



**Telos**  
**CyberProtect**  
**Partner Program™**  
Guide



# Program Overview



The Telos CyberProtect Partner Program is designed to accelerate profitability for technology partners in the federal, state and local, education, healthcare, and financial services markets. As a member of the Telos CyberProtect Partner Program, your company will have access to the tools, training and resources necessary to become a trusted advisor to customers who require expertise in the area of cyber risk management, compliance automation, continuous monitoring of cybersecurity data and obfuscation solutions.

Telos CyberProtect Partners who elect to resell Telos products and services will establish a purchasing relationship with an authorized Telos distributor. Referral Partners will transact directly with Telos Corporation.

Benefits	Referral	Associate	Premier	Elite
Sales and Technical Enablement			✓	✓
Partner Portal Access			✓	✓
Partner Logo on Telos Website			✓	✓
Proposal Based MDF			✓	✓
Assigned Sales and Marketing Resources			✓	✓
NFR License Keys			✓	✓
Business Development Planning			✓	✓
Telos CyberProtect Sales Certification Badge**			✓	✓
Telos CyberProtect Technical Certification Badge**			✓	✓
Telos CyberProtect Services Certification Badge				✓
Technical Escalation Support				✓
Partner Conferences			By Invitation	✓



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Requirements	Referral	Associate	Premier	Elite
Enrollment		By approval	By approval/meets requirements	By invitation/meets requirements
Executed Agreement	w/Telos Corp.	w/Distribution	w/Distribution	w/Distribution
Certified Sales Resources			2	2
Certified Implementation Resources				2

\*\*Sales and technical certifications must be maintained annually. Deal registration eligibility applies once sales certification minimums are completed.

## Deal Registration Program

The Telos CyberProtect Deal Registration Program is designed to provide our partners additional margin in exchange for proactively closing or influencing Telos product sales. When you register a qualified opportunity, the Telos CyberProtect Deal Registration Program protects your investment during the sales process. Sales Operations will align both sales and technical resources by vertical specialization to help partners close business faster. The Telos CyberProtect Deal Registration Program shows our commitment to helping partners uncover new business opportunities while educating customers about the value of Telos solutions.

## Program Compliance

Telos reserves the right to re-level partners who no longer meet the requirements of their program membership level. Telos reviews program compliance semi-annually to provide partners with a plan to achieve their annual milestones. Partners are required to maintain a minimum of two technical certifications to remain at the Elite member level.

## Telos Certification Requirements

Certifications required as part of program compliance must be taken and passed by the end of each calendar year. Sales and technical training resources will be made available online via the partner portal. Advanced technical training/shadowing will be coordinated with the Telos Concierge Team to ensure ongoing baseline knowledge of the Telos solutions stack.

## Renewals

Telos offers partners an opportunity to continue building revenue on previous closed business by selling those same customers support/maintenance renewals and annual subscriptions. Although renewals are not eligible for deal registration, Telos will work with incumbent partners to help maintain this recurring revenue stream. Telos will honor a partner change if requested by the end customer on an exception basis.





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## Resell Alliance Partner Deal Registration

Telos extends the benefit of deal registration to Alliance partners who uncover net new opportunities for Telos solutions. Alliance partners that maintain a reseller agreement with an Authorized Telos Distribution Partner will be eligible for deal registration. Once a qualified deal registration is approved by Sales Operations, partners will be aligned to sales and technical resources by vertical specialization as needed. Deal registration benefits outlined for Premier partners will apply.

## NFR License Keys

Not-for-resale (NFR) software is available for partners for product testing, demonstration, and training purposes. Partners will be required to sign a Telos Eval NDA to initiate the process. Admin logins will be provided by the Telos Concierge Team for activation. NFR licenses cannot be copied, resold, or distributed to a third party or used for internal use. NFR licenses are limited to 15 per partner.

## Marketing Program

Telos Marketing Development Funds (MDF) are available for eligible Premier and Elite partner members. MDF is discretionary and proposal-based, and must be submitted through your Telos Partner Marketing Manager for consideration. Approved MDF proposals will generate Telos leads and opportunities for your organization. Certification requirements must be met for Elite partners to receive funding for joint marketing programs and activities.

Telos offers Telos CyberProtect program participants access to a variety of marketing assets via the partner portal. Partners have the ability to co-brand promotional materials, data sheets, and battlecards to generate leads through the Telos digital marketing platform.

## Program Enrollment

To join the Telos CyberProtect Partner Program, you must register through the partner portal or by using the online form on the [Telos website](#). Partners will be required to complete an online application and will be approved by Telos Sales Operations. Benefits and requirements will vary by membership level.

Registered Telos CyberProtect Partners will be required to transact through an Authorized Distributor. Associate partners are unmanaged partners that can resell Telos solutions with assistance from their Authorized Distribution partner. Associate partners have access to sales and technical enablement via the partner portal but do not have an assigned partner sales and technical resource.

Premier partners enjoy the benefits of deal registration, access to Telos partner sales and marketing resources, business development planning, MDF funds, NFR licenses and more. Premier partners have no annual revenue obligation or technical certification requirements. Premier partners can resell Telos solutions and services; however, they do not have the ability to perform implementation services.

Elite partners share all the same benefits as Premier partners with the ability to earn technical certification to perform implementation services. Elite partners must satisfy the requirement of two certified technical resources to maintain this membership level.