



Let's do  
something  
big together.



pandapartner

# Welcome to Panda

If you are reading this document then you are interested in our company and want to be a part of it.

We are delighted to have you and we would love for you to join our global family. One of the pillars of our Partner Program is integrating you into the company and working with you to achieve the best possible results.

For more than 25 years, Panda has been the leader in security solutions. We are present in more than 80 countries and we collaborate with many types of partners

For each type of partner, we have a specific value proposition that fits your needs and your business model. You will have all of our B2B and B2C solutions at your disposal. Both analysts and our customers recognize our products as the most advanced in the sector.

This program merges many features that will support the growth of your business and help your clients. We would love for you to get to know us and join the Panda Security family.



**We have a  
specific value  
proposition  
that fits your  
needs and your  
business model**

Resellers

Value-Added  
Resellers

Wholesalers



Distributors

**pandapartner**

Strategic Alliances



ISP's

MSP's y  
MSSP's

Consulting  
Firms

OEM's

# Distributors

This program is aimed to increase your sales.  
**The more you sell, the more we all win.**

To do this, we will provide you with all of the tools and processes that you need.

You will be able to centrally manage the life-cycle of your customers and all of your licenses. You will also be able to control the security status of your entire technological park, where you will have a complete view of every customer's technical needs, so that you can be proactive and offer your services without waiting for requests.

There are three relationship levels based on the volume of your business: **Business, Premier and Elite.**

You can decide where you want to go.



**Manage** the life-cycle of your customers and all of your licenses



**Control** the security status of your entire technological park



**Complete view** of every customer's technical needs



“Our company was founded on February 2015 as Panda’s Country Partner in Russia. Our aim is to promote, sell and support Panda solutions in our country, providing advanced security solutions for end users and profitable business models for channels.”

Alexey Pazdnikov  
CEO -Cloud Solutions, LLC



## Partners Program

	Business	Premier	Élite
<b>Marketing</b>			
Welcome kit	•	•	•
Access to partner portals	•	•	•
Newsletter communications	•	•	•
Marketing materials		•	•
Business Plan Services*		•	•
Contract		•	•
<b>Sales</b>			
Welcome kit	•	•	•
Discounts on special operations	•	•	•
Try&Buy program	•	•	•
Exclusive promotions		•	•
Dedicated account manager		•	•
Business protection program		•	•
Rebates for new businesses	Up to 10%	Up to 15%	Up to 20%
<b>Support</b>			
Online Technical & Commercial Certification	Technical	Technical & Commercial	Technical & Commercial
Pre-sales Support		Phone	In Person
Software for Internal-use	•	Disc. 50%	Free

\* Business Plan by distributor type.

# Strategic Alliances

We want our relationship with you to go beyond a simple sales transaction. Our team will be dedicated exclusively to your business. They will work with you to build a business model that includes the best cybersecurity solutions for the growth of your company. In other words, new business for your company and maximized results.

**We will help you build a truly effective business.** You will have our unconditional support beginning at the presales stage.

The future means more added value for our customers. As a team, we will be stronger and more capable of bringing the best security solutions to companies.

Learn how we can collaborate and how we will help you improve your value proposition.



**Our team** will be dedicated exclusively to your business



**Best cybersecurity solutions** for the growth of your company



**New business** for your company and maximized results



“Working hand in hand with Panda Security on our commercial offerings has opened an entire market that we would have never reached beforehand. Now, we have a portfolio of solutions and complementary services that are very appealing and valued by our customers, who, in exchange, provide us with a very profitable return”

David O'Neill  
VP of Sales

# ¿Why Panda?



## Technology

Our 25 years of experience in the cybersecurity industry has enabled us to learn and create the most effective technology solutions.

**Collective Intelligence and R&D** help us to develop products and services worldwide. Innovation is in Panda's DNA and we have successfully signed several globally recognized patents. Both external expert analysts and our clients recognize Panda as one of the most innovative companies in the industry.



## Margins and Trade Policy

Let's be direct: we all want to get the maximum profit possible.

Our win-win approach should be beneficial for both parts.

**We want to work together, as partners, and we want you to sell as much as possible.** Your success is our success.



## Sales Support

We will help you whenever you need it, especially in sales.

On certain occasions, our presales team can work with you to help close your sales opportunities.

**You'll also have access to all of the tools and materials you need, so you will be capable of confronting those challenges posed by your customers.** You can count on us to help you at any time.



## Global Reach

Our presence in over 80 countries, in every region of the world, ensures that we will be able to give you the best service, anywhere.

**We are available when you need us.**



## Simplicity

Technology and cybersecurity are already complex topics. We don't need to complicate them further.

We should focus our time on the most important thing: **growing your business.**

More information:

<http://www.pandasecurity.com/partners/>

Contact:

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