



Global Partner Program

A partnership you can count on in
WINNING THE UNFAIR FIGHT



Security that Scales Through Partnership

The demand for IT Providers to deliver advanced security services is growing. At Blackpoint, we believe businesses shouldn't sacrifice security for scalability. Trust us for top-notch security, expert threat response, and resources that enable your growth along the way.



Built to serve diverse business models

Blackpoint Cyber's partner program is designed to meet the unique needs of businesses at every stage of growth. Whether you're a startup taking your first steps or an established enterprise scaling to new heights, our resources and dedicated team are here to support you. We take the time to understand your challenges and collaborate with you to overcome any obstacles, providing guidance and solutions that ensure your path to success is clear and achievable. You can focus on what matters most—growing your business with confidence.



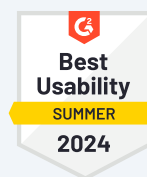
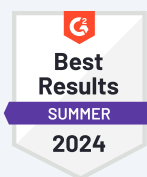
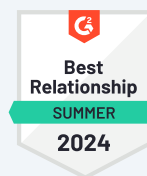
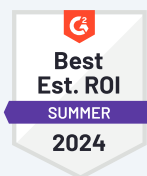
Prioritizes relationship building

This partner program is centered on fostering trust and cultivating lasting relationships. We believe that true partnership means standing shoulder to shoulder with you, tackling challenges together, and providing unwavering support. Our mission is to be more than just a vendor but, committed allies in your success. When our partners thrive, it strengthens the entire community, creating a win-win for all.



Resources and tools to serve every organization

From sales and marketing to product and business – the Blackpoint Partner Program is designed to serve every slice of your organization. This program empowers your teams with direct access to industry experts across all key areas, ensuring that you have the knowledge and resources to excel. By providing insights into our product roadmap, offering cutting-edge training, and delivering robust marketing resources, we enable every role in your organization to thrive.



A Partner Program Where Security and Scale Work in Unison

Blackpoint Cyber's partner program is designed to empower and inspire partners to grow by utilizing every tool and resource we offer. As a true partner, our mission is not only to protect your business but also to create opportunities that remove growth barriers.

Our tiered program offers a range of go-to-market, product, and business benefits based on your tier, ensuring tailored support for your success. Partner tiers are assigned based on MRR and tier bump opportunities within the Blackpoint Partner Program.

| | GROWTH | PROFESSIONAL | ADVANCED | EXPERT |
|--|--------|--------------|----------|-----------|
| Sales Benefits | | | | |
| Dedicated Account Management Team | ✓ | ✓ | ✓ | ✓ |
| Access to On-Demand Sales & Technical Training | ✓ | ✓ | ✓ | ✓ |
| Eligible for Blackpoint Sourced Leads | | | ✓ | ✓ |
| Marketing Benefits | | | | |
| Blackpoint Logo and Brand Usage | ✓ | ✓ | ✓ | ✓ |
| Blackpoint Partner Program Tier Badge Usage | ✓ | ✓ | ✓ | ✓ |
| Access to Blackpoint's Enablement Materials | ✓ | ✓ | ✓ | ✓ |
| Eligible for Marketing Development Funds | | ✓ | ✓ | ✓ |
| Eligible for Industry Event Passes | | | ✓ | ✓ |
| Press Release Participation | | | ✓ | ✓ |
| Eligible for Dedicated Webinar Presentation | | | ✓ | ✓ |
| 1 Co-Produced End Client Testimonial | | | ✓ | ✓ |
| Product & Support Benefits | | | | |
| Eligible for Early Access to New Products | | | ✓ | ✓ |
| Quarterly Roadmap Presentation | | | ✓ | ✓ |
| Business Benefits | | | | |
| Remediation Support Post Incident | ✓ | ✓ | ✓ | ✓ |
| In-office Sales Training Presented by Blackpoint | | | ✓ | ✓ |
| Assigned Leadership Sponsor | | | | ✓ |
| SOC Concierge Service | | | | ✓ |
| Annual Threat Report Custom Digest | | | | ✓ |
| Custom Threat Briefing | | | | Quarterly |

Tier Bump Opportunity: Adoption – COMING 2025!

Partners with 3 or more products utilized across 80%+ of the business's TAM are eligible for a tier bump and will receive the benefits of the upgraded tier.

Benefits Overview

Blackpoint Partner Program is designed to support your business past security and into scalability. This list of benefits will continue to evolve as Blackpoint grows, ensuring we are continually evaluating and expanding on our support to our community.

Dedicated Account Management Team

Each partner is assigned a dedicated team of sales representatives and technical experts, ensuring continuity and personalized support throughout your journey. This approach eliminates handoffs between representatives, providing a seamless experience with a consistent team that acts as an extension of your organization, invested in your success from start to finish.

Access to On-Demand Sales & Technical Training

Gain direct access to Blackpoint Cyber's on-demand training resources. These sessions are specifically designed to empower and educate partners, equipping your team with the knowledge and tools needed to excel in the face of evolving threats and fully leverage the Blackpoint Cyber suite of solutions.

Eligibility for Blackpoint-Sourced Leads

Top-tier partners have the opportunity to receive client leads sourced by Blackpoint. Lead distribution is based on partner tier, location, and Total Addressable Market (TAM), ensuring a fair and strategic allocation. While Blackpoint does not actively source client leads, any leads collected are distributed to bolster your business when available.

Blackpoint Logo and Brand Usage

All Blackpoint partners are encouraged to showcase their affiliation by using the Blackpoint logo in marketing materials. This not only represents your premier security offering but also strengthens brand recognition. Partners have access to Blackpoint's brand guidelines [here](#).

Blackpoint Partner Program Tier Badge Usage

Partners are encouraged to display their Blackpoint Partner Program Badge, symbolizing their commitment to delivering top-tier cybersecurity and service. This badge is a mark of distinction, enhancing your credibility and market presence.

Eligibility for Marketing Development Funds (MDF)

Partners eligible for this benefit can apply to Blackpoint's Marketing Development Funds (MDF) program. Upon meeting the criteria outlined in the program, MSP partners may receive funds to support their marketing efforts. All funds are subject to availability, and requests must be submitted through the partner's account manager. *MDF will open in Q1 of 2025 and is based on your partnership status in the previous quarter.*

Eligibility for Industry Event Passes

Partners may be eligible to receive complimentary passes to industry events as part of Blackpoint's sponsorship of channel tradeshow. While this benefit covers the cost of event passes, it does not extend to additional travel or accommodation expenses. Not every tradeshow sponsorship includes passes. Limited availability.

Press Release Participation

Upon request, Blackpoint will provide a quote to include in your press release, offering support and alignment with your security partner. This helps reinforce your relationship with Blackpoint and highlights your commitment to security.

Benefits Overview

Eligibility for Dedicated Webinar Presentation

Blackpoint will present a webinar on behalf of your business. You are responsible for selecting the topic, directing the content, and managing participant recruitment, while Blackpoint handles the delivery, ensuring a professional and impactful presentation.

Co-Produced End Client Testimonial

Blackpoint Cyber's video production team will co-produce and edit a client testimonial for your MSP. Your team will be responsible for selecting the client and coordinating filming, while we ensure a high-quality, compelling final product.

Eligibility for Early Access to New Products

Partners with this benefit are prioritized for ALPHA/BETA testing of new products or features, allowing them to provide feedback and gain early insights into Blackpoint's latest innovations.

Quarterly Roadmap Presentation

Eligible partners will be invited to quarterly presentations of Blackpoint's product roadmap, delivered by our product leadership team. Participation requires signing a non-disclosure agreement (NDA) to ensure the confidentiality of upcoming developments.

Remediation Support Post Incident

All Blackpoint Cyber partners receive remediation support and guidance post incident response. This support is delivered by our expert Security Operations Team and is designed to ensure your business is up and running confidently.

In-Office Sales Training Presented by Blackpoint

Upon request, Blackpoint will collaborate with your organization to plan and deliver in-person or virtual sales training for your internal team. This training equips your sales force with the strategies and insights needed to drive growth and establish them as industry experts.

Assigned Leadership Sponsor

With this benefit, your MSP is paired with an executive leader from Blackpoint, offering direct engagement for strategic planning, problem-solving, and goal alignment. This ensures high-level support and collaboration to drive mutual success. You will still work through your account manager to coordinate any meetings.

SOC Concierge Service

For top-tier partners, our SOC Concierge Service provides dedicated support in the event of a breach or potential threat. A specialized team will check weekly on your operational status for ~30 days and assist with post-threat remediation, ensuring you receive the highest level of care and attention. *This program will be available Q1 2025.*

Annual Threat Report Custom Digest

The APG team will guide your MSP through the Annual Threat Report, offering a deeper analysis and expert commentary on the current threat landscape. This tailored digest provides actionable insights to enhance your security posture.

Custom Threat Briefing

Our Adversary Pursuit Group will develop and deliver a personalized threat landscape briefing tailored to your business. This presentation provides timely and relevant insights to help you navigate the current threat environment effectively.

Always Aiming to Evolve and Become a Better Partner

To our partners,

While Blackpoint's Partner Program is a significant step toward forging stronger, long-lasting partnerships, we understand that your business needs will continue to evolve. Our mission is to stand by you in the trenches, growing and succeeding together, beating competition and threats. We are committed to continually improving, doing more, and serving our community because we recognize that your success is our top priority.



Mike Estep

Chief Client Officer,
Blackpoint Cyber

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If I have learned one thing from my 35+ years in the IT space, I have learned that its all about relationships. You must do the right thing for people when no one is looking and it will come back tenfold. We aim to serve our partners with the same mentality here at Blackpoint.”

— Mike Estep, Chief Client Officer

Not a Partner Yet?

Our team of dedicated security professionals is ready to meet you wherever you are on your business journey, demonstrating Blackpoint's unwavering commitment to top-tier security and true partnership.

[MEET A BLACKPOINT EXPERT](#)

Visit Our Office in Person

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