paloalto NETWORKS



Palo Alto Networks

Commercial Velocity Program for SMBs

PARTNER PLAYBOOK

Westcon

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01. THE SMB MARKET OPPORTUNITY

Enterprise-level threats are creating an $18B global market for right-sized security

Smaller businesses face increasingly sophisticated attacks, but often have lean IT teams, limited security expertise and less capacity to recover. They need proven protection that is affordable, simple to buy, and manageable without an enterprise-sized team or budget.

BY THE NUMBERS



of all cyberattacks target small businesses.
Source: SQ magazine

$4.91M

A single cyberattack can carry an outsized cost through downtime, data loss and reputational damage.
Source: Security Systems News



of the firewall market is mid- to low-end firewalls (<$50K) and attached security subscriptions - 45% from devices under $10K. The largest share of the market aligns with the CVP portfolio.
Source: IDC

What this means for partner sales and marketing

Lead with the business stakes and resource constraints facing SMBs - prove they are not exempt from “big company” security concerns. Then show how Palo Alto Networks brings proven, enterprise-grade protection within reach. The Commercial Velocity Program (CVP) and accompanying campaign materials are designed to help you build awareness, generate leads and move qualified prospects into sales conversations.

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02. ABOUT CVP

A partner-led commercial model to create a faster, repeatable path from SMB opportunity to revenue

For SMBs, AI-powered, enterprise-grade protection is now affordable, scalable and easier for lean teams to buy, deploy and manage. For partners, CVP makes Palo Alto Networks easier to do business with and creates a faster, more repeatable path from opportunity to revenue.

PROGRAM SCOPE

Eligible SMB opportunities spanning next-generation firewalls, cloud-delivered security services and support.

Bring enterprise-grade security to every SMB opportunity	Simpler to buy. Faster to sell.	Earn more, with support at every step	Own, lead and grow the opportunity
Offer AI-powered protection that helps SMBs stop advanced threats, simplify operations and scale, without enterprise-sized resources.	Streamlined submissions, bundled solutions, partner-led quoting, preapproved discounts and fewer reviews reduce work and speed transactions.	Access additional rebate potential, dedicated sales guidance, ready-to-use campaigns and technical assistance from prospecting through deployment.	Pursue eligible accounts and bring forward qualified prospects—with greater control of the customer relationship and sales cycle.

What you'll find here

This guide provides the messaging, campaign assets and activation guidance to help partners generate demand and put that engine to work.

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2.1 ABOUT CVP

PROGRAM OVERVIEW & PROCESS

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THE PROGRAM PROCESS

1. Find & create: Search for eligible accounts directly within the Partner Relationship Manager (PRM). Eligible accounts bypass standard deal registration, routing you directly to a simplified Opportunity Creation Form.

2. Auto-approved discounting: Pre-populated campaign codes automatically apply competitive CVP discounts, enabling instant quote approvals for high-velocity deals.

3. Close & earn: Deliver speed to your customers, close deals faster, and collect stackable rebates on every eligible transaction.

Learn more about the CVP program

CVP Partner Portal Page

Listen to the CVP session on the August 19th Channel Panel

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03. THE CAMPAIGN STORY

SMB customers need enterprise-grade protection. Partners need a simpler way to sell it

Bring enterprise-grade protection to every SMB opportunity. Offer customers best-in-class, AI-powered security that helps them stop advanced threats, simplify operations and scale confidently without requiring an enterprise-sized investment or team.

SECURE	SIMPLIFY	START	SCALE
Stop advanced threats before they disrupt the business.	**Manage from one place.**	**Get enterprise-grade protection without the enterprise-sized investment.**	**Scale security as your business grows.**
Continuously updated protection uses advanced AI and threat intelligence to prevent known and unknown attacks across users, applications and data.	Integrated security and centralized management reduce disconnected tools, manual work and alert fatigue while improving visibility and control.	Enjoy the same AI-powered security foundation trusted by the world's leading companies—delivered through affordable solutions designed for a lean team to buy, deploy and manage.	Expand protection across more users, locations, applications and devices without adding unnecessary operational burden.

CVP messaging guidance

Lead with the customer's business risk and resource constraints, not product features. Establish that sophisticated threats affect businesses of every size, then show how Palo Alto Networks makes proven protection affordable, manageable and scalable for SMBs.

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3.1 UNDERSTANDING THE SMB BUYER

Target campaign personas

SMB buying teams are often small, and one person may evaluate, approve, and manage network security. Target the titles most relevant to the organization, then tailor the message to each role's priorities.

Role	Primary buyer/ budget owner	Technical decision maker	Technical influencer/user
Titles	Director/VP/Head of IT or Infrastructure; Owner/CEO in smaller firms; CIO/CISO	Security or Network Architect; Security Operations Manager	Network or Security Engineer; Network Operations Engineer; IT generalist
Pain points	Limited budget and staff; rising cyber risk; pressure to avoid costly disruption	Siloed tools and dashboards; inconsistent policies; operational complexity and performance tradeoffs	Too many interfaces; manual work; time-consuming configuration and troubleshooting
What they need (lead with...)	Cost-effective, enterprise-grade protection that simplifies operations and supports growth	Integrated, AI-powered prevention with unified management and reliable performance	Centralized visibility, consistent policy and simpler day-to-day management
Buying triggers	New security or compliance requirements; rising costs; business expansion	Firewall refresh or renewal; legacy-tool consolidation; cloud or branch expansion	Reliability or performance issues; visibility gaps; mounting manual work

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3.2 SOLUTION HIGHLIGHTS

Three integrated technology pillars, backed by expert support

Next-Generation Firewall (NGFW)

Enterprise-grade protection right-sized for SMB budgets and operations.

Prevent threats in real time:
- Built-in AI and ML block phishing, ransomware and zero-day attacks before they reach users or disrupt operations.

Maintain network speed:
- Protect traffic and encrypted web data without slowing employee applications.

Gain visibility and control:
- See every user, app and device and apply automated controls - without a dedicated security team.

Get enterprise security at an SMB price:
- Access Fortune 500-level defense through bundled pricing and partner-led purchasing.

Cloud-Delivered Security Services (CDSS)

Stop advanced threats with natively integrated, cloud-delivered intelligence in one bundled offering.

Stay ahead of evolving threats:
- Coordinated intelligence continuously strengthens protection across attack vectors.

Extend advanced prevention:
- Advanced Threat Prevention, Advanced WildFire, Advanced URL Filtering and Advanced DNS Security stop known, unknown and evasive threats.

Simplify security with one package:
- The Precision AI Pro Bundle combines six AI-driven security tools for advanced threat, web and device protection - without complicated buying or deployment.

Strata Cloud Manager Unified Management

Use modern AI to simplify deployment, management and security operations through one interface.

Centralize security management:
- Gain unified visibility and control while reducing disconnected tools.

Deploy with less effort and cost:
- Zero-touch provisioning reduces manual setup. Strata Cloud Manager Essentials is available at no cost.

Act proactively with AI:
- AIOps identifies misconfigurations, supports best practices and improves security health.

Strengthen protection while reducing operational complexity.

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3.2 SOLUTION HIGHLIGHTS

The Precision AI Pro bundle

Six advanced security capabilities in one integrated package make enterprise-grade prevention easier to buy, deploy and scale.

Advanced Threat Prevention	Stops known, unknown and evasive threats, including exploits, malware, command-and-control traffic and zero-day attacks.
Advanced DNS Security	Uses predictive analytics to disrupt attacks that use DNS for command and control or data theft.
Advanced WildFire	Automatically detects and prevents previously unknown malware using continually updated threat intelligence.
Advanced SD-WAN	Simplifies secure connectivity and uses application-based traffic steering to maintain performance across locations.
Advanced URL Filtering	Analyzes web traffic in real time to identify and block known and newly created malicious URLs.
Device Security	Improves visibility into connected devices and supports policies based on device identity, behavior and risk.

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4.1 SALES ENABLEMENT

Conversation starters

Use campaign engagement to guide the conversation and uncover security priorities, operational constraints and readiness to act. Ask open-ended questions (not yes/no).

STEP 1
Open the conversation

- What prompted you to take a closer look at network security now?
- How confident are you that your current defenses can stop new and evasive threats?
- What is your greatest source of security-related stress?
- What security work places the greatest strain on you and your team?
- How easy is it to extend security support to new users, locations, applications and devices?

STEP 2
Explore their current environment

Protection and visibility

- Where are your biggest visibility gaps - across users, applications, devices or encrypted traffic?
- How does your current firewall identify and stop previously unknown threats?
- How have phishing, ransomware or other recent attacks changed your security priorities?

Operations and team capacity

- Where do disconnected tools or management interfaces create the most work?
- Which deployment, configuration or monitoring tasks require the most manual effort?
- Where would automation or outside expertise make the greatest difference?

Cost and timing

- Beyond the purchase price, which operational costs matter most – management time, tool sprawl, downtime or support?
- What changes are influencing your timeline: growth, new locations, a firewall refresh or compliance requirements??

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4.1 SALES ENABLEMENT

Conversation starters cont.

Use campaign engagement to guide the conversation and uncover security priorities, operational constraints and readiness to act. Ask open-ended questions (not yes/no).

THEMES TO LISTEN FOR

- Limited confidence in current protection
- Tool sprawl
- Manual processes
- Lean IT resources
- Performance concerns
- Upcoming refresh or expansion
- Need for implementation or support

PRO TIP:
Use the customer's answers to shape the conversation. Lead with **threat prevention, operational simplicity, cost control or scalability** based on what matters most to them.

GUIDE THE DISCUSSION

- **Threat gaps** → NGFW + Cloud-Delivered Security Services
- **Operational complexity** → Strata Cloud Manager
- **Budget and procurement** → Precision AI Pro Bundle + Strata Cloud Manager Essentials (no cost)
- **Limited expertise** → Strata Cloud Manager + Partner Services and Suppor

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4.1 SALES ENABLEMENT

Objection handling

Acknowledge the concern, understand what is driving it and respond with the value most relevant to the customer.

"Palo Alto Networks is too expensive for a business our size."
Response: Look beyond appliance price to total cost of ownership. Right-sized firewalls and bundled subscriptions can reduce tool, management and incident costs while delivering advanced protection.

"We don't have the staff or expertise to manage something this advanced."
Response: Strata Cloud Manager centralizes management, while zero-touch provisioning and AIOps reduce manual work and surface misconfigurations. Our <partner's> team provide implementation resources and ongoing support.

"Our current firewall is good enough."
Response: Ask how it handles unknown threats, encrypted traffic and security services under load. Palo Alto Networks combines inline AI-powered prevention,
complete visibility and predictable performance with services enabled.

"We're too small to be a serious target."
Response: Attackers target smaller businesses because they hold valuable data but often have fewer security resources. Right-sized protection can reduce exposure now and scale as the business grows.

"Replacing our firewall sounds disruptive and complicated."
Response: Zero-touch provisioning and centralized management simplify deployment and ongoing administration. Partner implementation and support can help with configuration and rollout.

"We already have a less expensive competitor."
Response: Compare the complete outcome: fully reliable prevention, proven performance, even with full security features enabled, and lower total cost of ownership. Use approved competitive materials and independent testing for named comparisons.

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5.1 ASSETS AND RESOURCES

Campaign Activation Kit

Extend the campaign with resources that help customers evaluate the solution, validate its value and take the next step.

Your ready-to-send kit

We created the campaign toolkit to make it easy for you to promote Palo Alto Networks through your marketing channels and launch your digital campaign.

Option A



Use the **Microsoft Outlook OFT co-branded campaign email templates** and customize them for your own audience before sending them through Microsoft Outlook.

Option B



Use the email copy, social media content, landing page copy and creative assets provided in this toolkit through your preferred email or CRM platform or post them on your social channels to engage customers and prospects.

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5.1 ASSETS AND RESOURCES

Content Offers

Engage prospects and customers with high-value content to drive interest.



Campaign Offer 1:
Infographic: How Can SMBs Stay Ahead of Cybersecurity Threats?



Campaign Offer 2:
The SMB Guide to Affordable, Enterprise-Grade Security



Campaign Offer 3:
Infographic: Security Posture Assessments for mid-market businesses



Campaign Offer 4:
Miercom Report for PA-500: Palo Alto Networks Next-Generation Firewall AI-Powered Prevention Performance



Campaign Offer 5:
Miercom Report: Next Generation Firewall (NGFW) Competitive Performance for Distributed Enterprise and SMB Use Cases

Email Copy	Email (outlook oft)	Social Copy	LP Copy	Banner
Email Copy	Email (outlook oft)	Social Copy	LP Copy	Banner
Email Copy	Email (outlook oft)	Social Copy	LP Copy	Banner
Email Copy	Email (outlook oft)	Social Copy	LP Copy	Banner
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08. NEXT STEPS

Putting the campaign into action

Align marketing and sales on target accounts, campaign timing, lead ownership and follow-up expectations.

MARKETING

Activate demand

- Choose your deployment path: activate through campaign activation kit or use the supplied assets in your own marketing platforms.
- Confirm audiences, links, forms, tracking and lead routing.
- Launch the five-email nurture and social promotion.
- · Monitor engagement and route sales-ready leads.

Get the kit

SALES

Convert engagement

- Review the campaign audience, story, solution positioning and expected engagement signals.
- Prepare to use the sales emails, discovery questions, objection guidance and customer presentation.
- Follow up promptly with engaged prospects and conduct discovery.
- Confirm account eligibility with Westcon before account-specific outreach.
- Submit eligible opportunities through the Partner Relationship Manager (PRM) and work with Westcon to configure, quote and progress them to close.

Let’s get started

How can you put this all into action?

Contact us

1 Access the Campaign Activation kit

2 Confirm CVP eligibility with Westcon

3 Activate and measure