

# Imperva Partner Program Overview

## Why join the Imperva Partner Program?

Because we recognize that having a vibrant, motivated and enabled channel is key to our mission of protecting the pulse of our customers business – data and applications – from cyber criminals. To that end, our strategy is to deliver a best-in-class channel program to engage, incent, enable and accelerate our global channel partners to create a high growth, profitable and differentiated cybersecurity business.

Our broad portfolio of award-winning products that include SaaS and cloud offerings and flexible licensing programs enable partners to address new opportunities and grow their business faster. With rich margins, streamlined enablement and turnkey marketing programs, partners enjoy rewards that provide an outstanding return on their investment.

### Industry-leading solutions

Imperva invests substantially in research and development to generate an award-winning portfolio that has been recognized by leading industry analyst experts.

- 6x Leader in the Gartner Magic Quadrant for Web Application Firewalls
- 2x Leader in the Forrester New Wave for Bot Management
- 2x Leader in the Forrester Wave for DDoS Mitigation Solutions
- Leader in the Forrester Wave for Runtime Application Self-Protection

### WHY CHOOSE IMPERVA?

At Imperva, we believe that customers should never have to choose between innovating and protecting their business. We protect customers' data and applications, whether they operate on premises, in the cloud, or across multiple environments.

Our solutions take on 360-degree threat remediation, working actively from end to end to identify, evaluate, and eliminate threats before customers even see them to maximize uptime and keep their business moving forward. And for every threat that requires attention, we help customers take effective action, drawing from rich analytics to deliver complete visibility and actionable insights into the risks that matter.

Learn more about Imperva Data Security at [www.imperva.com](http://www.imperva.com).



**2020 CRN 5 Star Partner Program Award**, 4 time winner. Based on investments in program offerings, partner profitability, partner training, education and support, marketing programs and resources, sales support, and communication.



**2020 Channel Chiefs: Most Influential**. Selected on the basis of professional achievements, standing in the industry, dedication to the channel partner community and strategies for driving future growth and innovation.



**2020 Security 100 list** - Web, Email and Application Security category 3 Time Winner The channel's ultimate list of top security tech suppliers. Imperva recognized as an authority when it comes to protecting and defending information.

## Advantages of partnering with Imperva

- Rich deal registration margins for partner-sourced deals.
- Market development funds and access to rebates and incentives.
- Not for Retail (NFR) software and equipment discounts.
- Renewal incumbency.
- Sales and pre-sales support resources partners need to compete and win.

The Imperva Partner Program offers four tiers based on a partner's performance and investment:

**Platinum Partners** demonstrate proven success in implementing and supporting the Imperva cybersecurity portfolio. These members exhibit a broad security industry background, maintain Imperva-certified technical resources on staff, and demonstrate a deep commitment to Imperva through their investments.

**Gold Partners** are committed to delivering superior cybersecurity solutions. These members have a strong industry background in security as well as working knowledge of Imperva solutions. Gold level partners are committed to higher levels of investment with Imperva and receive additional benefits.

**Silver Partners** command a strong knowledge in information security with demonstrated knowledge of specific Imperva solutions.

**Associate** is the entry-level tier for the Imperva Partner Program. With minimal requirements, this tier allows partners to easily get started building their Imperva business.

**SALES BENEFITS**  
**IMPERVA PARTNER PROGRAM BENEFITS**

	PLATINUM	GOLD	SILVER	ASSOCIATE
Deal registration	✓	✓	✓	✓
Incentives and rebates	✓	✓	✓	--
NFR software and equipment discounts	✓	✓	✓	--
Renewal incumbency	✓	✓	✓	✓
Sales and pre-sales support	✓	✓	Distributor	Distributor

**MARKETING BENEFITS**

	PLATINUM	GOLD	SILVER	ASSOCIATE
Marketing support resources	Designated	Program office	Distributor	Distributor
Marketing development funds (MDF)	✓	✓	Case by case	--
Access to ready-to-run lead-generation programs	✓	✓	✓	✓
Joint lead-generation programs	✓	Case by case	Case by case	--
Partner finder	✓	✓	✓	--
Joint webcasts	✓	✓	--	--
Joint customer success stories	✓	✓	Case by case	Case by case
Joint press releases	Case by case	Case by case	--	--

**TRAINING AND CERTIFICATION BENEFITS**

	PLATINUM	GOLD	SILVER	ASSOCIATE
Sales training	Online	Online	Online	Online
Technical pre-sales training	On-site and online	Online	Online	Online
Training credits for certification courses	✓	✓	--	--
Discounts for web security and database, security certification courses	✓	✓	✓	--

**SUPPORT BENEFITS**

	PLATINUM	GOLD	SILVER	ASSOCIATE
Sales engineer FTP site access	✓	✓	✓	--
Knowledgebase online support	With demo equipment	With demo equipment	With demo equipment	With demo equipment
Phone support	24x7	24x7	Business hours	Business hours

Imperva is an analyst-recognized, cybersecurity leader championing the fight to secure data and applications wherever they reside.

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