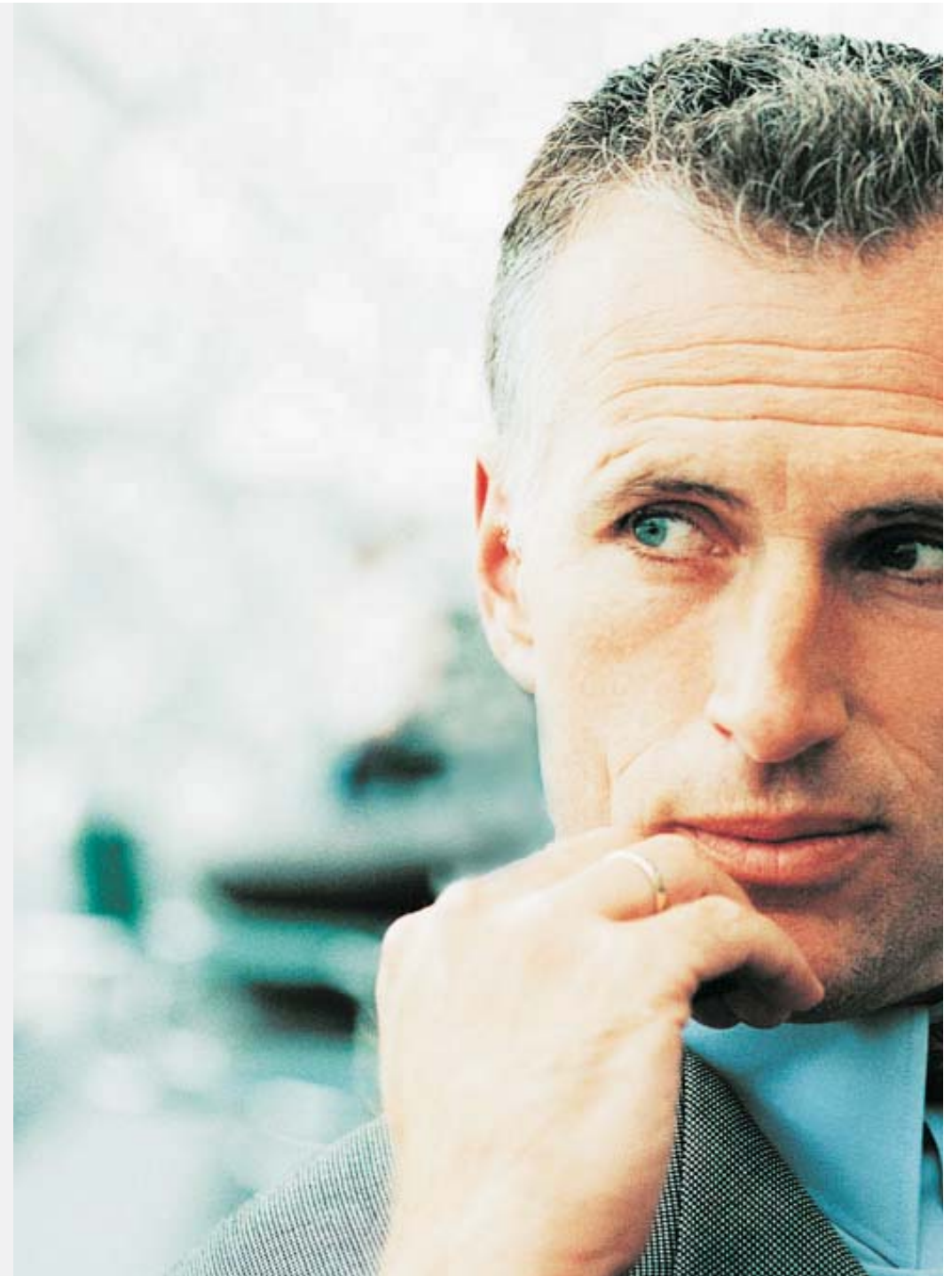
By participating in the Panda Business Partner Program, your company will be able to boost turnover with increasing operating margins as our commercial relationship gets stronger. The achievement of qualitative and quantitative objectives will be translated into an improvement of conditions.

We establish long-term relationships with our strategic alliances and business partners based on mutual commitment and a common objective: better, faster and stronger growth, ensuring markets are not over-distributed.

» Our business model is simple and collaborative

Our community of Business Partners is the fundamental pillar of Panda Security's strategy. Panda Security's Business Partner Program offers Partners the capacity to provide and integrate security solutions: from the most straightforward, to complex technical solutions.

Our program establishes clearly defined categories for all our Partners, offering incremental benefits in accordance with the level of commitment.





# Because...

## » We are leaders in protection

The new security model developed by Panda Security, based on Collective Intelligence, is the simplest and most effective way of protecting our clients. Collective Intelligence allows us to maximize our detection capacity while minimizing resource consumption.

Our security model complements traditional protection with innovative technologies such as preventive technologies to combat new threats, periodic malware audits and, of course, our Collective Intelligence system.

## » We are leaders in technology

Panda Security is in the vanguard of the fight against computer threats. We reinvest over 25 percent of our turnover in R&D and we have Panda Research, a specialized division made up of a team of experts who develop unique, latest generation technologies, such as TruPrevent.

That is why we are first in Collective Intelligence, first in HIPS and first in preventive technologies and behavioral detection. Innovation is more than just a word for us: it is the reason we exist.

## » We offer solutions to meet all protection needs

At Panda Security, we cover the protection needs at all different layers of the corporate network, from the endpoint to the perimeter, offering a complete lineup of 'in-the-cloud' services. The combination of our solutions with our Partners' consultancy, integration and services allows us to meet all the needs of our clients.

Our solutions also offer centralized management, full scalability, low resource consumption and adaptability to multiple platforms.

## » We are experts in security

At Panda Security we specialize in security. PandaLabs, one of the best and most widely acclaimed laboratories in the industry, has a powerful datacenter infrastructure to cope with avalanches of malware.

Our tech support services are handled by true security experts. We also develop most of our protection technologies internally to offer fully integrated solutions.

## » We are a multinational with a global presence

Panda Security is the fourth security company in the world, and has a vocation to global protection. With offices in more than 50 countries, we have products translated into more than 20 languages and two million customers worldwide. Our mission is to keep our customers' information and IT assets safe from security threats, giving them the most effective protection with the minimum resource consumption.

Every day, thousands of new malicious codes are created. To combat this threat, Panda Security has developed an innovative and unique security model which can automatically analyze and classify thousands of new malware samples. This model has been called Collective Intelligence and ensures that Panda Security solutions can protect against far more threats than the products of any other company.



# 02

## What are the business partner models offered by Panda Security?

### The Panda Business Partner Program offers specific models to adapt to the needs of our partners

TYPE OF PARTNER	DESCRIPTION
Distributor	Partner that offers marketing and sales support to an extensive group of Panda Resellers. They may have national, regional or global coverage.
Value Added Distributor	Partner responsible for recruitment, support and business development of Preferred Resellers. They also provide presales support as well as sales and support to Preferred Resellers. They act as a business development partner, in coordination with local or central teams from Panda Security. They may have national, regional or global coverage.
Reseller	Partner with business focus on consumers, small businesses, professionals, without a specific focus on the security market, and without a business plan with Panda. They obtain the product and support from the distributor.
Preferred Reseller	Partner with a focus on medium to large companies, and with a business area focused on security. They must have a business plan agreed with a Value Added Distributor, or with the local organization of Panda.
Value Added Partner	Partner with a focus on medium to large companies, and with a strong business commitment to Panda Security, to jointly develop markets and accounts based on a business plan. They receive sales, marketing and technical help directly from Panda Security. They may have national, regional or global coverage.

### Other models of alliance with Panda Security

TYPE OF PARTNER	DESCRIPTION
Technology Partners	If you are a manufacturer of network appliances, an ISV or a service provider, you can add value to your market offer. Panda offers a simple, easily integrated SDK. The Panda SDK is available for Windows and Linux. More information: <a href="http://www.pandasecurity.com/Partners/tech-Partners/">http://www.pandasecurity.com/Partners/tech-Partners/</a>
Affiliates program	If you have a web page, you can become a Panda Security affiliate through RegNow ( <a href="http://www.regnow.com/affiliates/">http://www.regnow.com/affiliates/</a> ) and start earning by selling our products. If you have any questions, contact us at: <a href="mailto:affiliates@pandasecurity.com">affiliates@pandasecurity.com</a>
ISPs, MSSPs and strategic partners	Do you think you could give added-value to your clients, by complementing your solutions with Panda Security technology? Would you like to benefit from a global or regional agreement with Panda Security? Send us a detailed proposal with information about your company and clients: <a href="mailto:alianzas@pandasecurity.com">alianzas@pandasecurity.com</a>

# 03 | Benefits of the Panda Business Partner Program

BENEFITS	RESELLER	PREFERRED RESELLER	VALUE ADDED PARTNER
Opportunity management	For selected resellers	✓	✓
Listing in Partners search engine	✓	✓	✓
Options for marketing funds (MDF's)	-	For selected Preferred Resellers	✓
Possibility of special prices	-	✓	✓
Possibility of sales incentives	✓	✓	✓
Access to Partners Portal	✓	✓	✓
Presence in customer testimonials	-	✓	✓
Options for participating in events	Vía distributor	✓	✓
Newsletters and other bulletins	✓	✓	✓
Welcome kit	✓	✓	✓
Free online training	✓	✓	✓
Options for taking part in the Beta program	-	✓	✓
Access to sales support tools	Vía distributor	Shared	✓
Presales support	Vía distributor	✓	✓
Access to Tech Portal	-	✓	✓
Participation in pre-launch programs	-	✓	✓
Software for internal use	For selected resellers	✓	✓
Free evaluation software	-	✓	✓
Demo program for hardware-based solutions	Options for discounts	Options for discounts	Options for discounts
Catalogs, leaflets and other sales tools	✓	✓	✓
Account Management	Vía distributor	Shared	✓
Presales services	Vía distributor	Shared	✓

# 04 | Essential Requirements for Panda Business Partners

PERSONNEL	RESELLER	PREFERRED RESELLER	VALUE ADDED PARTNER
Sales advisor	No	1 person	2 people
Pre-sales technician	No	1 person	1 person
Marketing manager	No	1 person	1 person
Post-sales technician	No	1 person	1 person
Need for business plan	No	Only for selected Preferred Resellers	Mandatory

PERSONNEL	DISTRIBUTOR	VALUE ADDED DISTRIBUTOR
Sales advisor	1 to 3 people	1 to 3 people
Pre-sales technician	1 person	1 person
Marketing manager	1 person	1 person
Post-sales technician	1 person	1 person
Need for business plan	-	-



## 05 | Accreditation and training

The Panda Certified Channel Program offers the tools you need to build optimum knowledge of our solutions. Through participation in this certification program, your company will obtain the accreditation required to increase you Partner category.

Certification and training for all members of the Panda Business Partner Program is delivered mainly online, through the Partners Portal, with direct access to Panda Security's E-Campus.

In addition, for the new Panda Certified Channel Program, courses and accreditations will be established for each case.

### Requirements for the two training formats

#### ATTENDANCE

Obligatory training to access the components of the certification required.

#### TESTS

At the end of each course there is an evaluation test.

#### CERTIFICATION

Certification is obtained on completing all the required training courses and passing the evaluation tests.

#### DURATION OF CERTIFICATION

Individual: Once the individual certification level is achieved, this is valid for the following 12 months.

Company: The level of accreditation of the company will be based on the individual certification obtained.

In addition to the certifications obtained through the Panda Certified Channel Program, Panda Security partners with access to the Partners Portal will be able to access the Panda E-Campus at any time, which offers knowledge and training about Panda Security solution.



## 06 | Partners Portal

### WHAT IS IT?

The Partners Portal is available to all qualified Panda Security Partners. It is the main point of contact for Panda Security with its community of Business Partners.

### PURPOSE

The Partners Portal offers secure access to information, tools and services, both for interacting with Panda Security, and for obtaining all tools necessary to offer solutions to clients. It includes all types of initiatives, which not only enhance Panda Security's support for its community of Partners, but also boost the productivity of the sales cycle.

### REGISTRATION

Panda Business Partners will receive the information they need and the credentials for securely accessing the portal directly from Panda Security.

Now you can become part of Panda Security's community of Business Partners, and start to expand your business in conjunction with one of the strongest-growing and most innovative companies in the IT security market, in an environment that is not over-distributed. This is a company with a corporate strategy and product lineup clearly focused on its community of Business Partners. You decide. Do you want your company to be One Step Ahead of the rest?

For more information, go to: <http://www.pandasecurity.com/spain/Partners>

**PANDA**  
SECURITY

Panda Business Partner

Leadership Through Partnership

[www.pandasecurity.com/partners](http://www.pandasecurity.com/partners)

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