

Cynet Partner Program

Cynet's All-In-One Security Solution streamlines and automates key capabilities — from Monitoring and Control to Attack Prevention and Detection, as well as Response Orchestration — to deliver environment-wide visibility and protection.

Acclaimed for efficacy and efficiency, our all-in-one approach is accumulating analyst accolades through record-breaking performances in independent end-to-end tests. In 2023, for example, Cynet made MITRE ATT&CK Evaluation history. For the first time ever, a vendor delivered 100% Visibility and 100% Analytic Coverage — with no configuration changes. That's peace of mind pricier platforms can't promise.

Unlike the piecemeal protection of siloed point solutions in the market, Cynet seamlessly integrates a full suite of data security technologies to guarantee comprehensive coverage. Our multi-source threat analysis engine minimizes false positives, reducing alert volumes and user workloads. Additionally, our dedicated 24x7 CyOps teams continuously monitor your clients' environments and provide on-demand support or security assistance.

This unique combination of advanced technology and battle-tested expertise empowers smaller organizations to achieve world-class security without compromising profitability due to excessive staffing requirements.

To maximize this positive impact, the Cynet Partner Program presents an enticing business proposition for Resellers (VARs), Managed Service Providers (MSPs), and Managed Security Service Providers (MSSPs). Amid fierce competition, they differentiate their services by cultivating lucrative, enduring partnerships with Cynet, the all-in-one security solution that unifies a full suite of security capabilities on a single, easy-to-use platform.



Become a Partner!

Built to Build your Business

Our commitment is to support your expansion journey hand in hand. We understand that one size doesn't fit all, and that your business model may face pressure to evolve and deliver added value.

Our team is here to support yours every step of the way, with a unique approach that nurtures partner growth through strategic investment.

Your success is our North Star, and every aspect of our Partner Program optimized to make Cynet the most accessible company you've collaborated with.

Supercharge Your Solutions Service

For partners who create, integrate or resell solutions to deliver complete cybersecurity, Cynet offers a compelling partnership to drive rapid growth.

- Cynet's all-in-one solution offers unparalleled value by consolidating a full security suite of capabilities at an attractive price point.
- Cynet generates partner profitability through robust product margins, facilitating opportunities for additional value-added services, and ensures full margins upon renewal.
- Expands market accessibility to include segments previously unable to afford comprehensive security coverage.
- Cynet boosts your customers' satisfaction, as evidenced by our exceptional Gartner Peer Insights score.
- Cynet differentiates your offerings with competitive upgrade programs that offer your service a go-to market edge.
- Cynet empowers your business to scale efficiently with Partner Program benefits such as Marketing Development Funds (MDF) and demand generation support.
- Cynet streamlines your sales process with easy quoting, swift sales cycles, and complete implementation in minutes.
- Cynet simplifies compliance for even your most security-challenged customers.



Become a Partner!

Building Managed Services with Cynet

Partners that have built Managed Services offerings find Cynet to be the most profitable way to offer their customers a best-of-suite security offering backed by the industry's strongest protection.

- Streamline your tech infrastructure by consolidating multiple vendors into Cynet's comprehensive solution, accessible from a single console at an attractive price.
- Access expert security support around the clock with our dedicated 24x7 CyOps team.
- Grow your business seamlessly with scalable solutions, leveraging volume discounting to enhance partner tier benefits.
- Leverage Marketing Development Funds (MDF) and demand generation support through our partner program to drive business growth.
- Customize your subscription with flexible co-termining options tailored to your needs.
- Reduce technician workload with our all-in-one solution's low false positive rate and simplified training via a single console.

Delivering Security Services with Cynet

For partners that have their own Security Operations delivery capability the Cynet security platform streamlines and automates Monitoring and Control, Attack Prevention and Detection, and Response Orchestration throughout your entire environment.

- Grow your business seamlessly with scalable solutions, leveraging volume discounting to enhance partner tier benefits.
- Streamline your tech infrastructure by consolidating multiple vendors into Cynet's comprehensive solution, accessible from a single console at an attractive price.
- Enhance profitability by providing your own dedicated 24x7 security operations team.
- Customize your subscription with flexible co-termining options tailored to your needs.
- Establish your distinctive MSSP offerings atop the industry's most potent security suite, fostering a unique business identity.
- Leverage Marketing Development Funds (MDF) and demand generation support through our partner program to drive business growth.
- Reduce technician workload with our solution's low false positive rate and simplified training via a single console.

All-in-one Advantages

Comprehensive capabilities

Cynet's all-in-one console unifies a comprehensive suite of security tools, streamlining operations and maximizing efficiency.

Total protection

Cynet provides environment-wide coverage across top-tier components including Endpoint, Mobile, Email, SSPM, and CLM.

Powerful performance

Through rigorous testing and ongoing optimization, Cynet achieved record-breaking MITRE ATT&CK results and significantly reduce false positives, enhancing overall security effectiveness.

24/7 support

Cynet's solution is backed by continuous monitoring from CyOps, plus 24/7 on-demand support to scale your team's expertise and navigate security challenges.

Time-to-value

Experience seamless deployment with our cloud service, requiring minimal setup and enabling rapid implementation.

When CyOps has your back, you're free to focus on your core business objectives without worrying about gaps in your defense.



Become a Partner!

Partner Testimonials



Cynet has a better product. You're going to pay less, get more value. Where do I sign up?



Dean Leclerc, CTO



In one year with Cynet, we grew 2.7 times, and we are on track to do exactly the same this year.



Aneth Guerra de Arosemena, CCO



To have Cynet's team of security specialists behind you, looking at everything that could happen on your perimeter, is a great extension to our existing cybersecurity team.



David Mantock, CISO



Cynet picked up the phone and called us on Thanksgiving and said 'there's some lateral movement going on in this network,' and it really saved us and saved the customer over the holiday.



Ralph Blanco, CEO

Exclusive Partner Benefits

MDF & Demand Generation Support

The Cynet Partner Program provides MDF and support for demand generation as force multipliers for your business growth.

- Cynet offers financial assistance to fuel partners' marketing efforts.
- Cynet partners are encouraged to submit proposals aligned with our strategic objectives, receiving guidance and support throughout the process.
- This invaluable resource empowers partners to invest in targeted marketing initiatives tailored to their specific markets and customer segments, ultimately enhancing their market presence and fostering business expansion.

Large-Deal Discounts

Partners can claim bottom-line-boosting discounts by registering large deals, fostering partner-driven pipeline growth and expansion.

- Savings for you translates to advantageous pricing for your clients, thereby enhancing their competitiveness in the market.
- Cynet ensures transparency and efficiency with a designated process for deal registration.
- These discounts serve as a powerful incentive for partners to drive business growth by expanding their client base and increasing deal volumes.
- By leveraging this benefit, partners can strengthen their relationships with clients, demonstrate value, and ultimately drive revenue growth for both themselves and Cynet.

Not-for-Resale (NFR) instances

By deploying NFR instances of Cynet for internal testing and new-business demonstrations, Cynet partners can build valuable hands-on experience.

- This makes our all-in-one security solution even easier to promote, sell, and support for your clients.
- With a dedicated process to request NFR instances, it's easy for partners to build confidence they need to compellingly showcase the solution's value.
- Leverage NFR instances for stronger sales pitches, reinforced client trust, and faster business growth through successful product adoption.

Co-marketing initiatives

Cynet's marketing team collaborates with partners to create and promote co-branded collateral, including joint press releases, webinars, logo placement on our website, Lunch & Learns, user groups, and more.

- Boost your onsite presence at key industry events through joint field marketing activations with Cynet.
- Leveraging co-marketing opportunities enhances market presence, attracts potential customers, and accelerates business growth.

Partner Program Requirements

Certifications

Partners benefit from extensive access to sales and technical certification opportunities.

- Based on tier, partners must complete required sales and sales engineer certifications.
- These certifications ensure our partners' team members are qualified to consistently and effectively promote and support Cynet's all-in-one solution, resulting in bolstered sales and exceptional customer service.

L1 Support

Partners benefit from extensive access to sales and technical certification opportunities.

- Direct engagement with end users cultivates customer familiarity with Cynet's solution and its functionalities, increasing overall satisfaction and retention rates.

Executive access

Collaborate directly with Cynet executives to align strategies, address challenges, and explore opportunities for mutual growth and success.

- We believe executive engagement instills a deeper understanding of our partner's collective and unique needs, which is crucial to channeling collaborative efforts toward shared objectives.

Strategic collaboration

Participate in strategic business planning activities, including account mapping, organizing Source X meetings , and plotting upcoming promotions.

- Open collaboration is critical to aligning Cynet Partner Program initiatives with your organizational goals, ensuring effective market penetration and customer engagement.

	Silver	Gold	Platinum
New Deal Discounts	10%	15%	20%
Deal Registration Discounts	20%	30%	40%
Renewal Discounts	20%	30%	40%
MDF Access	-	Starter Pack	Proposal-based
Direct Access to L2 Support for SE certified technicians	-	-	✓
Cynet Partner Listing	-	✓	✓
Partner Portal Access including marketing materials	✓	✓	✓
Sales & Technical Training	✓	✓	✓
Demo Lab (NFR)	20 endpoints, 1 sites	50 endpoints, 3 sites	100 endpoints, 3 sites
Internal Product Adoption Program	-	✓	✓
Dedicated CAM & Marketing Support	-	✓	✓



Become a Partner!