



Welcome to your Partner Program Guide

Forcepoint Global Partner Program

There has never been a better time to be a Forcepoint partner

Forcepoint recognizes it's time to simplify. Simplifying security doesn't mean getting rid of or reducing capabilities. You still need a SWG or a CASB or ZTNA. But why do we have to treat accessing the web, the cloud, and private apps as silos, requiring different tools to manage them?

We can simplify by unifying technologies into a single platform, providing just one management console to manage one set of security policies, and one unified endpoint agent. This enables organizations to go from managing 76 point products on average, which just isn't manageable, to leveraging converged security capabilities unique to their business with just a few platform vendors.

Forcepoint has taken a huge step forward to simplifying security for governments and businesses across the globe with the launch of Forcepoint ONE. Forcepoint ONE makes it easier for organizations to implement Zero Trust with certainty, to stop ransomware and other malware in their tracks, to know data is safe wherever you need it.

Industry Recognition:

Forcepoint's business and industry-leading portfolio have been recognized globally for leadership and excellence, including the following:

- [SC Awards Europe 2022 Best DLP Solution](#)
- [CRN Channel Chief 2022](#)
- [Gold Globee "Best Cloud Security Solution"](#)
- [Frost & Sullivan 2021 APAC Data Loss Prevention \(DLP\) Company of the Year Award](#)
- [TrustRadius "2021 Top Rated" Awards for Forcepoint's Cloud Computing Security and Secure Web Gateway \(SWG\)](#)
- [AAA rating by CyberRatings.org for Forcepoint's Enterprise Firewall](#)
- [CRN 10 Hot SASE Companies to Watch in 2021](#)





Global Partner Program

Forcepoint is a partner-first organization with support, training, and growth opportunities for our partner ecosystem at the heart of our business. We have decades of experience, are the global leader for data-first security, and are investing billions of dollars to build a robust Data-first SASE platform, - the future of network security. Our partners deliver risk-based data security to our mutual 14,500 customers in more than 150 countries worldwide. Our vibrant ecosystem encompasses most routes-to-market: distributors, solution providers, systems integrators and outsourcers, technology alliances, cloud platforms, and services providers. Your membership in the Global Partner Program offers you Forcepoint engagement with the business model of your choice, with tailored benefits and enablements geared to partner profitability and mutual success.



Partner Program Benefits

As your strategic technology partner, we have three fundamental responsibilities. First, we deliver cutting-edge products and solutions that solve the security problems our mutual customers face every day. Second, we provide training that enables you to sell and service our solutions effectively. Finally, we will provide a program that enables you to grow your business, profitability and professional services.

Sales Support and Incentives

- Renewal protection
- Net new business deal registration
- Participation in incentive programs
- Notification of promotion or special offers
- Evaluation (Eval) Licenses
- Access to Partner Portal
- Channel Account Manager access
- Performance rebates
- Business planning

Partner benefits depend on tier level.

Marketing

- Promotional use of the partner logo
- Priority allocation of sales leads
- Invitation to partner conferences and events
- Access to marketing development funds
- Access to marketing solution kits and campaign assets
- Access to all channel communications
- Access to sales enablement materials
- Case study collaboration
- Use of channel sales plays

Sales and Technical Training

- Channel Sales Plays
Email/call scripts, Objection handling
- Sales and technical webinars featuring product solutions and sales plays
- Free, on-demand annual compliance programs
- Free, self-paced digital technical training
- Access to "Early Adopter" digital enablement
- Comprehensive Technical Learning Paths
- Discounted classroom training
- Forcepoint technical product certifications
- Access to Forcepoint internal product update calls



Partner Benefits

Sales Support and Incentives	TITANIUM	PLATINUM	AUTHORIZED
Incumbency Protection	•	•	•
Performance Rebates	•		
New Business Deal Registration	•	•	•
Participation in Incentive Programs	•	•	
Notification of Promotions or Special Offers	•	•	
Evaluation Licenses	•	•	
Evaluation Appliances	•	•	
Channel Account Manager Access	•		
Business Planning	•		

Marketing	TITANIUM	PLATINUM	AUTHORIZED
Promotional Use of Partner Logo	•	•	•
Access to Campaign Solution Kits	•	•	•
Partner Portal Access	•	•	•
Partner Communications	•	•	•
Access to Sales Enablement Materials	•	•	•
Case Study Collaboration	•	•	
Access to Promotions and Incentives	•	•	
Access to Marketing Development Funds	•	•	
Invitation to Partner Conferences and Events	•	•	
Find a Partner Listing at Forcepoint.com	•	•	

Partner Benefits

Training and Development	TITANIUM	PLATINUM	AUTHORIZED
Complimentary Online Sales/Pre-sales Training in the Forcepoint Cyber Institute	•	•	•
Discounted Virtual Classroom Training	•	•	•
10 Free Virtual Classroom Training Seats Annually	•		
10 Free Technical Product Certification Exams seats annually	•		
Access to Forcepoint Internal Product Update Calls (certified individuals only)	•		
Invitation to Forcepoint Pre-Sales Engineering University	•	•	
Complimentary access to All Digital-only Technical Training in the Forcepoint Cyber Institute	•	•	
Access to Forcepoint Sales Playbooks	•	•	
Access to "Early Adopter" Digital Enablement for New Solutions	•	•	



Partner Portal Navigation

Marketing Funds

View and manage MDF activities and claims

Training

View available Partner Sales, Pre-Sales and Engineer training

Deal Management

Submit and manage deal registrations

Resources

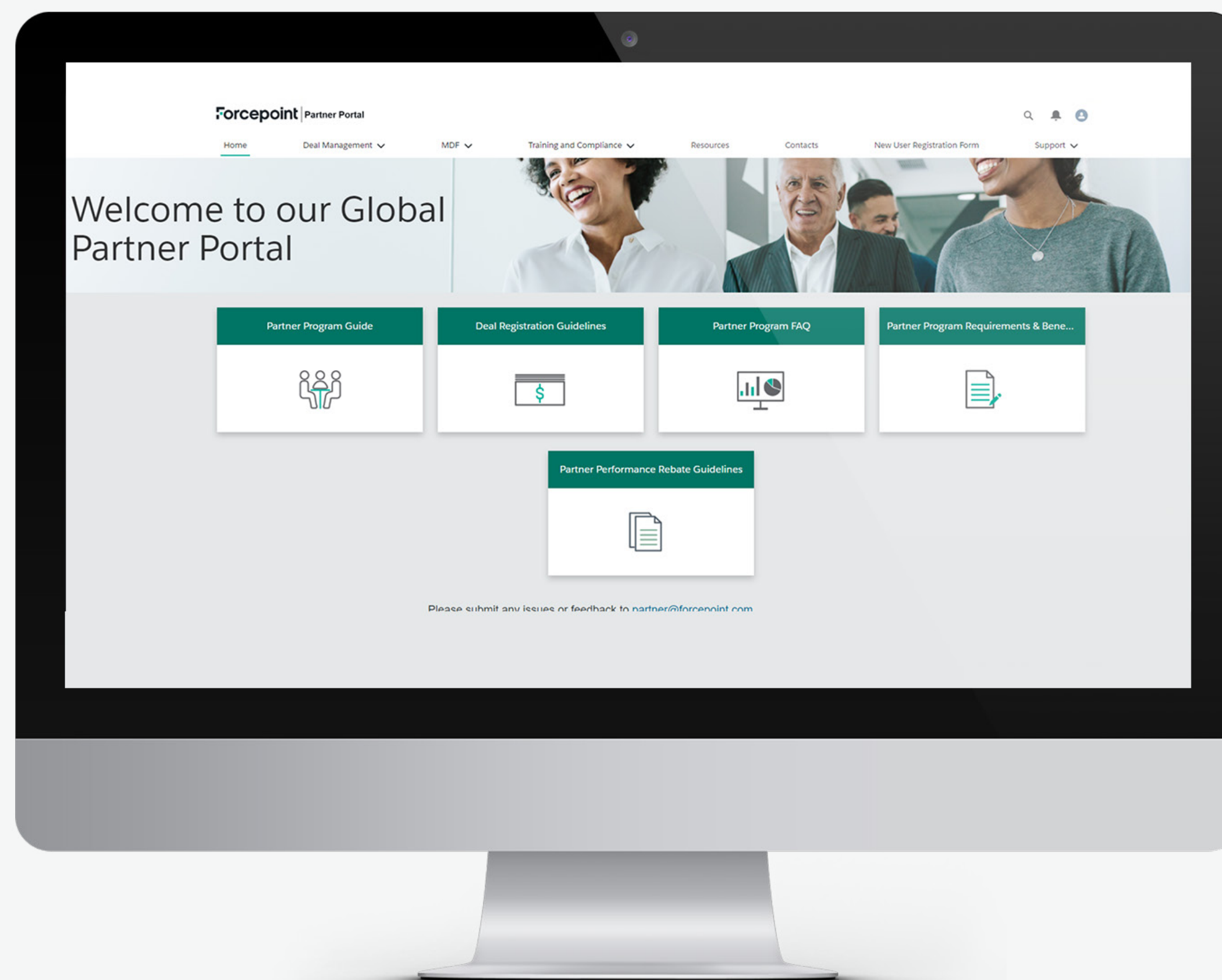
Find sales collateral, enablement, and marketing resources

Support

Access technical articles and documentation, product support lifecycle and compatibility information

[Forcepoint Hub](#)

Don't have access? Get in touch at partner@forcepoint.com



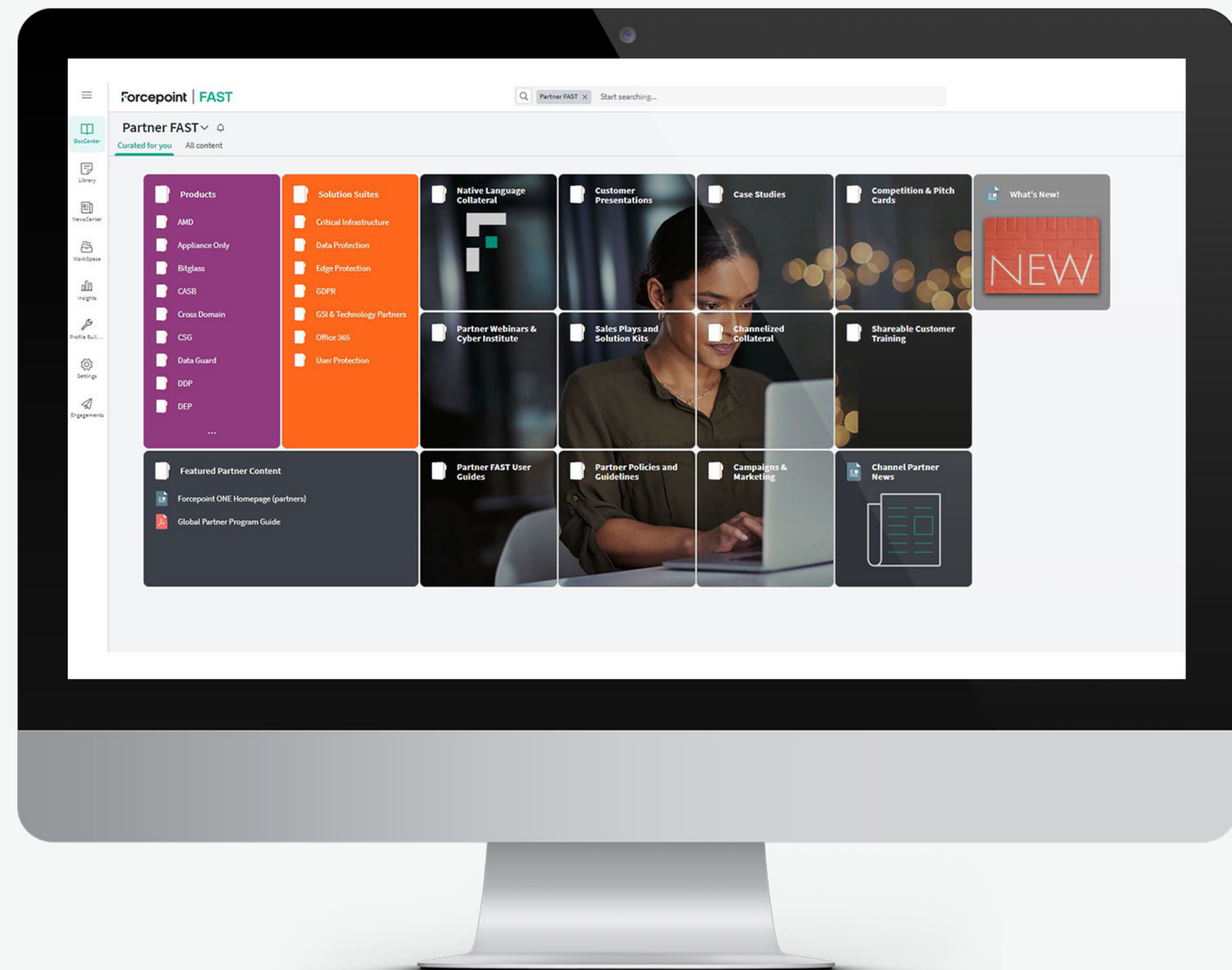
Partner Portal Navigation – Partner FAST

Resources – Partner FAST

Navigate the easy to use tiles to access useful materials such as:

- Whitepapers
- Datasheets
- Battle cards
- Solution kits
- Presentation decks
- Partner news
- Webinar replays
- Enablement
- Campaign guides
- Sales plays
- User guides

Don't have access? Get in touch at partner@forcepoint.com



Evaluations (Evals)

	EVALUATIONS	PARTNER USE
Audience	Customers	Distributors and Reseller partners
Intention	For our customers to evaluate the Forcepoint products and drive new business	Enable our partners to use and train on Forcepoint products to drive new business
Duration	60 days with 30 days renewals	Up to one year
Other	Free	Highly discounted



For more information on Forcepoint Evaluations and Partner Use, please contact your Channel Account Manager or partner@forcepoint.com.

Deal Registration

Partner Eligibility

Maintain an active membership with the Forcepoint Global Partner Program at Titanium, Platinum, or Authorized tier level and you will be eligible to submit deal registration directly on the Partner Portal.

A partner who has:

- Accepted the terms of the Forcepoint Channel Partner Program Agreement
- Fulfilled all of the requirements of their Level on a timely basis, is not past due on payments to Distributor and/or Forcepoint
- Consistent on-time renewal rate (to be determined by Forcepoint on a quarterly or annual basis but expected to be at least >70% overall)

Please visit the [Partner Portal home page](#) to view the [Deal Registration guidelines](#).

[View Product Families](#)

Deal Registration Process:

STEP 1

Go to the Forcepoint Partner Portal: partners.forcepoint.com

STEP 2

Log in with your username. Your username is your corporate email address and a password you designated.

STEP 3

Once logged in, select the Deal Management dropdown at the top of the page, go to Lead Submission form and select Deal Registration.

STEP 4

Once on the Lead Submission Form, you may register for more than one product family.

STEP 5

Fill out Lead Submission Form with End User information.

STEP 6

You will receive an email shortly after submission confirming that Forcepoint has received your lead.

STEP 7

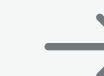
Within 48 hours the lead will be approved or denied.

For any questions please reach out to your Channel Account Manager or send an email to dealregistration@forcepoint.com

STEP 8

Lead status can be viewed under Deal Management.

* First Actions include, but are not limited to, Partner arranging a customer meeting that include Forcepoint personnel, conducting a security needs assessment, and/or installing a Forcepoint evaluation.



Training for Partners

Enabling our partners to build strong businesses around the sale and service of Forcepoint solutions is core to the Forcepoint Global Partner Program. To support this effort and to help partners attain annual program requirements, we are happy to offer Pre-sales and Professional Services training.

Access Forcepoint Cyber Institute via the Partner Portal:

STEP 1

Log into your Forcepoint Partner Portal Account.

[Login](#)

STEP 2

Log in with your username. Your username is your corporate email address and a password you designated.

STEP 3

Once logged in, select the Training and Compliance drop down and select Forcepoint Cyber Institute.

STEP 4

Review the data sheets to learn about the Sales and Pre-Sales Level 1 & 2 programs.

STEP 5

All your training can be accessed from the "Work Role" section on the Partner catalog on the Forcepoint Cyber Institute homepage.

STEP 6

For certificates of completion, technical certification and course progress reach out to learn@forcepoint.com, copying in your CAM.



Sales Representative Training

Sales Representatives are the face of the corporation for the products and services they sell. We are dedicated to providing the proper training for these sales professionals so they have the commanding knowledge of their target customers, our products and industry trends that impact the buyer's decision.

Forcepoint offers two levels of training for Sales Representatives which are all free and on-demand.

Level 1 sales training focuses includes our corporate strategy and learning how to engage with and position Forcepoint.

Level 2 focuses on our product differentiators and is structured in three different solution areas so that you can select the areas or areas that fit your company's area of focus.

Forcepoint Partner Sales Representative - **Level 2: Edge Protection**

Forcepoint Partner Sales Representative - **Level 2: Data Protection**

Forcepoint Partner Sales Representative - **Level 2: User Protection**



Pre-Sales Engineer Training

These highly skilled technical sales professionals are tasked with obtaining the technical win of the sale. They manage relationships with their customers, deliver demonstrations and proof of concept, and ultimately are tasked with designing a technical solution that accurately addresses customer needs.

Forcepoint offers two levels of training for Pre-Sales Engineers which are all free and on-demand.

Level 1 training contributes to a pre-sales engineer's onboard training and assists pre-sales engineers with their day-to-day functions. The Level 1 courses explain how Forcepoint is unique in the market, and paints the SASE (Secure Access Service Edge) story.

Level 2 training provides an option for a live or virtual, instructor-led SE workshop to teach you how to prepare and run product demonstrations. Alternatively, you may select one of a variety of on-demand options.



Services Professional Training

This is an important step in the process that allows your company to become a Forcepoint Accredited Services Partner (ASP).

Services Professionals are the technical experts that help ensure the expected value of a Forcepoint product is delivered to the customer. These professionals typically manage the technical relationships with their customers early in the customer journey and perform the implementation and configuration of Forcepoint solutions in a customer's operational setting specific to the customer's needs.

To support the development of a partner's Services Professionals, or to meet the requirements of the various services partner programs, Forcepoint requires the completion of the following training and certification steps:

Step 1. Enroll in and complete the Forcepoint Administrator course for each of the products where your company wants to deliver services. Administrator courses are focused on enabling the Services Professional to perform the role that administers the product's core functions in a customer's operational environment. For each Administrator course, attendees will learn the fundamental concepts, terms, technologies, and processes needed to configure, administer, and deploy Forcepoint products.

Step 2. Upon completion of the Forcepoint Administrator course, the learner must complete and pass the Certified Forcepoint Administrator exam for the same product. If you attended a classroom or virtual classroom offering of the course, your exam attempt is included in your attendance. If you leveraged an e-learning administrator offering, you will need to purchase an exam attempt separately.

Step 3. Enroll in and complete the Forcepoint Systems Engineer course for the same product. The Forcepoint System Engineer course is focused on enabling Services Professionals to perform complete implementations of a Forcepoint product in a customer's operational environment.

Step 4. Upon completion of the Forcepoint Systems Engineer course, the learner must complete and pass the **two** Certified Forcepoint System Engineer exams—a written exam, and a practical/hands-on exam—for the same product. If you attended a classroom or virtual classroom offering of the course, your exam attempts are included in your attendance.

Alternatively, for our experienced partners, the option to take just the exams for Certified Administrator and Certified System Engineer are available by purchasing a "waiver exam" for each certification exam. In this case, learners are **waiving the need to take the course** based on their experience. In all cases, learners are given one attempt at each exam.

More information about each course, can be found in partner FAST under "Customer Support and Services" or in the Data Sheet Warehouse in the Forcepoint Cyber Institute. As a partner your every day low pricing for Forcepoint training is always 50% off of the published Forcepoint price. Information about purchasing the course or waiver exam can be found using a valid partner login to the Forcepoint Cyber Institute.

[Enroll Today](#)





Marketing Tools

Forcepoint provides marketing tools and resources to promote our solutions and increase customer demand. From solution/campaign kits to localized activities, our partners can take advantage of a variety of programs to drive more sales opportunities.

Marketing support is offered to Global Partner Program partners according to the tiers. Forcepoint offers several resources to help you with your sales and marketing activities.



Marketing Development Funds

As a company driven by channel sales, Forcepoint understands how important it is to support partners in their quest for greater sales success. That is why we have put together a Market Development Funds (MDF) program that offers resources to help you achieve your goals.

The following are examples of eligible activities for MDF funding:

- Partner Demand Generation Activities
- Demo and Proof of Concept
- Partner Enablement
- Partner Events
- Sales Promotions, Incentives, and Collateral

[See MDF Program Guidelines document for more information.](#)

Our MDF Process is Simple

STEP 1

Activity planning and development – A joint effort between an Eligible partner, their Forcepoint Representative, and a Forcepoint Marketing Manager.

STEP 2

Activity submission by Forcepoint Representative – Partner Fund Request submitted.

STEP 3

Activity review and approval notification by Forcepoint – Forcepoint will assess the Activity based on strategy alignment, value proposition, and proposed Return on Investment.

STEP 4

Partner Fund Request review and agreement by Eligible Partner – Partner accepts the Forcepoint MDF Program Policy Guidelines.

STEP 5

Eligible Partner's completion of Activity – Once a submitted Activity is approved and a purchase order issued, Eligible Partner may move forward with the Activity.

STEP 6

Claim submission and payment – Eligible Partner has 45 calendar days from Activity end date to complete Claim and upload Reimbursement Invoice and Proof of Performance via the Portal.



Partner Communications

What we communicate

- Forcepoint news and highlights
- Training updates
- Sales promotions and incentives
- Product updates
- Program updates
- Channel webcast invites
- Sales and enablement materials
- Campaign assets
- Social media posts
- Industry news
- Events

Sign up

Titanium and Platinum partners are automatically subscribed to our partner communications once becoming a partner.

Sign up or Resubscribe

Launch the link below to opt in and receive the above Forcepoint communications:

[I want to stay informed and up to date with Forcepoint communications](#)

Or contact

[**partnermarketing@forcepoint.com**](mailto:partnermarketing@forcepoint.com) to begin receiving Forcepoint communications.



Solution Campaign Kits

We have put together different solution campaign kits for partners to leverage. They contain customizable demand generation materials to launch Forcepoint-created campaigns, as well as sales enablement tools to better equip our partners for a customer or prospect conversation.

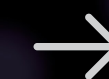
By leveraging this kit, you will reduce prep time searching for materials and find all resources needed to launch a Forcepoint campaign in one place.

- Co-branded promotional templates
- Kits by marketing campaign
- Demand gen assets
- Sales guide
- Battle cards
- Call scripts
- Testimonials
- Campaign overview
- Sales collateral

You can find all the kits by visiting our Partner Portal and clicking on the resources tab.



Forcepoint
Security. Simplified.





Resource Links

Marketing

- [MDF Program Guidelines](#)
- [MDF User Guide](#)
- [Forcepoint Logos](#)
- [Forcepoint Branding Collection](#)

Training

- [Partner Post-Sales Technical Training](#)
- [Forcepoint Partner Sales Representative Curricula Datasheet](#)
- [Forcepoint Partner Pre-Sales Engineer Curricula Datasheet](#)

Channel Operations

- [Deal Registration Product Family](#)
- [Forcepoint Global Partner Program Requirements and Benefits](#)
- [Deal Registration Guidelines](#)
- [FAQ - Forcepoint Enhanced Global Partner Program](#)

For the latest Channel Documentation, please visit the [Forcepoint Partner Portal](#)





Contact Us

Connect with Forcepoint

- For Partner Program information and Portal Access
partner@forcepoint.com
- For Marketing and MDF
partnermarketing@forcepoint.com
- For Partner Training
learn@forcepoint.com

Connect with Distribution

[Find Distributor](#)

