



# Cato Networks Global Partner Program

Together We Are Ready For Whatever's Next

# Contents

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

# 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, 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

**\$773M**

Raised, World-class Investors



COATUE

greylockpartners.

USVP



SoftBank Vision Fund

**2150+**

Enterprise Customers

**35,000+**

Branches and Clouds

**800,000+**

Remote Access 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

Flexibility

Profitability

Market Penetration

Differentiation

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 Technology Services Broker	Base Discount	Deal Reg Discount	MSP Professional	MSP Premium
<b>SASE Service</b>	Fees based on End User Price	Base	+15%	+5%	+10%
<b>Security Add-On (IPS, AM, NGAM)</b>	Approved Deal Registration Required Applies to Recurring Services Only (HW and one-time fees excluded)	Base	+15%	+5%	+10%
<b>Standard Renewals</b>		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.

## 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 Telcos that still manage integrated legacy solutions



### 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	
CERTIFICATIONS	Professional	Premium
Sales Certified Reps	2	3
CCA Certified Reps	2	3
CDSP Accreditation	✓	✓
<b>ANNUAL REVENUE CONTRIBUTION (ACV)*</b>	Target: \$200K	Required: >\$500K



# 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. Telcos that still manage integrated legacy solutions.



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 enables agents to be at the forefront of cloud-based digital transformation and truly stand out as trusted advisors.



## We help you stand out

A highly differentiated platform vs. point products and legacy managed services that 'hide' the complexity rather than eliminating it.



## 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.



## Introduce cloud-delivered managed services

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 Led)
- Formally registered and approved by Cato via Cato's partner portal

---

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 progress bars for Sales and CSE Training; 'Your Wins' showing two donut charts for ACV vs. plan % (45.00%) and ACV vs. last fiscal year (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 and playbooks related to SASE and SD-WAN.

# 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

# 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 Playbooks Library portal. At the top left is the Cato Networks logo. The navigation bar includes: Partner Home, Pipeline, Lead Generation, Training, Case Studies, Support Community, Playbooks (highlighted), Events, and Manage Team. On the right, it says 'Partner portal' followed by a user profile icon and 'Partner Name'. Below the navigation, the breadcrumb 'Partner Portal > Playbooks' is visible. The main heading is 'Playbooks' in a large green font. Below the heading is a descriptive paragraph: 'Using this portal, you can register new deals, review the status of deals submitted, access and share information on Opportunities, access collateral and training.' 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**