CHANNEL RESOURCE SHEET

INTRODUCTION

Cortex XDR is defining a new category for detection and response by fully integrating network, endpoint and cloud data to stop sophisticated attacks. Cortex XDR accurately detects threats with behavioral analytics and machine learning and it reveals the root cause of any alert to simplify investigations. Tight integration with enforcement points accelerates containment, enabling you to stop attacks before the damage is done.

WHY CORTEX XDR?

With Cortex XDR, security teams can:

- Automatically detect stealthy attacks by applying behavioral analytics to network, endpoint and cloud data
- Reduce investigation time 8x by integrating data from multiple sources to reveal the root cause of alerts and grouping related alerts into incidents
- Block malware, exploits, and fileless attacks with best-in-class prevention.

BUSINESS OUTCOME DRIVERS

Cortex XDR offers channel partners the ability to:

- Earn a portion of Cortex XDR and Cortex Data Lake subscriptions that they sell
- Drive Cortex XDR sales of additional products and services
    - For example, to gain full visibility into internal network traffic, customers might purchase additional next generation firewalls to monitor traffic from endpoints to data center servers
- Differentiate Palo Alto Networks products over competitors' security solutions
- Increase customer engagements and motivate customers to standardize on the Security Operating Platform
- Create new cross-sell opportunities with the integration of Demisto and Cortex XDR. View Solution Brief.

APPLICABLE NEXTWAVE INCENTIVES

Deal Registration.
8% discount for an approved registered deal.

Partner Value Incentives

- **New Customer**. Securing a new customer, defined as the first time selling to that entity. Earn an additional 5% in discount on all eligible products (Category A, B & Traps G) in the deal.

- **Traps or Cortex XDR**. Adding Traps or Cortex XDR to a deal. Earn an additional 5% discount on the Traps or Cortex XDR line item(s).

TRAINING

- Cortex XDR Sales Training
- Cortex XDR In-Depth Sales Training
- Cortex XDR Technical Training

- PSE: Platform Associate
- Cortex XDR Learning Guide
- Cortex XDR EDU-160

RESOURCES

Cortex XDR

Get started with the Conversation Guide.

- What's New With Cortex 2.0
- Customer Presentation
- FAQ
- Cortex XDR vs Symantec Battle Card
- Cortex XDR Datasheet
- Cortex XDR on Partner Portal

- Marketing Campaigns
  - Insight On-Site: Next Generation in SOC
  - Symantec Trade Up Program
  - 5 Ways to Find an Attacker in Your Network Seminar-in-a-Box
  - Fight Automation With Automation Event-in-a-Box
  - Global MITRE ATT&CK Campaign