

The Nucleus Security Partner Program

Program Overview

The Nucleus Security Platform will enable you to quickly benefit from the growing market for vulnerability and risk management (VRM). As well as generating additional income, it complements existing vulnerability management solutions, enabling you to continue to grow sales of your current solutions and services.

With analysts calling for all enterprises to move to a risk-based approach, our Nucleus Security Partner Program (NSPP) will equip you to introduce the Nucleus Security Platform to your customers and prospects and to take advantage of this high growth opportunity.

Why partner at Nucleus?

With the Nucleus Security Platform as part of your portfolio you can deliver more value to your customers, win new business, and create a range of recurring revenue opportunities.

Here's how Nucleus adds value to Partner offerings

Whether selling Nucleus as a standalone solution, or as part of a broader service, Nucleus enables partners to add more value to their existing solutions to win new customers, plus generate upsell and "stickiness" in your customer base. The Nucleus platform appeals to organizations across geographies and industries and offers partners the following advantages:

- SAAS subscription model - promotes recurring annual revenue.
- Visibility across 4 business functions – IT Security, DevOps, Compliance and Executive Management.
- Complements partner's existing technology choices - Nucleus is not a scanner and does not compete with your existing scanning tools installed at your customer base. In fact, Nucleus is scanner / data source agnostic and relies on those tools to be effective.
- Fast deployment & ROI – integrate all your data sources easily and rapidly, covering network and application vulnerabilities, and more.
- Quick upsell after "land and expand" with customers. Nucleus partners often see upsell/true-up opportunities in the first 12 months, often greater than the original sale as clients roll the platform out across their broader environments (cloud, on-prem, business units, geo's, etc.)
- Built for MSSPs – in addition to the VAR model, there is a purpose-built MSSP offering with white label/OEM options and flexible, volume-based pricing.
- FedRAMP Authorized – build and expand your Federal government business with support for unique federal controls and requirements for continuous monitoring, compliance reporting, and vulnerability status tracking.

Nucleus is a 100% Channel Driven Business: "Win Together"

How Partners can increase their revenue by adding services

Nucleus is devoted to the development of risk-based analysis and remediation automation and does not provide associated consultancy, professional, or add-on training services to its customers. As a channel committed organization, we rely on the expertise of our partner community to provide supporting services such as integrating Nucleus into their own security solutions to generate additional revenue or building comprehensive services around Nucleus making it the cornerstone of new service offerings.

Opportunities include:

Consultancy services

- Engage with clients to provide consultancy services around IT risk reduction and reporting, compliance/regulatory standards, vulnerability management, remediation automation assistance, and prioritization and DevOps efficiency.
- Run and manage Nucleus PoVs, results and recommendations.

Professional services

- Provide services around deployment of scanning technology and Nucleus onboarding such as setting up connectors, creating risk meters and dashboards, setting up admin and user permissions, and ticketing integrations.
- Offer regular health checks based on Nucleus reporting, merger and acquisition onboarding and trend analysis.
- Create unique value by offering the ability to integrate disparate toolsets and siloed security workflows and teams.

Training

- Offer Nucleus training for admin and users, refresher, and new hire sessions.
- Utilize the Nucleus Partner Portal to take your clients' teams through an enablement journey - from ingest feed setups to complex reporting and automation.

What type of Partners should join?

The Nucleus Security platform fits easily into a wide range of partner offerings and supports a variety of different types of partnerships and alliances including:

- **VAR / Solution Provider** – resell Nucleus as standalone solution or to complement other offerings. Benefit from attractive margins and deal registration.
Please refer to the separate Channel Program Guidelines for full details.
- **Systems Integrator** – employ Nucleus with other security components to deliver a comprehensive security solution for your customers. Benefit from adding additional consultancy and professional services, attractive margins, and deal registration.
- **MSSP**– sell and remotely manage Nucleus products for customers based on a single- or multi-year subscription plan. Optionally, can provide Nucleus as an MSSP-branded portal. Benefit from low minimum program entry requirements which are easily scalable, contain favorable margins, volume-based discounting, and deal registration. Please refer to the separate MSSP Program Guidelines for full details.
- **OEM**– OEM partners can white label the Nucleus platform and integrate it into their own security solutions, creating additional revenue.
- **Distributor**– Distributors/aggregators can work with Nucleus to support reseller communities by simplifying commercial engagement with partners, providing sales and technical support, and training in specific geographical regions as defined by Nucleus. Distributors benefit from Nucleus's global appeal and streamlined pricing and operating model.

Benefits of joining the Partner Program

NSPP delivers a comprehensive set of benefits and sales enablement tools to help our partners succeed. The Program is supported by a global channel team that is committed to helping you to maximize your success.

Program levels

Nucleus currently offers three levels of partnership with attractive margins:

- Authorized is the entry level with basic requirements to get partners up and running as quickly as possible.
- Premium is the next level for partners who commit to annual revenue targets and enjoy additional product discounts and benefits.
- Elite is the top level for partners committed to building the business together, and enjoy the best discounts and benefits available.

Deal registration

Deal registration via Nucleus's Partner Portal protects and rewards partners with increased margin for bringing a qualified opportunity to Nucleus early in the sales cycle. We recommend deal registration early and often

Partner communications

All levels partners have access to Nucleus's partner portal which provides the deal registration program, sales resources, marketing information and collateral, and sales enablement materials. Regular partner communications include ongoing partner portal updates, a monthly highlights alert, and new product features webinars and email updates.

Sales & technical support

Nucleus Security will support partner growth into new security service markets. As required, the Channel Sales team can help develop a variety of sales engagements by facilitating access to Nucleus Security pre-sales, security engineers, data scientists, and dedicated channel resources.

Marketing support

All Nucleus Security partners have access to support from field sales as well as receive invitations to participate in Nucleus marketing campaigns, industry events and marketing incentives. Co-op funding is available to Premium/Elite partners for agreed demand and lead generation activities.

Partner requirements

- Participate in business planning and reviews based on partner level
- Reach annual program level revenue goals to maintain status
- Attend required product training and meet certification requirements based on partner level
- Participate in periodic Nucleus partner updates and surveys
- Abide by Nucleus Security Rules of Engagement
- Minimum initial customer purchase quantity is 3,500 assets – may be of any type to reach the minimum: IP/network, code repos, cloud, apps, etc. Partners who cannot meet this minimum can be referred to a preferred Elite Nucleus partner who can assist in getting them enabled and be able to quote and sell to their client base until they are large enough to do business with Nucleus directly.

Nucleus Security Partner Program Overview

Annual revenue goal	\$500,000	\$250,000	\$100,000
Success levels	Elite	Premium	Authorized
Standard product discount	✓	✓	✓
Deal registration discount	✓	✓	✓
Quarterly coop	✓		
Renewals (incumbent partner)	✓	✓	✓
NFR - no charge	✓	✓	
Access to evals	✓	✓	✓
MDF	✓	✓	
Training enablement	✓	✓	
Sales accreditation - incentive training	✓	✓	✓
Pre-sales technical - incentive training	✓	✓	✓
Partner certification (setup install)	✓	✓	
Portal access	✓	✓	✓
Communications (webinar, newsletter)	✓	✓	✓
Support resources	✓	✓	✓
Joint business plan acceptance by Nucleus/partner	✓		
Partner sales accreditations	Min 2 per location	Min 2 per location	
Technical accreditations	Min 2 per location	Min 2 per location	
Certified engineer	Min 2 certified	Min 1 certified	

Apply to become a partner

Contact your local Channel Sales Director: channel@nucleusec.com