NextWave Partner Program

paloalto® NETWORKS

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Building Partner of Tomorrow

At Palo Alto Networks, we are ready for what's next. We are rising to the challenge of modern cybersecurity, innovating ahead of threats, and redefining what it means to be "secure".

Customers are accelerating their digital transformation to reshape how their employees innovate, operate, and maintain business continuity. More remote users, rapid cloud deployments, and advanced cybercriminals have lead to more sophisticated attacks.

Palo Alto Networks provides an integrated security platform that delivers best-in-breed visibility, flexibility and automation to provide protection from the endpoint, across the network, and into the cloud.

Currently more than 80,000 customers globally have adopted Palo Alto Networks technologies. And, as we look to secure the enterprise, the cloud and the future, our partners become even more critical to our future success.

At Palo Alto Networks, we consider our partners valued members of our global sales team. We empower partners to deliver the most comprehensive cybersecurity portfolio to protect our digital way of life.

Why Partner with Palo Alto Networks

1. **Market Opportunity:** According to Gartner's Information Security and Risk Management Forecast end-user spending to reach $221B by 2025.

2. **Partner Growth:** Over 800 partners grew greater than 100% in FY21.

3. **Differentiation:** Deliver a platform that is integrated, automated, and simple.

4. **Third-Party Validation:** Palo Alto Networks has been recognized by Gartner's Magic Quadrant for Enterprise Network Firewalls for the tenth consecutive year.

Why NextWave

Our award-winning NextWave Partner Program is the cornerstone of our channel strategy and is designed around three key global components:

1. **Performance:** Palo Alto Networks annual bookings

2. **Capabilities:** number of Palo Alto Networks accredited and certified individuals on staff

3. **Engagement:** Palo Alto Networks contract, business plan, support offerings, and not-for-resale investment

Enable Differentiation

Partners can differentiate with Prisma SASE, Prisma Cloud, and Cortex XDR + XSOAR Specializations

Expand Opportunities & Profitability

Capitalize on Nextwave incentives, rebates, and referrals

Empower Success

Program requirements are flexible offering partners more ways to earn and maintain their NextWave level