



MSSP ALL IN ONE

ON-BOARDING – PALO ALTO NETWORKS



CONTENTS

- **What is an MSSP**
 - Defined service
 - MSSP vs CSSP
 - MSSP specialisation programme benefits
 - Operationalise & drive volume sales and incremental business
- **MSSP Go To Market EMEA**
 - Tier 1 vs Tier 2
 - MSSP: How to onboard Tier 2
 - MSSP discounts, MSSP disti discounts
 - Notes to discounts
 - MSSP specialisation & programme requirements
 - Deal submission MSSP
 - Programme terms
- **Technical onboarding**

WHAT IS AN MSSP

- **Managed Security Service Provider:**

is a company that manages & assumes responsibility for providing a defined service*.

- Can be on-premise or remote, physical appliance or virtual offering.
- Title can pass to end user or be held by MSSP – it makes no difference!

- **Defined Service**

will include SLAs (above and beyond passing through Palo Alto Networks terms)

- Common services include managed firewall, intrusion detection, virtual private network, vulnerability scanning and anti-viral services.
- MSSPs use high-availability security operation centres (either from their own facilities or from other data centre providers) to provide 24/7 services designed to reduce the number of operational security personnel an enterprise needs to hire, train and retain to maintain an acceptable security posture.

- Huge industry trend & customer demand for managed services, utility pricing & cloud models.
- Many traditional telco companies & channel partners are adding managed offerings to their portfolios.

DEFINED SERVICE



Implementation services with management & monitoring (if net-new)



Post sales services – monitoring SLAs, break-fix, support services



Be billed “as a service”; can include one-time charges (OTC) up front with recurring monthly, quarterly or yearly



Service contract termed in 1, 3, or 5 year with termination date



MSSP services agreement signed by the partners end-customer

MSSP vs CSSP

Managed Security Service Provider

- Provider owns monitoring and/or management, on-going health check
- Consulting services/long term RE
- SOC capability & ASC
- Title held OR title transfer

Cloud Security Service Provider

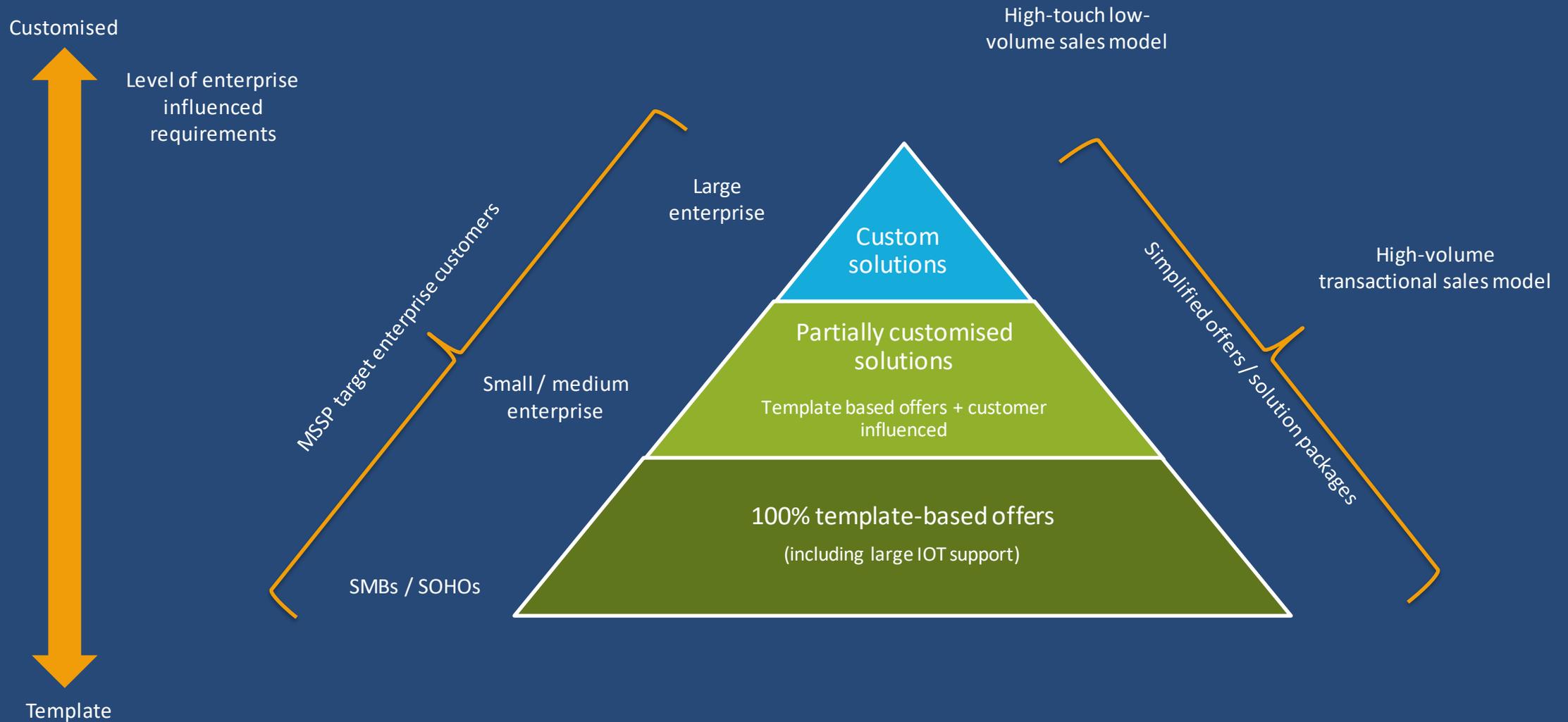
- Exactly the same as MSSP but virtual solution (VM) based and sold with a consumption based pricing model
- Network based or white label CPE

- Bespoke MSSP – a sell with motion through an MSSP provider that still relies on Westcon’s technical expertise. Customised larger deals driven by customer demand
- Repeatable MSSP – Palo Alto Networks creates templates that simplify the service offerings and Westcon enables an MSSP to drive self-sufficiency incremental revenue

MSSP SPECIALISATION PROGRAMME BENEFITS

Business benefits	
Managed services discounts	✓
MSSP deal submission	✓
CSSP offering – usage based (Pay As You) consumption model for VM-Series products	✓
Ability to retain title	✓
Partner locator placement	✓
MSSP innovator logo	✓
MSSP service creation kits and templates	✓
NFR discounts for lab equipment set up	✓
Enablement benefits	
FREE online sales & technical training	✓

OPERATIONALISE & DRIVE VOLUME SALES AND INCREMENTAL BUSINESS



MSSP GO-TO-MARKET EMEA

Two types

- **Tier 1** large Telco's
- **Tier 2** the rest

Tier 1

Has bespoke MSSP contract including pricing

Managed by

- SP team for sell-to
- MSSP team for MSSP
- CBM team for resale/MSSP

MSSP team has defined list of named accounts BT, DT, Telefonica, Orange, Telenor, Vodafone and Enables MSSP

- Works with product management to define, qualify, build, launch and execute MSSP
- Provides best practice, training, helps set up business
- Manages performance

MSSP GO-TO-MARKET EMEA

Tier 2 and the rest

- Standard contract
 - Enables EULA – title retention
 - Non negotiable
 - Pricing is standard
 - Up to 60% to distributor
 - One off discounting allowed – i.e. for large end user
- Managed by
 - CBM team for resale/MSSP
 - May get help from MSSP team on request for top 5 Tier 2 partners
- Training
 - Via web portal
 - Local support (CSE, CBM) only, no MSSP specialists
- Some additional NextWave requirements
 - Accreditations
 - NFR
 - Access to ASC

MSSP HOW TO ONBOARD TIER 2

Requirements:

- Currently be a platinum or diamond NextWave partner - recommended
- Have experience with Palo Alto Networks solutions
- Have Palo Alto Networks accredited and certified personnel on staff - recommended
- Currently have a managed service practice - recommended
- Have a customer support portal
- Have a System and Organisation Controls (SOC) – recommended

Steps:

1. Submit case referencing criteria for approval to:
 - Regional Channel Director
 - Theatre Channel VP
 - Channel Ops
 - MSSP Director to be consulted
2. Send contract to prospective MSSP
3. Forward signed contract to legal alias for countersigning
4. Forward signed contract to Channel Ops for set up in systems

Enablement:

1. Agree business plan
2. Agree accreditation training plan
3. Direct partner to learning centre
4. Provide any MSSP best practice material

MSSP PARTNER DISCOUNTS

Managed service suggested discounts (ROW)	Category A Products* hardware	Category B Products subs	Category C Premium support	Category D Partner delivered premium support	Category E Pro services	Category G Bundles	Category L
Partner-initiated or PANW-selected	55%	45%	15%**	15% MSSP is ASC =35%	5%	44%	50%

*PA-220 should follow Category B discounting.

**Category C (Palo Alto Networks Support) only available for Prisma Cloud, and Cortex XDR 2.0

MSSP DISTI DISCOUNTS

Distributor	Category A Products* hardware	Category B Products subs	Category C Premium support	Category D Partner delivered premium support	Category E Pro services	Category G Bundles	Category L
Managed services	60%	50%	20%**	20% MSSP is ASC =40%	8%	49%	55%

*PA-220 should follow Category B discounting.

**Category C (Palo Alto Networks Support) only available for Prisma Cloud, Demisto and Cortex XDR 2.0

NOTES TO DISCOUNTS – ADDED FEB 2020

- New Category L added for Prisma Cloud
 - Prisma Cloud solutions will now follow Category L discounting for MSSP partners
 - Support will follow standard Palo Alto support - premium plus 20%
- MSSP renewals will follow MSSP standard approved discounting
- Mandatory gates for MSSP opportunities to qualify for MSSP discounting:
 - Must have a signed MSSP agreement/addendum with Palo Alto Networks
 - Must MSSP deal submit all managed service opportunities
 - Must include “partner-enabled premium support” (BKLN)*
- Product lines Cortex and Prisma that do not have option to offer “partner-enabled support - BKLN” will be able to offer Palo Alto Networks support utilizing Category C

(*when available - per product solution)

MSSP SPECIALISATION & PROGRAMME REQUIREMENTS

- MSSP innovators will need to meet performance, sales and technical capability, and business requirements on an annual basis
 - Including booking at least one MSSP deal in the past four quarters. (View slide below)
 - Annual compliance is July 31, but MSSPs get a minimum 12 months to meet or exceed requirements.
- Palo Alto Networks provides sales, pre-sales engineering and post-sales technical training for all authorized MSSP innovators through its partner learning centre (slides below).
- Alongside our authorized training centre, Palo Alto deliver instructor-led courses customised for MSSP innovators. View the [MSSP learning guide](#).

MSSP SPECIALISATION & PROGRAMME REQUIREMENTS

NextWave managed services programme requirements



PERFORMANCE REQUIREMENTS



At Least 1 managed service deal in past 4 quarters



Minimum of 3

CAPABILITIES REQUIREMENTS



Pre-Sales

3
PSE :
Platform - professionals



Sales

3
PSE :
Foundation



Post-sales

3
PCNSE : 8.x
or higher

1
PCNSE
(recommended)

BUSINESS REQUIREMENTS



Contract

MSSP
addendum



Form

MSSP
deal submission



NFR

Minimum 2
PA-850s or replicate
manage services

DEAL SUBMISSION MSSP

“Deal submission” is the “deal registration” for MSSP partners. There are some differences to deal registration:

- Deal submission is a tool to give MSSP partners assurance of pricing when selling MSSP
- Multiple deal submissions are allowed - ie 2 MSSP partners bidding
- Deal submission is allowed when there is already a deal registration
- Why? As MSSP is a different proposition to resale only



Workshop Palo Alto Networks: MSSP PLATFORM 10.0 – CONFIGURE AND ADMINISTER

Overview

This five-day, instructor-led workshop is designed for security engineers and administrators responsible for the security services provided by MSSP partners.

The courseware and labs of this class cover more than can be handled in the actual class. This course is intended to be a delivered in a custom format, where the instructor selects topics to be delivered based on audience needs.

Workshop Objectives

This five-day, instructor-led workshop builds on the student's understanding of how to administer the Palo Alto Networks Next-Generation Firewall, to scale the solution to meet the needs of an MSSP setting using Panorama™.

Scope

- Course level: Intermediate
- Course duration: 5 days
- Course format: Combines lecture and hands-on labs
- Platform support: Palo Alto Networks Next-Generation enterprise firewalls running the PAN-OS® operating system

Target audience

Security Engineers, Network Engineers and Support Staff

Prerequisites

Completion of Firewall 10.0 Essentials: Configuration and Management (EDU-210) or equivalent experience is required.

Students also must have a basic familiarity with networking security concepts.

Website: www.academy.westconcomstor.com

Email: services.emea@westconcomstor.com

Registration & cancellation policy:
<https://academy.westconcomstor.com/cancellation-policy>

Workshop modules

Module 1: Platform and architecture	Module 15: Site-to-site VPN
Module 2: Connect MGT network	Module 16: GlobalProtect
Module 3: Firewall configs	Module 17: Quality of service
Module 4: Admin accounts	Module 18: Panorama overview
Module 5: Connect production network	Module 19: Adding firewalls to panorama
Module 6: CLI primer	Module 20: Templates
Module 7: Flow-logic	Module 21: Device groups
Module 8: Security-NAT-policies	Module 22: Log collection
Module 9: Block packet attacks	Module 23: Packet capture
Module 10: Known bad sources	Module 24: Packet diagnostic logs
Module 11: Block threats using app-ID	Module 25: Host inbound traffic
Module 12: Maintain app-ID	Module 26: Transit traffic
Module 13: Blocking threats by user-ID	Module 27: Active/passive HA
Module 14: Block unknown malware	

It is strongly suggested to limit the workshop to 20 modules.

PROGRAMME TERMS

Managed Services programme terms

- All benefits and requirements will remain valid until otherwise noted.
- All MSSP innovators must have a signed MSP agreement on file to be eligible for benefits.
- All MSSP innovators must submit an MSSP deal submission via the NextWave Partner Portal in order to be eligible to receive the standard MSSP suggested discounts.
- Provide or purchase, partner enabled premium support, except when selling solutions where we do not have this support offering, a partner will be allowed to offer Palo Alto Networks premium support.
- All MSSPs must purchase the appropriate number of lab equipment units for use in integration, testing and support centre troubleshooting. These purchases require annual support licenses.
- To maintain MSP benefits, minimum training, value-added services, marketing and performance activities will be required annually and will be prorated based on your start date.
- Failing to adhere to the terms of the MSP may result in the MSSP innovator being placed on probation, losing their programmed designation, or being removed entirely.
- If the MSSP innovator is removed from the MSP programme, they do not necessarily lose their NextWave partner status.

TECHNICAL ONBOARDING

Month 1 – Pre-Sales	Month 1 – Post-Sales
<p data-bbox="142 534 965 572">Complete the following training and objectives</p> <ul data-bbox="142 639 1200 819" style="list-style-type: none"><li data-bbox="142 639 912 678">• PSE: Foundation overview course & exam<li data-bbox="142 682 1200 772">• Prisma Access SASE (EDU-118) overview course & exam 3.5 hours<li data-bbox="142 776 930 819">• CloudGenix SD-WAN course & exam 8 hours <p data-bbox="142 911 754 949">Complete the following objectives:</p> <ul data-bbox="142 958 1200 1090" style="list-style-type: none"><li data-bbox="142 958 1200 1048">• Get familiar with the partner demo systems for Strata NGFW, Prisma Access, Prisma Cloud, and Cortex XDR<li data-bbox="142 1052 912 1090">• Get familiar with Security Lifecycle Reviews	<p data-bbox="1294 534 1867 572">Complete the following training:</p> <ul data-bbox="1294 629 2339 858" style="list-style-type: none"><li data-bbox="1294 629 2339 668">• Cortex XDR 2.0 (EDU-160) overview course & exam 2 hours<li data-bbox="1294 672 2339 762">• Prisma Access SASE (EDU-118) overview course & exam 3.5 hours<li data-bbox="1294 766 2339 805">• Prisma Cloud (EDU-150) overview course & exam 3.5 hours<li data-bbox="1294 809 2071 848">• CloudGenix SD-WAN course & exam 8 hours

TECHNICAL ONBOARDING

Month 3 – Pre-Sales

Complete the following training:

- PSE: Strata Associate [overview](#) | [course & exam](#) 2 hours
- PSE: Prisma Cloud – Associate [overview](#) | [course & exam](#) 1 hour
- PSE: Cortex – Associate [overview](#) | [course & exam](#) 4 hours
- Multi-tenancy for MSSP [video](#) | [presentation](#) 20 minutes

Complete the following objectives:

- Present a Security Lifecycle Review to a Palo Alto Networks MSSP SE by contacting mssp@paloaltonetworks.com
- Complete a customer demo using the [Demo System](#) environments
- Present the multi-tenancy presentation to a MSSP SE

Month 3 – Post-Sales

Complete the following training:

- [Best practice assessment training](#)
- [Expedition training](#)
- Get familiar with Iron Skillet along with the [best practices](#)
- [Autofocus \(EDU-162\)](#)
- Get familiar with [Minemeld](#)

Complete the following objectives:

- Present a best practice assessment to a Palo Alto Networks MSSP SE by contacting mssp@paloaltonetworks.com
- Complete the expedition [demo systems lab](#)

TECHNICAL ONBOARDING

Month 6 – Pre-Sales

Complete the following training:

- Cortex multi-tenancy [demo video](#) | [presentation](#) 20 minute

Complete the following objectives:

- Present the [Cortex multi-tenancy presentation/demo](#) to a MSSP SE or CBM by contacting mssp@paloaltonetworks.com

Month 6 – Post-Sales

Complete the following training:

- [Firewall: optimizing threat prevention](#) (EDU-114) 7 hours
- MSSP (EDU-255) 5 days *by invitation only, please contact mssp@paloaltonetworks.com
- [Cortex XDR PS workshop](#) 3 days, instructor-led

Complete the following objectives:

- [PCNSA Certification](#)
- [PCNSE Certification](#)

TECHNICAL ONBOARDING

Month 12 – Pre-Sales	Month 12 – Post-Sales
<p>Complete the following objective:</p> <ul style="list-style-type: none">• Obtain one PSE: Professional level certification• PSE: Strata Professional study guide• PSE: Prisma Cloud Professional study guide• PSE: Cortex Professional study guide• PSE: Strata Data Centre Professional study Guide	<p>Complete the following objective:</p> <ul style="list-style-type: none">• Strata TLS workshop (PCNSE required) 5 days, instructor-led
Continued Specialised Training	Resources
<p>Strata NGFW Technical learning guide</p> <ul style="list-style-type: none">• Cortex Technical learning guide• Prisma Cloud Technical learning guide• Prisma Access Technical learning guide	<ul style="list-style-type: none">• Reference architectures: designed, tested, and documented for faster, predictable deployments• MSP programme

Where we create real value

Understanding emerging trends, delivering scale, meeting customer needs and managing complexity are what really deliver value to our partners and ensure their success.

Technical Services



Global Supply Chain Solutions



Digital Distribution



Our portfolio

Our end-to-end services portfolio adds real value to our vendor technologies, delivering complete solutions to our partners



EDUCATION

Vendor-certified training and education services extend knowledge, expertise and skills.



- Instructor-led training**
- End user training**
- Reseller training**



SUPPLY CHAIN

Supply chain services provide end-to-end logistics and operational excellence, wherever and whenever they are needed.



- Staging**
- Forward logistics & IOR**
- Reverse logistics**
- Third party logistics**



PROFESSIONAL

Professional services strengthen partners so they can pursue more opportunities with lower investment



- Design**
- Deploy**
- Optimise**



SUPPORT

Support services help partners to manage their IT infrastructure with virtual support, remote monitoring or on-site engineering expertise.



- Care**
- Assist**
- Proactive care**
- Engineer to site**

What is GSCS?

Global Supply Chain Solutions is a team of international trade experts.

Think of us as your dedicated Westcon-Comstor 'trade desk'.

Our collective experience and unique expertise means we can help you and your accounts to:



Navigate the complexities of global trade



Reduce cost, risk and delays from global deployments



Drive better insights and solutions through data



Optimise logistics and supply chain



Leverage our distribution and expertise

Our people and structure

Global Supply Chain Solutions has over 100 FTEs stationed across EMEA, APAC and NA.

Our functional team structure enables accountability, focus, efficiency, and SLA management.

Program Management



Operationalise new opportunities
Finalise requirements
Create SOW

Project Management



Onboard new projects
Ensure execution
Track project progress

Service Delivery



Answer queries
Support reporting
1st level escalation resource

Sales Quoting Specialists



Manage pricing
Respond to RFPs
Ensure SLAs are met

Sales Op Specialists



Manage orders
Ensure customer data accuracy
Support in flight order queries

Refresh and Analytics



Manage Cisco Refresh products & programs
Deliver customer reporting

A powerful platform, built for mutual success

One platform of integrated, powerful digital toolsets across purchasing, renewals, sales management, cloud services and software – built to benefit all partners across the supply chain.



Agility

Partners can adapt and respond quickly to customer needs with real time visibility



Productivity

Clean and accurate data improves efficiency for faster turnaround



Scalability

Workflow automation and functionality enables vendors and partners to scale



Profitability

Reduces time to cash, unlocks more opportunities and recurring revenues

Digital Distribution Platform



Anything unclear? Contact us with any questions or queries:



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