

secpod

Join SecPod's Partner's Program

Transform your security engagements.
Generate consistent revenue.



www.secpod.com

Introduction

This ebook is your definitive roadmap to becoming SecPod's elite security partner. This partnership will help you grow in the fiercely competitive security landscape. It will also enable you to experience multiple benefits that can impact your top-line and bottom-line growth.

You'll gain the exact strategies for elevating your brand from a reseller to a trusted security advisor, deepening client relationships, building a strong competitive edge, and sustaining growth.

Business gains by partnering with SecPod



Expand your product portfolio and security offerings with multiple use cases



Build competitive edge with Saner Platform (SecPod's automated & integrated platform for endpoint & cloud security)



Deliver measurable security-effectiveness value



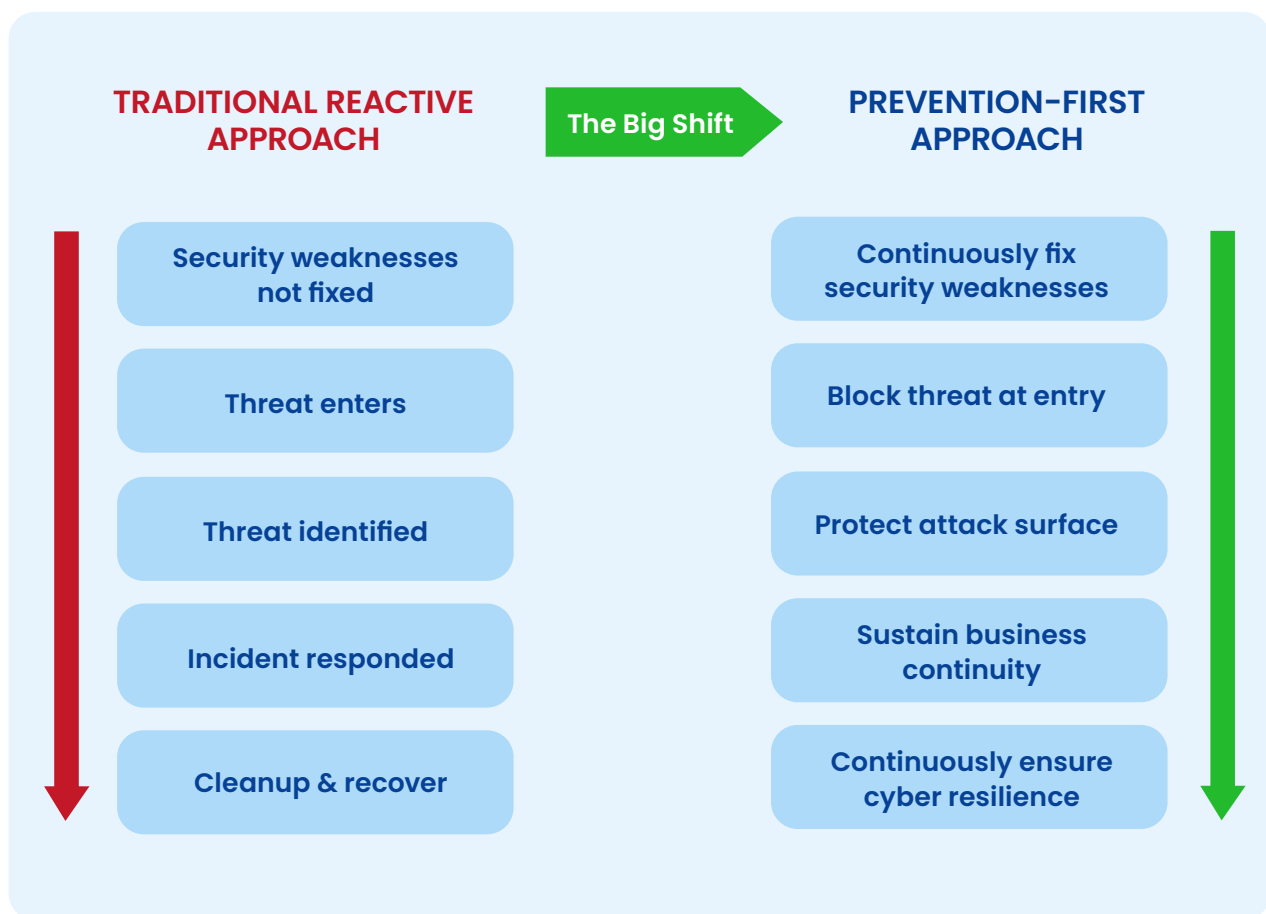
Recurring annual revenue, upselling and cross-selling opportunities



Realize expanded bottom-line growth

Why partnering with SecPod can drive your growth

In today's cybersecurity landscape, reactive approaches cannot keep pace with threats. Enterprises are shifting their focus towards prevention-first security to stop attacks before they happen.



As SecPod sees it, this shift isn't just a trend. It is a big shift driven by these three realities:

Escalating complexity of threats

With ransomware-as-a-service and zero-day exploits on the rise, enterprises need a Prevention-first platform to reduce detection gaps and remediation efforts



Need for more noticeable, recurring value

CIOs and CISOs no longer evaluate vendors on point-in-time scans alone; they want faster continuous posture assessment, normalize deviations, prioritize risks faster, automated remediation, and insights that matter

Differentiation in a crowded market

Every technology vendor claims they have the best detection or compliance coverage. But prevention-first has a stronger value proposition. It stops threats, instead of finding them.

While competitors argue about who finds vulnerabilities faster, as a SecPod partner, you can lead with a fundamentally different conversation: What if those vulnerabilities never became threats in the first place?

This prevention-first positioning transforms you from another vendor into a strategic advisor focused on business outcomes.

Your journey to a strategic Trusted Advisor

RISK FINDING APPROACH

Sales Challenge

Clients expect to hear about problems, creating adversarial relationships where you're the bearer of bad news.

Market Position

Commoditized service competing primarily on price

Client Relationship

Clients see you as a transactional partner

RISK PREVENTING APPROACH

Sales Advantage

Clients see you as their proactive security partner, collaborating with them to anticipate and neutralize threats before they materialize.

Market Position

Differentiated solutions to drive measurable risk reduction and business resilience, setting you apart in a crowded market

Client Relationship

With SecPod's Prevent approach at its core, you become indispensable to your clients' long-term security posture

From a vendor to a advisor– the partner evolution

Commodity Reseller

Competing on price and features. Clients view you as replaceable with other security providers.

Client Retention: **60–70%**

Revenue Predictability: **Low**

Margin Pressure: **High**

Solution Reseller

Offers security stacks, focused on expanding deal size, and aligning with unique requirements.

Client Retention: **75–80%**

Revenue Predictability: **Medium**

Margin Pressure: **Medium**

Trusted Advisor

Strategic partner focused on business outcomes. Clients depend on your expertise for critical security decisions.

Client Retention: **90–95%**

Revenue Predictability: **High**

Margin Pressure: **Low**

SecPod can speed up your transformation to a trusted advisor

Prevention-first positioning doesn't just differentiate your services. It fundamentally changes how clients perceive your value and how you engage in every conversation.



Strategic Messaging

Move beyond "compliance and scanning" to "business protection and risk remediation"



Recurring Relationships

SecPod's Continuous Vulnerability Exposure Management establishes regular client engagements and strengthens business partnerships.



Consultative Selling

Lead with tangible business results (efficiency, cost savings, risk mitigation) rather than technical features and specifications



Proven Platform

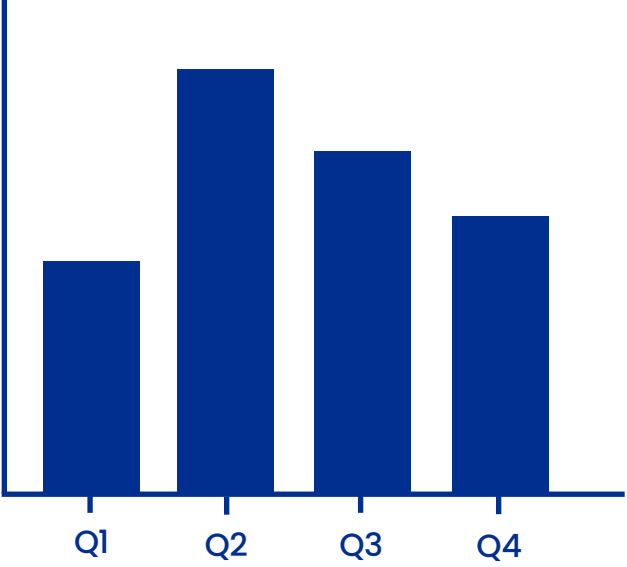
Full integrated, continuous vulnerability exposure management platform for cloud and endpoint that delivers measurable business results

THE BOTTOM-LINE IMPACT

Partners who successfully make this transformation to a trusted advisor see 40-60% higher customer lifetime value, 25% better margins, and significantly more predictable revenue growth.

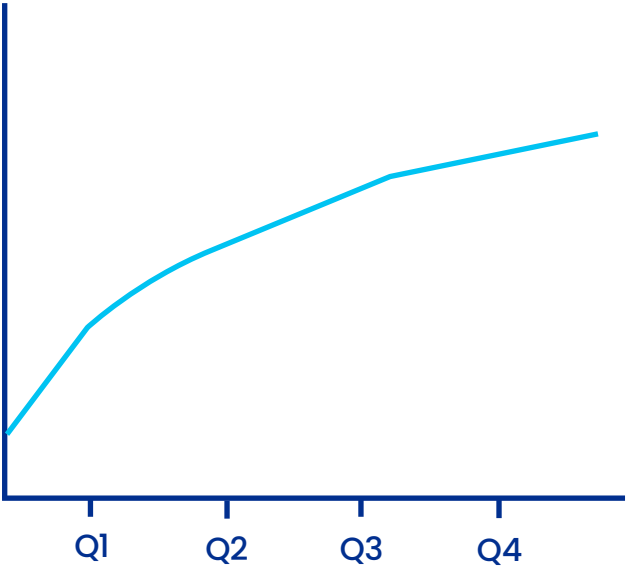


Ensure predictable value



TRADITIONAL POINT-IN-TIME ASSESSMENTS

- Sporadic engagement with clients
- Snapshot reports become outdated quickly
- Unpredictable project-based revenue
- Constant need to re-establish value



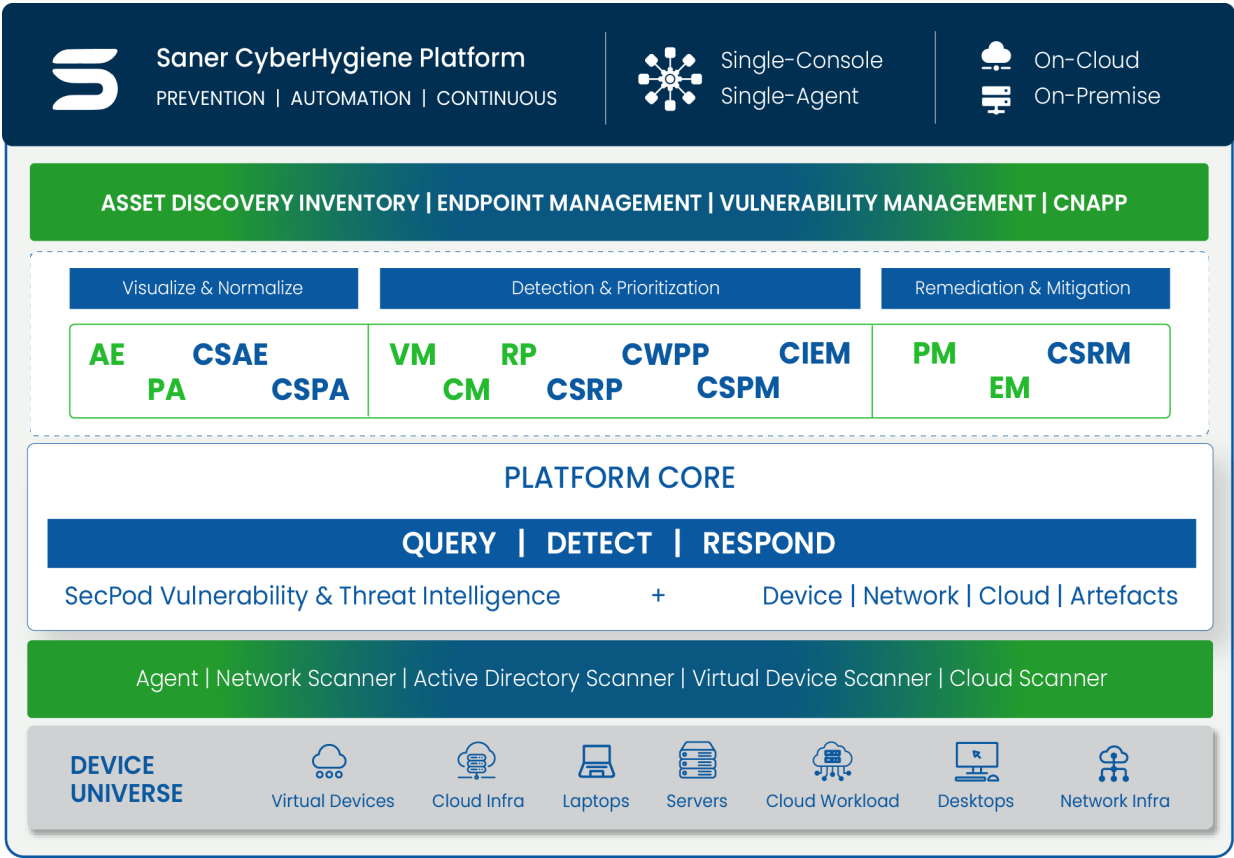
SECPOD'S PREVENTION-FIRST SECURITY APPROACH

- Always-on client relationship
- Continuous insights that evolve with risks
- Predictable subscription revenue
- Trusted advisor status maintained

Traditional siloed tools yield uneven value, outdated reports, a weak competitive edge, and unpredictable project-based revenue. SecPod's prevention-first approach delivers a consistent stream of security value and evolving insights that help your clients stay ahead of risks. You can transform your revenue predictability with subscription-based billing and solidify your role as a trusted, proactive security advisor.

Saner Platform

SecPod's Saner platform is built around the Prevention-First framework. Partners deploy a single, automated platform that monitors assets and applies fixes, eliminating the need for many separate tools. It is the world's only fully automated integrated platform which uses Unified Security Intelligence, which is also the world's largest unified security intelligence database on more than 200,000+ security checks.



What you can promise your clients by partnering with SecPod

<p>Reduced vulnerability exposure in weeks to meet SLAs</p>	<p>Prevention-based protection to stop attacks</p>
<p>Continuous security posture maintenance for cyber resilience</p>	<p>Faster risk remediation for quantifiable security improvement</p>




SecPod's Partner Program Structure

SecPod's Partner Program is structured into progressive tiers: Distributor, Platinum, Gold, Silver, and Registered.

Each unlocks greater commercial and operational advantages. While we keep the exact figures confidential, here's a high-level view of what you gain as you move up the ladder:

TIER	COMMERCIAL GAINS	ENABLEMENT & SUPPORT	GTM ADVANTAGES
Distributor	Maximum margin flexibility & deal support	Distributor-level enablement	Exclusive market development programs
Platinum	Top-tier commercial incentives	Fully dedicated sales & technical team	Digital-ad funding & MDF co-funding
Gold	Premium discounts and margin protection	Dedicated product & technical champions	Regular co-branded EDMs & webinars
Silver	Enhanced margins and trial licenses	Shared business development support	Co-branded marketing campaigns
Registered	Introductory margins and starter NFRs	Basic certification & shared resources	Listing on SecPod website



TIER 01

Tier 1 partners will receive full-demand generation support including LinkedIn posts and PR, partner-sourced leads, and account-based cobranded lead generation. They will also get asset development, events and kickoffs, GTM support, account mapping, on-demand enablement, a landing page on their website, and a closure-based AE incentive plan.

TIER 02

Tier 2 partners will receive demand generation through LinkedIn posts and PR, partner-sourced leads, on-demand cobranded lead generation, GTM support, enablement, a landing page on their website, and a company-based incentive.

TIER 03

Tier 3 partners will focus mainly on partner-sourced leads, reactivation campaigns, on-demand GTM, account mapping, and enablement.

How SecPod helps you to grow

INTERACTIONS	WHAT	WHY	BENEFIT
Onboarding	Guide you through demos, agreements, and opportunity registration	Solidify partnership foundation	Begin your partnership with confidence and clarity
Enablement	Align your teams with tailored sales & technical training. Provide access to marketing materials and certification programs	Equipping You for growth & success	Position yourself as a trusted advisor with impactful solutions.
Engagement	Collaborate on GTM strategies, co-branded campaigns, webinars and growth reviews.	To collaborate and win in the market	Continuous support to meet shared goals and unlock growth potential.

Grow your business with us. Achieve your goals faster.

About SecPod

SecPod is a leading cybersecurity technology company committed to preventing cyberattacks through proactive security. Its mission is to secure every connected computing device across modern enterprises by delivering preventive, automated, and intelligent cybersecurity.

At the core of SecPod's offerings is the Saner Platform - a suite of solutions that help organizations establish a strong security posture and prevent cyberattacks before they strike.

The platform includes:

- 1. Cloud Security** – An AI-fortified Cloud-Native Application Protection Platform (CNAPP) that delivers continuous visibility, security compliance, and risk mitigation for cloud environments.
- 2. Vulnerability & Exposure Management** – A Continuous Vulnerability and Exposure Management (CVEM) solution that delivers continuous visibility, identifies, assesses, and remediates vulnerabilities across enterprise devices and network infrastructure.
- 3. Endpoint and Patch Management** – A Continuous Risk Remediation solution that minimizes the attack surface by eliminating potential risks across the IT infrastructure.

With its suite of cutting-edge and comprehensive solutions, SecPod empowers organizations to stay ahead of evolving threats and build a resilient security framework.

