



## Check Point Valued Partner Program 2004 Frequently Asked Questions



*Program terms, conditions and guidelines are subject to change at the sole discretion of Check Point at any time. In the event of conflicts in the terms of any program, Check Point shall retain the exclusive right of interpretation.*

**Q. What is Check Point announcing?**

- A.** Check Point is announcing changes to its partner program. The changes include:
- i.** A simplified program structure.
  - ii.** New designation categories.
  - iii.** Certifications indicating specialized skills.
  - iv.** Changes to program benefits and requirements.
  - v.** A more distinct positioning of program elements around Check Point's push to offer intelligent perimeter, internal and web solutions for every market segment and size of business worldwide.

**Q. What are the highlights for the new program changes?**

**A.**

<b>Simplified structure</b>	<b>7 programs reduced to 1 covering Distribution and VAR's. This structure creates 5 core program designations.</b>
<b>Creation of New Program Designations</b>	<b>Gold, Silver and Bronze.</b>
<b>Program certifications</b>	<b>Partners who have invested in specialized skills like Managed Services, Training Centers, Support and Consulting will have these skills recognized as certifications along with their core program designation assignment for enhanced acknowledgment of their investment.</b>
<b>Benefits and Requirements</b>	<b>Please refer to the program designation tables for details.</b>

**Q. Do these changes affect all designations?**

- A.** Yes, all current Check Point partner designations will be affected by these changes.

**Q. What is the implementation schedule for the changes?**

- A.** Program changes will be rolled out in phases throughout 2004 and piloted in select regions. Program changes are estimated to be fully implemented by the end of 2004.



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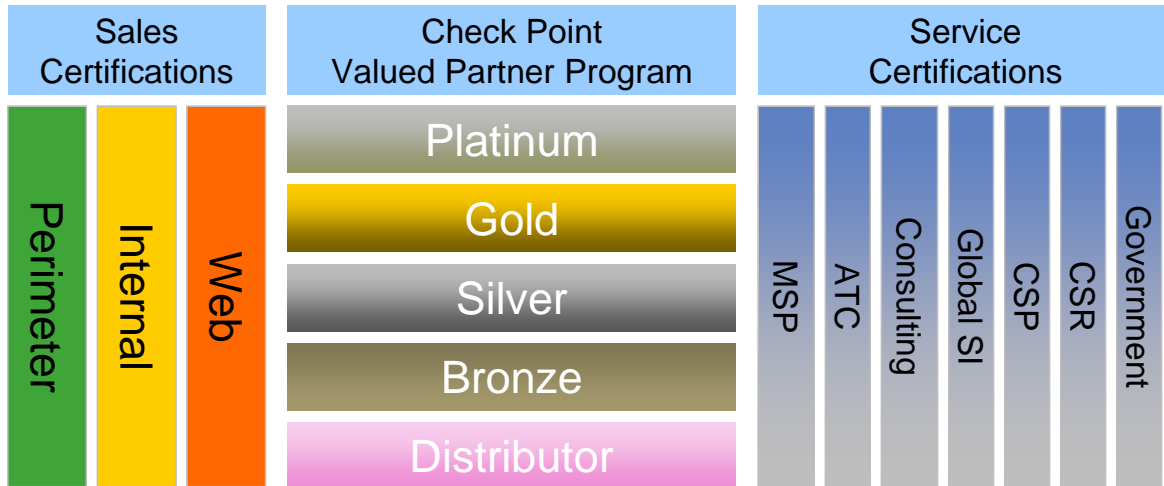
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**Q.** How does the new structure compare with the old?

- A.** The old structure had 7 programs. The new structure eliminates Solutions and Service categories and reduces the number of programs to 1 and creates Certifications for those Partners offering value added services.

## Simplified Structure / 1 Program



**Q.** I am currently in the Premier VASP, CSP and ATC programs. How will the new structure affect me?

- A.** Provided you will meet the new requirements of a gold level partner, you will most likely qualify for a main program designation of Gold. You will need to qualify for the CSP and ATC Certifications attached to your Gold Program designation.

**Q.** Will current partners be automatically transitioned to one of the programs in the new structure?

- A.** No, each partner will be reviewed by Check Point to make sure their business line and expertise are within the corresponding designation and meets the requirements for the new program designations and the Certifications attached to the main program. Your local Check Point's sales rep will lead you through this process.

**Q.** How will these changes help me as a Check Point Partner?

- A.** The changes will:
  - Simplify programs and add a positioning benefit for you in areas you are focused.
  - Provide better differentiation for each program level.
  - Enhance the ability to provide distinctive benefits and requirements for each program level.
  - Your new designation and its positioning will enhance your Check Point solutions selling advantage for every market segment and size of business worldwide.



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## Q. Where can I go for more information?

- A. You can learn more by contacting your Territory Manager, Channel Manager or Partner Alliance Manager. You can also login to PartnerMAP for ongoing updates or email us at [cpp@checkpoint.com](mailto:cpp@checkpoint.com)

## Q. What are the new benefits and requirements for each designation?

- A. Main changes to Benefits & Requirements are:

Platinum Partner Designation Main Changes to Benefits & Requirements	
<p><b>Benefits Highlights</b></p> <ul style="list-style-type: none"> <li>- Designation specific product sales recognition</li> <li>- Incentive programs (when available)</li> <li>- Free on-line Sales Training</li> <li>- Priority order processing</li> <li>- Early sales access</li> <li>- Early NFR &amp; demo units</li> <li>- Channel ranking</li> <li>- Co-op reimbursement on periodic activities</li> </ul>	<p><b>Requirements Highlights</b></p> <ul style="list-style-type: none"> <li>- Perimeter, Internal &amp; Web Sales / Technical Certification</li> <li>- Channel ranking</li> <li>- Min use of co-op funds</li> <li>- Lead generation activities</li> <li>- Meet Check Points index</li> <li>- Customer satisfaction survey</li> <li>- Demo facilities</li> <li>- Certified for either CSP or CSR</li> <li>- Min of 5 CCSE</li> </ul>

Gold Partner Designation Main Changes to Benefits & Requirements	
<p><b>Benefits Highlights</b></p> <ul style="list-style-type: none"> <li>- Designation specific product sales recognition</li> <li>- Incentive programs (when available)</li> <li>- Free on-line Sales Training</li> <li>- Priority Order Processing</li> <li>- Early sales access</li> <li>- Early NFR &amp; demo units</li> <li>- Channel ranking</li> <li>- Co-op reimbursement on periodic activities</li> </ul>	<p><b>Requirements Highlights</b></p> <ul style="list-style-type: none"> <li>- Perimeter, Internal &amp; Web Sales / Technical Certification</li> <li>- Channel ranking</li> <li>- Min use of co-op funds</li> <li>- Lead generating activity</li> <li>- Meet Check Points index</li> <li>- Customer satisfaction survey</li> <li>- Demo facilities</li> <li>- Certified for either CSP or CSR</li> <li>- Min of 3 CCSE</li> </ul>

Silver Partner Designation Main Changes to Benefits & Requirements	
<p><b>Benefits Highlights</b></p> <ul style="list-style-type: none"> <li>- Designation specific product sales recognition</li> <li>- Incentive programs (when available)</li> <li>- Free on-line Sales Training</li> <li>- Channel ranking</li> <li>- Marketing Funds</li> </ul>	<p><b>Requirements Highlights</b></p> <ul style="list-style-type: none"> <li>- Perimeter, Internal &amp; Web Sales / Technical Certification</li> <li>- Channel ranking</li> <li>- Meet Check Points index</li> <li>- Customer satisfaction survey</li> <li>- Min of 2 CCSE</li> </ul>

Bronze Partner Designation Main Changes to Benefits & Requirements	
<p><b>Benefits Highlights</b></p> <ul style="list-style-type: none"> <li>- Designation specific product sales recognition</li> <li>- Incentive programs (when available)</li> <li>- Free on-line Sales Training</li> <li>- Channel ranking</li> <li>- Marketing Funds</li> </ul>	<p><b>Requirements Highlights</b></p> <ul style="list-style-type: none"> <li>- Small Business / Medium Business Perimeter, Internal &amp; Web Sales / Technical Certification</li> <li>- Channel ranking</li> <li>- Meet Check Points index</li> <li>- Customer satisfaction survey</li> <li>- Min 1 CCSMB (under development)</li> </ul>



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### Distributor Partner Designation Main Changes to Benefits & Requirements

- | Benefits Highlights  | Requirements Highlights  |
|--|--|
| <ul style="list-style-type: none"> <li>- Designation specific product sales recognition</li> <li>- Incentive programs (when available)</li> <li>- Free on-line Sales Training</li> <li>- Early sales access, early NFR &amp; demo units (for Platinum &amp; Gold)</li> <li>- Co-op reimbursement on periodic activities</li> </ul> | <ul style="list-style-type: none"> <li>- Min use of co-op funds</li> <li>- Lead generation activities</li> <li>- Meet Check Points index</li> <li>- Reseller satisfaction survey</li> <li>- Demo facilities</li> <li>- Certified for either CSP or CSR</li> <li>- Min of 5 CCSE</li> </ul> |

- Q.** Will I get a designation for each of my offices?
- A.** Yes. There are 5 **core** designations. Each Partner office will need to meet requirements for the core program designation and certifications.
- Q.** What are certifications and how will I receive one?
- A.** Program certifications are for partners who offer managed services, consulting, operate training centers, have a current back line support contract and more. Those awarded certifications will need to meet requirements in order to qualify. Partners who qualify will be given specific benefits in addition to their base program. Certifications will be attached to a partner's main program designation and Partner office location(s).
- Q.** How can partners sign-up for the new program designations and certifications to receive benefits?
- A.** Your Check Point rep will work with you on the most suitable designation and certifications available for you under the new program. A complete list of the new benefits and requirements by program designation will be posted on PartnerMAP. Check Point estimates a 6-month transition period for partners to meet new program requirements.
- Q.** What will happen to Partners in the Licensed VASP and Small Business VASP programs?
- A.** These programs will be retired during 2004. Partners in these designations will be reviewed as all other partners and be transitioned to one of the 5 core designations based on capabilities and meeting program requirements.
- Q.** Can a partner have a CSP and a CSR Certification?
- A.** No. CSR certification is for partners who have made a significant investment promoting Check Point's support offering to end users and do not offer their own front line support.



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**Q.** Will there be new benefits?

**A.** Yes. As the new program unfolds and according to new product releases and periodic promotions, a range of new and revised benefits will become available to partners based on their designation level.

**Q.** Can you describe each Certification?

**A.**

### Specialization Certifications

<b>Authorized Training Center (ATC)</b>	Certified to offer security professionals high quality training based on all Check Point solutions.
<b>Certified Support Provider (CSP)</b>	Certified and trained to offer front line technical support directly to end-users. Maintains a back line direct support relationship with Check Point.
<b>Certified Support Reseller (CSR)</b>	Certified to sell Check Point standard and premium Support offerings to end-users. (Does not include subscription support.)
<b>Consultant</b>	Certified to provide end users with business strategy consulting, security design, assessment and security implementation management.
<b>Global Systems Integrator</b>	Certifies local offices throughout the world for companies who have a worldwide direct resell contract with Check Point and can provide security implementations worldwide.
<b>Government</b>	Certifies solution providers have the expertise and experience to deliver solutions to the government sector.
<b>Managed Service Provider (MSP)</b>	Certifies solution providers have the expertise and infrastructure to offer outsourced, centralized security management to end users based on Check Point's market leading management solutions.

### Sales Certifications

<b>Perimeter</b>	Certifies solution providers possess skills to sell, use and support solutions for Attack Protection, Secure Office Connectivity, Remote Employee Access and Controllable Internet Access.
<b>Internal</b>	Certifies solution providers possess skills to sell, use and support solutions for Threat Containment, Network Compartmentalization, Desktop Protection, Server Protection and Data Center Security.
<b>WEB</b>	Certifies solution providers possess skills to sell, use and support solutions for User Access, Unified Front-end, Integrated Access Control and Content Verification



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<b>Designation specific product sales recognition</b>	<b>Access to incentive programs when available</b>	<b>On-line sales training</b>	<b>Priority order processing</b> (Platinum & Gold)	<b>Early sales access to newly launched products</b> (Platinum & Gold)
<b>Early access to demo &amp; NFR units</b> (Platinum & Gold)	<b>Channel ranking range per country / area</b>	<b>Marketing Funds</b> (Silver & Bronze)	<b>Eligible for co-op reimbursement on periodic authorized activities</b> (Platinum & Gold)	

**Q.** Can you explain the new benefits?

**A.** **Designation specific product sales recognition.** This benefit provides official recognition of partners’ capability and product experience level for each program designation.

**Access to incentive programs when available.** From time to time Check Point will make available non-recurring incentives. These incentives could include spiffs, flexible co-op guidelines for high ROI project plans or special focus programs where applicable.

**On-line sales training.** Partners will have access to free, web-based solution sales training to enhance selling skills. This knowledge transfer is designed to efficiently and productively prepare your sales force to sell Check Point’s new solutions in every market segment and size of business worldwide. It will reduce your sell cycle and close business faster.

**Priority order processing.** This benefit Speeds up order processing for Platinum and Gold designations at peak ordering times.

**Early sales access to newly launched products.** Provides Platinum and Gold designations the benefit of first sales availability on select newly launched products for a specified period of time after a product launch.

**Early access to demo & NFR units.** This provides Platinum and Gold the benefit of first priority to NFR (not-for-resale) and Demonstration equipment for newly launched products for a specified period of time.

**Channel ranking range per country / area.** This benefit allows partners to specify their position relative to other tiers in the program. For example partners will be able to market themselves as the top or middle percent of Check Point partners in the program.



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**Marketing Funds.** Marketing Funds will be set aside for market development projects that benefit Silver and Bronze partners at the local, regional or national level.

**Eligible for co-op reimbursement on periodic authorized activities.** Sets the reimbursement percentage for non-recurring co-op funded marketing activities.

**Q.** Will there be new requirements?

- A.** Check Point has enhanced program requirements to better differentiate program tiers and recognize that partners have developed different levels of sales and technical capabilities. Some of the new requirements include:

<b>Perimeter, Internal and Web Sales Certifications</b>	<b>Channel ranking range per country / area</b>	<b>Minimum use of annual co-op funds on Check Point only activities</b>	<b>Minimum number of quarterly lead generating activities</b>	<b>Check Points Index</b>
<b>Customer Satisfaction Survey</b>	<b>Demonstration Facilities</b> (Distributor Platinum and Gold Only)	<b>Meet CSP or CSR Guidelines</b> (Distributor Platinum and Gold Only)	<b>Enhanced Technical Certifications</b>	

**Q.** Can you explain the new requirements?

- A. Perimeter, Internal & Web Solution Certifications.** Partners will need 1 to 3 certifications depending on program designation. These certifications confirm solution providers possess skills to sell, use and support solutions based on Check Point's Perimeter, Internal and Web architecture.

Platinum	Gold	Silver	Bronze
3 Certifications	2 Certifications	1 Certification	SB / MB focus

**Channel ranking range per country / area.** Program designations will fall in a percentage range relative to the number of all partners in the program. Check Point will manage this based on dollar value of partner contribution and soft metrics including marketing investment, certification requirements, Check Point s Index and local consideration.

**Minimum use of annual co-op funds on Check Point only activities.** This element defines the requirement to use a minimum percent of co-op accrual on Check Point only marketing activities during the year.

**Minimum number of lead generating activities.** A minimum number of Check Point only marketing activities will be required during each quarter.

**Check Points Index.** Eligibility for each designation will be based upon accumulating Check Points. Points will be awarded for meeting program requirements and performing marketing activities. The required number of Check Points for each program designation will be posted on PartnerMAP.



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**Customer Satisfaction Survey.** Check Point will implement a Customer Satisfaction Survey as a measure for partner program and designation eligibility.

**Demonstration Facilities.** As a way to showcase a partner's security experience, Platinum, Gold and Distributor partners will need to have demonstration facilities to support selling solutions.

**Meet CSP or CSR guidelines.** Partners providing front-line, end-user support or Distributor Partners providing support to Check Point Partners will need a Certified Support Provider (CSP) Certification and contract. Those partners who do not sell their own support and sell Check Point support as a significant focus of their business model will need a Certified Support Reseller (CSR) Certification.

**Enhanced Technical Certifications.** This main program requirement has been enhanced to provide greater differentiation to each program tier distinguishing technical investment levels.