



Become a Registered Partner with Westcon

Driving your Palo Alto Networks business... together



Who are Palo Alto Networks?

Palo Alto Networks, the global cybersecurity leader, continually delivers innovation to enable secure digital transformation - even as the pace of change is accelerating.



85k+
customers



150+
countries



\$4.3B
revenue in FY'21
- 25% growth



95
of the Fortune 100 rely
on Palo Alto Networks

A comprehensive portfolio to fill every security gap



Security operations

- Cortex XDR
- Cortex XSOAR
- Cortex Xpanse



Cloud native security

- Prisma Cloud



Network security

- PA-Series
- Panorama



Cloud delivered networking

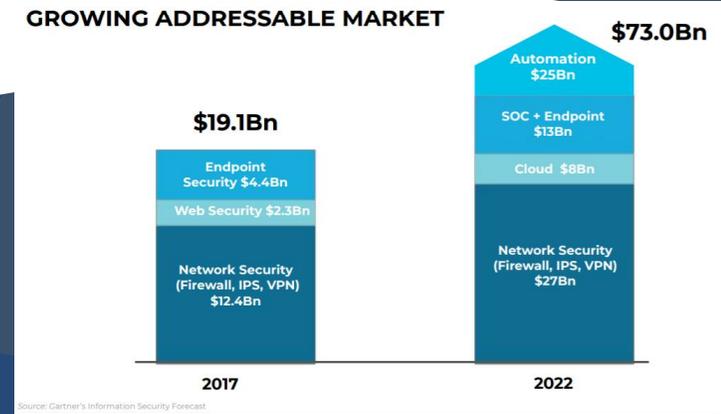
- VM-Series
- CN-Series
- Prisma Access
- Prisma SaaS
- Prisma SD-WAN
- Prisma SASE

Cloud delivered security subscriptions

- IoT security
- WildFire
- Threat Prevention
- URL Filtering
- Enterprise Data Loss Prevention
- DNS security
- Global Protect

The opportunity with Palo Alto Networks

GROWING ADDRESSABLE MARKET



The customer

Embracing cloud, automation and data analytics for digital transformation. Distributes data, users, devices and applications everywhere - increasing risk.



The issue

Legacy security tools built for the datacentre don't work for cloud. Stitching together insights from 10-30 disjointed point products is slow and ineffective.



The result

Increased number of successful attacks is driving down cost, leading to increased number of attacks and a higher level of sophistication.



The market

According to Gartner's Information Security Forecast, Total Available Market (TAM) will be \$73B by 2022.



The solution

An integrated platform delivering the latest breakthroughs in AI, analytics, automation and orchestration.



The provider

Empowering partners to deliver the services customers need, safely enabling digital transformation via cloud by preventing cyber attacks. Securing the enterprise, the cloud and what's next.

Join an ecosystem of winning partners

44% channel loyalty index
based on partner feedback

800+
partners doubled
bookings in FY21



Partner-led success

7,300 Security Lifecycle
Reviews

12,400 Best Practice
Assessments

5,900 customer evaluations



7,500
partner-led new
customer logos

2,750
Cyberforce members



18,000+
technical certifications
23% YoY increase

Registered Partner Programme

Scaling the channel ecosystem by providing an easier, simpler and quicker route to becoming a Palo Alto Networks partner.



MORE COVERAGE

Right partner



MORE CAPABILITIES

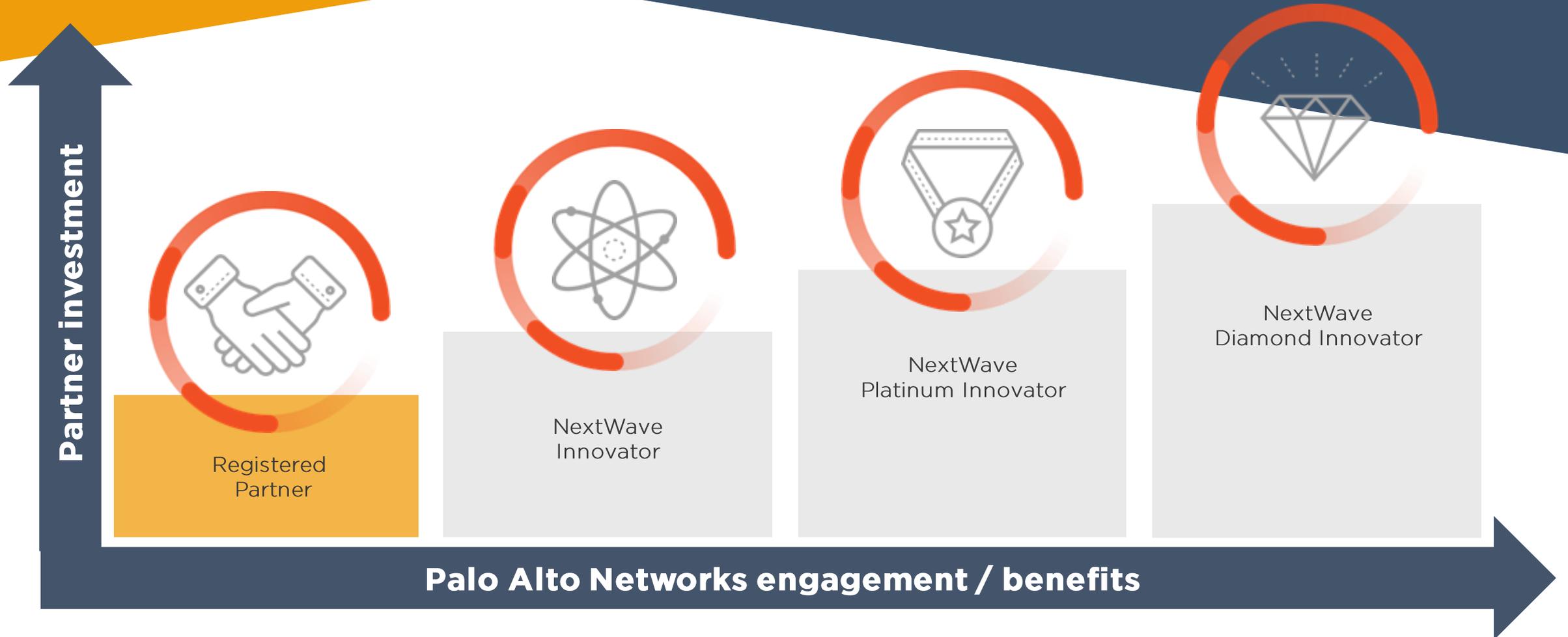
Right skills



MORE COMMITMENT

Right approach

Paths to success



Benefits	Diamond Innovator	Platinum Innovator	Innovator	Registered Partner
Product and support discounts	✓	✓	✓	✓
PANW-initiated ops	✓	✓	✓	
Partner business managers	CBM	CBM/Disti	CBM/Disti	Disti
Deal registration	✓	✓	✓	✓
NextWave incentives (deal reg/partner value/new customer)	✓	✓	✓	
Specialisations and incentives	✓	✓	✓	✓
Deal referral	✓	✓	✓	✓
Support	All	All	All	ASC*
Free online sales and technical training	✓	✓	✓	✓
Partner locator	✓	✓	✓	
MDF	✓	✓	✓	
NFR	✓	✓	✓	✓

*Except on products that do not have ASC support

Becoming a Registered Partner

Your single step to success



Getting started - Registered Partner enablement checklist

Sales

- [Welcome to Amplify](#)
- Complete [sales recruit](#)
- Review a [sales enablement kit](#)
- [Amplify your sales in the new normal](#)
- [Amplify your sales part 2](#)
- Read our [deal registration guide](#)
- Read the [deal referral guide](#)

Tech

- Complete [PSE: Foundation](#)
- Watch Tech in Transit [webinar replays](#)
- Review a [technical learning guide](#)
- Review a [technical BLAST guide](#)

Conversion tools:

- [Security Lifecycle Reviews](#)
- [Best Practice Assessments](#)
- [Ultimate Test Drives](#)

Achieve Specialisations to receive additional discounts and rebates

	 PRISMA [®] SASE	 PRISMA [®] Cloud	 CORTEX [®] XDR + XSOAR
Teaming: Receive priority on Palo Alto Networks-initiated opportunities	✓	✓	✓
Specialisation incentive: Earn additional discount on specialized product	+5% ¹	+5% ¹	+5% ¹
Specialisation rebate: Earn for closing new customer specialized product deal reg ops Note: New customer = to specialised product	5%	5% ²	5% ²
Technology adoption: Receive additional discount when adopting specialised products	75%	75%	75%
Prisma Cloud specialised deal referral boost: Earn a bigger payment on Prisma Cloud deal referrals	-	+2%	-
Enablement: Early access to product and services training	✓	✓	✓
Co-marketing Priority Access to proposal based funding	✓	✓	✓

What comes next after Registered Partner?

As soon as a Registered Partner meets or exceeds NextWave requirements, they can be immediately promoted to the corresponding NextWave status.

This enables access to more assets on the NextWave Partner Portal and issues eligibility for NextWave incentives - including deal registration, partner value and new customer.

NextWave requirements

Partner Type: Value-Added Reseller/Solution Provider			
Partner Level	Innovator	Platinum Innovator	Diamond Innovator
Performance Requirements			
Country Set A1	\$200,000	\$5,000,000	\$15,000,000
Country Set A	\$100,000	\$1,500,000	\$5,000,000
Country Set B	\$50,000	\$1,000,000	\$3,000,000
Country Set C	\$20,000	\$500,000	\$1,500,000
Capability Requirements (Credential Expiration = 24 Months)			
Sales: Accredited Sales Executive (ASE) Foundation or AMPLIFY Security Fundamentals (ASF)	1	6	8
Pre-Sales - PSE: Foundation	Associate Requirement	Recommended	Recommended
Pre-Sales - PSE: Strata - Associate*	1	Recommended	Recommended
Pre-Sales - PSE: Strata - Professional**	Recommended	3	5
Post Sales - Certified Network Security Engineer (PCNSE)***	Recommended	3	4
Not-for-Resale (NFR) Requirements (View Promotion)			
PA-850 or Higher	Recommended	4 PA-850s or 3 PA-850s + 1 Prisma Access	6 PA-850s or 5 PA-850s + 1 Prisma Access
PA-820 or Higher	1****	N/A	N/A
Business Requirements			
NextWave Master Agreement & Foreign Corrupt Practices Act	Required	Required	Required
Apply Prop.65 Warning Associated with the PA-220, ION1000, or ION2000 Family of Products Shipping to the State of California	Required	Required	Required

10 consecutive years CRN 5-star programme



Grow your Palo Alto Networks business with Westcon



Benefit from partnering with Westcon – we are uniquely positioned to help you deliver value to your customers by:

- Holding Strata stock in our warehouses for quick dispatch across Europe
- Providing training that leads to certification
- Delivering regular sales and technical updates
- Supporting pre-sales activities to drive sales with your customers
- Offering a range of post-sales services such as installations and platform migration to ensure customer satisfaction
- Profiling customers to identify new business opportunities

We can help you fast track your path to revenue with Palo Alto Networks.

We can help you expand and scale your existing Palo Alto Networks business.

65 Palo Alto Networks 100% dedicated resources across EMEA

Fastest growing distributor in EMEA 3 years running



9 Years Expertise

Developing channel partners for Palo Alto Networks



- Global distributor of the year 2020
- EMEA distributor of the year 2019 and 2020
- APAC distributor of the year 2019 and 2020



Global Reach

Distributor with truly global coverage in over 70 countries



Strata Stocking

We currently hold stock of PA-220, PA-820, PA-850 and accessories for Europe.



Daily Collections

from Palo Alto Networks and shipments into EMEA



50,000 Units Shipped

Palo Alto Networks equipment shipped last year



Authorised Global Training Partner

Trained more Palo Alto Networks learner across EMEA than any other ATP



Elite Authorized Support Centre

We are in the top 1% of Authorised Support Centres for Palo Alto Networks



Demo Support

Access to a centralised pool of equipment

Our services help you to:

- Adopt new technologies
- Build new revenue streams
- Increase your focus on selling and accelerate your sales cycle
- Enhance customer success and loyalty to improve ROI
- Facilitate adaptation to and profit from annuity-based propositions



Education services

Hands-on technical and sales training for optimal certification for your engineering teams.

End-user training to drive adoption and ROI.

[Visit our Academy site >>](#)



Support services

Best-in-class L1/L2 support*
Multi-vendor trained support teams for optimal help with your end-customers' security queries.

Extended support options for tailored help for all end-customer needs

[WestconCare vs vendor direct support >>](#)



Professional services

A highly skilled Palo Alto Networks certified engineering team for filling capability or capacity gaps.

Project support across the entire product lifecycle to ensure optimal ROI for you and your customers.

[Find out more >>](#)



Managed services

Automated remote monitoring of the IT security infrastructure.
Extended maintenance of the IT-Security estate tailored to specific end-customer needs.

Capex cost transformed to Opex for more flexible investments.

[Find out more >>](#)

Fast track to revenue

KEY: ● Westcon
 ● Palo Alto Networks
 ● Reseller



Join the Registered Partner Programme



Agree joint annual business plan to execute



Start to enable your team through training for Sales and Pre-Sales



Achieve sales accreditation (ASE) and technical accreditation (PCNSE) with support from Westcon



Westcon support to create designs, bill of materials and deal registration



Westcon to support account mapping



Westcon-provided resource to help with the acquisition of net new logo and pipeline generation



Take advantage of technical workshops and access to demo equipment



Support with marketing planning and execution to generate leads



Grow & expand new business opportunities with Westcon and Palo Alto Networks



Move up to NextWave partner status through revenue growth and certifications



Ready to take the next step?

Accelerating your Palo Alto Networks business... together

Work with the EMEA Distributor of the Year 2019 and 2020 and Global Distributor of the year 2020 and 2021 to take your Palo Alto Networks business to the next level.

Become a Registered Partner

Once submitted, we will process your application as quickly as possible to get you onboarded. Together with Palo Alto Networks we'll then help your sales team and engineers to get trained and certified, maximising their confidence in selling.

Converting opportunities

Let Westcon's Pre-Sales experts support you in spotting, engaging and converting opportunities remotely or on-site with, for example, Proofs of Concept.

Unrivalled services and support portfolio

Westcon offers a comprehensive Services portfolio from training and support to Managed Services, helping you at every step of your Palo Alto Networks journey

Stay at the cutting edge of the market

Westcon offers regular partner events, webinars and updates to enable you to sell the very latest technologies, responding and anticipating market trends and changes

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Generate demand

Westcon's experts can help you build your Palo Alto Networks marketing plan. Receive access to a vast array of marketing materials and Westcon's marketing programmes.

Palo Alto Networks conversion tools

Are proven tools to generate sales - let Westcon help you utilise these in the most effective way.

- Ultimate Test Drive
- Security Lifecycle Review
- Best Practice Assessment
- Prevention Posture Assessment

Taking your Palo Alto Networks business international

Westcon's Global Deployment Solutions' support means that you will never have to step away from international opportunities

Make your way through NextWave Partner status

We'll support you through your Registered Partner journey and help you meet NextWave Partner requirements. Get access to more benefits and increase your discounts to expand your business and increase revenue further.

Contact your dedicated Account Manager today

about

Westcon



Comstor

Westcon-Comstor (Westcon International) has been a leading global technology distributor for over 30 years. Today, we continue to lead the market through unrivalled channel support and expertise in global deployment, digital distribution and services. Deep market insight and vendor relationships coupled with a uniquely collaborative approach enables our partners across the supply chain to deliver the solutions they need to grow and thrive in today's digital world.