



Partners

Zscaler Summit Partner PROGRAM





A message from Karl Soderlund	3
Summit Partner Program Overview	4
Partner Program Summary	4
Channel Programs and Tools	4
Selling Together	4
Tiers	5
Program Requirements	6
Americas/EMEA Program Requirements	6
APJ Program Requirements	7
Summit Program Benefits	8
Partner Engagement Discounts	9
Definitions	9
Renewal Incumbency Protection	10
Co-Operative Funding	11
Services Delivery Authorized Program	12
Managed Services Authorized Program	12
MSSP Program Requirements	12
Other Policies and Procedures	13
Deployment Advisory Services and Professional Services	13



A Message from Karl Soderlund

Welcome to the FY24 Zscaler Summit Partner Program!

At Zscaler, we are thrilled to be the undisputed leader in zero trust security. As we start a new fiscal year, we are determined to maintain our position as the partner of choice for our partners.

Our Summit Partner Program is designed to drive partner profitability, simplify deal processes, and accelerate velocity. We believe in empowering our partners with choice and rewarding those who invest time and effort into learning and selling the Zscaler Zero Trust Exchange.

We understand that our partners play a critical role in our success, which is why we are committed to enhancing our program and partnership journey. We want to ensure that you have the best partner program to foster collaboration and promote the Zscaler business in a way that aligns with customers' needs, securing the next phases of digital transformation together.

We are confident that, together with our partners, we can achieve even greater success. We invite you to join us on this exciting journey towards growth and transformation.

Thank you for being a valued partner of Zscaler. Let's work together to achieve our goals and create a better and more secure digital world.

Welcome to the Zscaler Summit Partner Program!

Karl Soderlund
SVP, Global Partners and Alliances





Overview

Partner Program Summary

- The Summit Partner Program is designed to support and reward partners who work with us to recommend and sell Zscaler solutions
- Partner benefits increase with each program tier as requirements are met
- Requirements are clearly defined for each tier, allowing partners to choose their investment strategies

Selling together

- You'll have access to all the resources necessary to help guide you on your journey
- You can determine the right level of Zscaler investment by finding opportunities to serve as a customer's long-term trusted advisor
- You can leverage your expertise in larger customer opportunities and increase your earned discount

Channel Programs and Tools

- Deal Registration Program
- Dedicated Partner Portal
- Partner Locator
- Zscaler Academy (Sales & Technical Enablement Journeys)
- Partner Demand Center
- Co-Op Marketing Funds



Tiers

One of the primary benefits of the Summit program is to provide Partners with the power to maximize sales efforts. The following Partner tiers and earned discounts are available to Zscaler authorized Summit Partners:

Zenith

Zscaler stands for the Zenith of Scalability. Partners in the Zenith tier represent the pinnacle of the Summit Partner Program. Zenith Partners have made the greatest investment and commitment to promoting the Zscaler platform, including an annual revenue commitment and significant investment in sales and technical resources dedicated to delivering Zscaler solutions. In addition, Zenith Partners share the following attributes:

- Greatest investment and commitment to promoting Zscaler
- Greatest investment in certified sales and technical resources
- Address large-scale customer needs with proven levels of customer satisfaction
- Ability to provide advanced solutions and customer support
- Provide Zscaler Authorized Services

Zenith Partners enjoy maximum benefit levels across all areas of the Summit Program, including tiered stackable discounts, enablement, and strategic ties to the Zscaler business.



Alpine

The Alpine tier is for partners who have made a significant investment in selling and delivering solutions based on Zscaler technology. Acceptance into the Alpine tier requires an annual revenue commitment as well as a significant investment in sales and technical resources dedicated to promoting Zscaler solutions. Key benefits for Alpine Partners include deal registration discounts and access to Zscaler resources in support of your growing Zscaler business.



Program Requirements

Partner tier is determined by achieving mandatory program requirements and secondary requirements attained by the partner as outlined below.

Americas/EMEA Program Requirements

The following mandatory requirements apply to partners in the Americas and EMEA geographies as determined by Zscaler.

Mandatory Requirements (must meet all requirements)	Zenith	Alpine
Total Closed Won ACV	\$4M	US \$2M
Sales Certifications*	20	10
Sales Engineer Certifications*	10	5

* Refers to the number of personnel required to be certified

To achieve or maintain either Zenith or Alpine tier, partners must achieve four (4) of the secondary requirements from the following list.

Secondary Requirements (must meet 4 of the following options)	Zenith	Alpine
# of Joint Demand Gen Events	4	2
# of Interlock Meetings	40	20
# of Discovery Meetings	30	15
# of New Business Meetings	20	10
# of New Logos	20	10
# of Deal Registrations – Converted	60	20
On Time Revenue Renewal Rate	125%	125%
Service Authorization	Yes	Yes



APJ Program Requirements

The following requirements apply to partners in the APJ geography as determined by Zscaler.

Mandatory Requirements (must meet all requirements)	Zenith	Alpine
Total Closed Won ACV	\$2M	\$1M
Sales Certifications*	10	5
Sales Engineer Certifications*	6	3

* Refers to the number of personnel required to be certified

To achieve or maintain either Zenith or Alpine tier, partners must achieve four (4) of the secondary requirements from the following list.

Secondary Requirements (must meet 4 of the following options)	Zenith	Alpine
# of Joint Demand Gen Events	4	2
# of Interlock Meetings	20	10
# of Discovery Meetings	10	5
# of New Business Meetings	5	2
# of New Logos	10	5
# of Deal Registrations (Converted)	30	10
On Time Revenue Renewal Rate	125%	125%
Service Authorization	Yes	Yes

A partner's compliance with the Program Requirements will be measured annually, and any deficiency of the partner in meeting the annual Program Requirements may result in a change to their partner level or result in removal from the Program. Zscaler will act in good faith and make every reasonable effort to communicate a partner's attainment and provide a reasonable period of time for the partner to rectify any deficiencies before taking any action against the partner. A partner's performance toward the program requirements will be communicated on a cadence determined at Zscaler's sole discretion. The annual review period aligns with the Zscaler fiscal year calendar (August – July)



Summit Program Benefits

These program benefits apply to all partners regardless of geography or tier.

Benefits

1.

Deal Registration
Program

2.

Program Level/Tiered
Discounts

3.

Incumbency
Protection

4.

Co-Op
Program

5.

Dedicated
Partner Portal

6.

Free Online
Sales Training

7.

Free Online
Technical Training

8.

Free Not For Resale
(NFR) Licenses

9.

Access to
Training Credits



Partner Engagement Discounts

The main benefit of the Summit program is the ability for partners to receive New & Upsell discounts in exchange for completing defined activities with Zscaler. Partners are able to earn discounts based on their tier and performance of additional discount-eligible activities.

Partner Engagement Discounts			
Partner Tier	Deal Registration	Teaming	Fulfillment*
Zenith	20%	15%	5%
Alpine	15%	10%	Negotiated with Distribution

* Fulfillment discount is stackable with the Teaming or Deal Reg discount, but only available to partners who transact directly with Zscaler.

Definitions

Deal Registration

Deal registration discounts can be earned when a partner makes Zscaler aware of a new opportunity by registering that opportunity using the Deal Registration system. Upon approval of that Deal Registration, it will be converted into an opportunity. In turn, Zscaler provides a deal registration discount to the Partner. Deal Registration is granted by opportunity, not by account, and is awarded to a single partner within an active opportunity. Zscaler will notify a partner when a deal registration is approved.

Teaming

Teaming discounts can be earned when Zscaler invites a partner into an existing opportunity, and the partner agrees to work jointly on the opportunity. In turn, Zscaler provides a Teaming discount to the partner for their participation and assistance in influencing the customer's decision to purchase Zscaler.

Fulfillment

Fulfillment discounts are earned by partners who transact directly with Zscaler, provide clean purchase orders, and manage the purchase process with Zscaler. For partners who transact through distribution, the fulfillment discount is not available.

For clarity, the partner shall have the sole discretion to determine pricing to customers, is solely responsible for invoicing a customer for any applicable fees that a partner charges a customer, and is solely responsible for collecting any such fees from the customer. The partner will not be eligible for any discounts or other compensation from Zscaler without a quote.

Deal Registration Discount Terms and Conditions

- Partners can only earn discounts based on the program and tier designated by Zscaler.
- Partners must remain in good standing with Zscaler and can only submit POs based on an approved quote from Zscaler to the partner, or distributor, for the relevant opportunity.
- Partners earn discounts upon completing specific activities, such as deal registration, teaming, and fulfillment services.
- The above discounts will replace previous discounts and other compensation models effective immediately unless otherwise stated in our partner agreement or agreed to by the parties.



Renewal Incumbency Protection

Terms and Conditions

Summit Partners create and maintain meaningful renewal revenues by fulfilling customer needs, remaining engaged with their customers, and maintaining alignment with Zscaler. In return for these actions, Zscaler will consider the partner as the incumbent and work to renew opportunities through that partner. Only Incumbent Partners can earn Incumbency Protection.

- Deal registration is not required for renewal incumbency.
- Renewal incumbency is implied but must meet the following criteria:
 - a. Partner will engage in a joint customer renewal plan (this means we jointly call on the customer)
 - b. Partner agrees to and must position a 3-year renewal
 - c. Partner will not position or offer a competitive solution at the time of renewal
 - d. Partner providing technical and procurement contact information

If partners do not stay active, lose their contractual ability to sell to a customer, or do not attempt to upsell multi-year renewals, Incumbency Protection may be removed by Zscaler.

10%

Incumbency
Protection





Partner Marketing Co-Op Program

The Zscaler Co-Op Program has been designed for valued partners and provides reimbursement for marketing activities that promote awareness, generate demand, and drive revenue for joint Zscaler products and/or services.

- Zscaler will reimburse up to 100% of the approved costs.
- Partners must provide a summary of the proposed event/activity and receive approval to proceed from Zscaler prior to the event/activity to qualify for Co-Op funds.
- Events held without proof of Zscaler representation and approval do not qualify for Co-Op reimbursement.
- Additional limitations may apply based on the initiative.
- Partners must comply with these guidelines as a precondition of participation, as Zscaler reserves the right to adjust or terminate at Zscaler's sole discretion.
- All partners must be in good financial standing with Zscaler to propose the use of Co-Op funds.





Services Authorized Program

Services Delivery Authorized Program

The Services Delivery Authorized Program was created to enhance our key partner's growth opportunities and technical capabilities to deliver high-quality services aligning with Zscaler's products.

Delivery Services Authorized Partners provide:

- Delivery services for ZIA, ZPA, and ZDX
- Other solutions require Zscaler delivery services

Delivery Services Authorized Partners receive:

- Zscaler Service Partner Manager support
- Professional Services Enablement hours
- Exclusive training and enablement events

Managed Services Authorized Program

The Zscaler Managed Services Authorized Program is designed to accelerate revenue growth by enabling our partners to develop comprehensive service offerings to sell, deliver, manage, and support Zscaler solutions.

Zscaler's certification training and service creation process enables Managed Security Services Providers (MSSPs) to deploy, manage, and support our joint customers. Partners who invest in becoming authorized will receive incremental product and service discounts, support from MSSP-focused partner business managers, partner solutions engineers, resident engineers, and technical account managers with access to MSSP-centric service management tools and enablement.

For partners interested in working toward the Managed Services Authorization, please review the Managed Services Operating Guide on our Partner Portal (partners.zscaler.com) or reach out to your Partner Business Manager for more information.

MSSP Program Requirements

Item	Requirement
Zscaler Reseller Partner Program Status	Zenith
New Annual Contract Value (ACV)*	US \$5M
Active Managed Customers	20+
MSSP and Support Practices	3+ Years Experience
Staffing to Support Customers 24/7/365	3+ ZCSS Certified Support Engineers per Product ZIA ZPA
Delivery Services Authorized Program	Delivery Authorized

*New annual contract value commitment of \$5M may vary by sales region EMEA/APJ.



Other Policies and Procedures

Deployment Advisory Services and Professional Services

While sold by partners, Zscaler provides deployment and Professional Services to customers. As such, partners earn a reduced discount percentage for these activities. Deployment and Professional Services are eligible for a 10% discount when the deal is registered and 5% discount when the deal is not registered.

Thank you!

For additional resources, see the links below or contact us at partner@zscaler.com

Learn more about the Zscaler Partner Ecosystem:
zscaler.com/partners

Register and log in to the Zscaler Partner Portal:
partners.zscaler.com

Log in to Zscaler Partner Academy:
partneracademy.zscaler.com



About Zscaler

Zscaler (NASDAQ: ZS) accelerates digital transformation so that customers can be more agile, efficient, resilient, and secure. The Zscaler Zero Trust Exchange protects thousands of customers from cyberattacks and data loss by securely connecting users, devices, and applications in any location. Distributed across more than 150 data centers globally, the SASE-based Zero Trust Exchange is the world's largest inline cloud security platform. Learn more at zscaler.com or follow us on Twitter [@zscaler](https://twitter.com/zscaler).

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