



Recorded Future

Resellers | MSSPs | Technology

Working together to help organizations significantly lower risk of cyber attacks.

Partner Program Guide

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Welcome to Recorded Future Connect

86% of the Fortune 100 get their threat intelligence from Recorded Future. These organizations have enhanced their threat analysis, security operations, incident response, and vulnerability prioritization by using Recorded Future.

Our goal at Recorded Future is to provide threat analysts, security operators, and incident responders with the information they need to rapidly Connect the dots and reveal unknown threats to their organizations.

Recorded Future Connect is designed for resellers, MSSPs and technology partners. Our world-class threat intelligence product is an innovative offering you can extend to your customers, enabling them to proactively defend against cyber attacks. We provide the training, support, and resources you need to learn about threat intelligence and Recorded Future.

We look forward to building a long and successful partnership with you, and providing you with the tools and resources you need to stay ahead of the competition.

Sincerely,



Dave Sauer

Director, Global Channels

partners@recordedfuture.com

Recorded Future Connect Overview

Recorded Future is 100% committed to building and maintaining strong, mutually beneficial partnerships. Recorded Future Connect is the most comprehensive partner ecosystem in the threat intelligence space, consisting of Managed Security Service Providers, Technology Partners and Value Added Resellers.

Whether you focus on reselling, consulting, services, or enriching your own solution with best-in-class threat intelligence data, Recorded Future Connect consists of partners that are dedicated to providing valuable solutions to their customers and the markets that they serve.

As the leading SaaS threat intelligence provider, Recorded Future can be delivered as a stand-alone threat intelligence solution, or as part of an integrated bundle of strategic and operational threat intelligence tools.

Recorded Future Connect provides a wide range of benefits to our partners. In addition to partnering with an established threat intelligence market leader, our Connect partners benefit from the following:

- Access to trials and resources you need to illustrate the value of Recorded Future
- Bi-annual intelligence briefings with leaders in our threat intelligence space
- Unique research and insight from the [Insikt Group](#)
- Ability to collect and send top cyber trends across the web to your customers
- Partner-exclusive training and certifications
- Pre-sales, sales, and technical enablement
- Joint marketing planning, execution, and investment by Recorded Future
- Financial incentives through competitive reseller and/or referral margins
- Dedicated technical pre-sales and post-sales support
- A wide range of business development assets and tools

Connect Partners

Recorded Future recognizes that different organizations deliver unique offerings and have distinct go-to-market strategies. As a result, we have designed the partner program with specific partner categories, criteria, and benefits tailored to meet each partner's business objectives and methods for serving their customers.

The following types of partners are supported as part of this program:

- **Resellers/VARs:** Traditional product resellers and value-added resellers.
- **MSSPs:** Managed security service providers.
- **Technology Partners:** ISVs or solution providers who want to embed Recorded Future threat intelligence data within their solutions.

Connect Partner Criteria

Resellers/VARs

Key criteria in selecting VARs include:

- Established security-focused sales function within the company.
- One or more technical resources capable of delivering product demonstrations and technical presentations, with prior expertise in the security domain.
- Marketing function that can execute the tasks (as mutually agreed to) in the defined joint marketing plan.
- Proven track record of reselling other relevant security-focused/SIEM products.

MSSP Partners

Key criteria in selecting MSSP partners include:

- Established MSSP service including managed SIEM, incident response, and vulnerability management servicing multiple industries.
- Proven track record of reselling other relevant security-focused/SIEM products.
- Marketing function that can execute the tasks (as mutually agreed to) in the

defined joint marketing plan.

Technology Partners

Key criteria in selecting technology partners include:

- Well-defined synergy between the two solutions (e.g.,: customer demand, defined value statements, use cases, etc.).
- Defined integration/certification path or an ability to create a custom integration between the respective solutions.
- Clear go-to-market message and approach that is not in direct conflict with Recorded Future's existing strategy.

Program Benefits Summary

The following table summarizes the benefits of the partner program

	Connect Partner Program
Sales Enablement	
Deal Registration	✓
Dedicated Sales Manager	✓
Discounted Partner Pricing	✓
Joint Business Planning and Review	✓
Partner Portal Access	✓
Sales Training	✓
Marketing Enablement	
New Partner Kit	✓
Joint Marketing Plan Development	✓
Proposal-Based MDF	✓
Technical Enablement	
Product Training & Certification	✓
Access to Software	✓
Demo Training & Access	✓
Technical Product Webinars	✓
Instructor-Led Technical Training (Bootcamps)	✓

Partner Program Benefit Descriptions

Sales Enablement

Deal Registration

Our deal registration program was designed to protect our partner's investment in developing new business. Once you register an opportunity and it has been approved by Recorded Future, we will work exclusively with you to develop that opportunity and once the deal closes you will receive an additional discount of 15% off list price.

Dedicated Sales Manager

Recorded Future partners will have a dedicated sales manager from Recorded Future assigned to manage and coordinate all activities pertinent to your partnership. These include, but are not limited to: field sales support, RFP response support, opportunity registration and approval, coordination of technical enablement tasks, and marshaling of additional Recorded Future staff to support presales and other technical activities. Your sales manager will also serve as a focal point for feedback regarding the partner program.

Discounted Partner Pricing

For fulfilling Recorded Future deals, you will receive 10% off list price in addition to potential deal registration margin for approved and close registered deals.

Joint Business Planning and Review

Within the first 30 days of joining the program, Connect partners are expected to develop a mutually agreed upon business plan for the upcoming program year (or for the prorated portion of the current program year if applicable). The business plan is intended to indicate each partner's commitment to revenue as well as the investments required from a joint marketing perspective to help drive the intended results. The business plan and marketing plan are tightly aligned to ensure that the investments made by both Recorded Future and the

partner are sufficient to help drive our mutual success.

Partner Portal Access

Recorded Future Connect partners will receive access to the partner portal. Within 30 days of joining the program, all designated partner contacts will receive an ID/password. The partner portal contains a wide range of useful sales and technical resources that will assist in the positioning, sales, and support of our products. Visit the portal at

<https://www.recordedfuture.com/partners/portal/>.

Sales Training

We have developed a curriculum of content that is suitable for any type of customer-facing resource responsible for sales and business development within our partner community. This includes dedicated account executives, inside account development staff, presales consultants, etc. Our sales enablement training can be delivered in person as a half- or full-day training or virtually depending on the level of detail and the topics that our partners would like to cover. Please coordinate training schedule with your dedicated alliance manager. An outline of the curriculum is as follows:

- Introduction to Recorded Future Connect
- Recorded Future Overview
- Competitive Positioning
- POCs and the POC Process
- Partner Materials & Assets
- Market Positioning
- Product Demonstrations
- Case Study Review & Industry Positioning
- Sales Strategy & Approach
- Pricing & Licensing

Marketing Enablement

New Partner Kit

Recorded Future has produced a Partner Kit which contains a series of useful internal- and external-facing materials/assets designed to help you promote and sell our offering. Contained within the new Partner Kit are the following items:

- Co-branded data sheet request
- Logos and branding guide
- Standard Recorded Future website copy
- Standard customer-facing presentation slides
- Link to partner portal, containing sales battle card, cheat sheets, and other positioning materials

Within 30 days of joining the program, these items will either be sent to you electronically or made available for electronic download from the partner portal. Please provide the best marketing contact(s) to your dedicated alliance manager if you would like to coordinate a meeting to review all of the assets to get the most out of the kit.

Joint Marketing Plan Development

Within the first 60 days of joining the partner program, Recorded Future will work with you to develop a comprehensive marketing program that will support the goals and objectives defined in the business plan. The joint marketing plan will cover a variety of topics, including PR and awareness building, joint sales and marketing asset creation, and lead generation. Our objective in working with our partners is to develop a tailored joint marketing plan that is aligned not only to the business plan objectives, but also to the specific marketing programs that work well for each individual partner.

Proposal-Based MDF

Recorded Future believes in making investments in joint marketing programs

with our partners. Our intention is to create qualified pipelines with each of our partners based on their tier within the program and their respective willingness/ability to execute marketing activities.

Technical Enablement

Product Training & Certification

Recorded Future provides comprehensive product training to all of our partners. Taking advantage of our training and certification provides the foundational knowledge required to successfully promote and sell Recorded Future to your customers.

Access to Recorded Future Software

The use of NFR software is governed by the language in the standard partner agreement.

Demo Training & Access

For Recorded Future partners who want to provide product demonstrations to customers and prospects, a Recorded Future sales engineer will provide demo readiness training in either a virtual or physical setting. This training and enablement will take place within the first 30-60 days of joining the program. Please reach out to your dedicated alliance manager to schedule your demo training and access.

Technical Product Webinars

We've created training opportunities for our partner's technical contacts. Led by Recorded Future sales engineers, these virtual trainings provide a deep dive into a different topic every quarter, with a chance to ask questions. Attend the training and pass the quiz within 24 hours for a chance to receive an incentive.

Instructor-Led Technical Training (Bootcamps)

Our technical bootcamps provide the educational foundation and technical skills needed to showcase how you can lower an organization's risk profile — with Recorded Future's comprehensive threat intelligence solution. Additionally, these sessions provide hands-on technical training, customer success stories, and best practices for pitching our threat intelligence use cases.

Connect Requirements

Recorded Future is committed to Connect partners, and has placed significant investment in each and every partnership. We expect the same level of commitment from all of our partners, to ensure a strong and mutually beneficial partnership.

Relationship Requirements

Connect Application

Each Connect partner must complete our Connect program application. The program application can be found on <https://www.recordedfuture.com/partners/>.

Signed Connect Program Agreement

Each Connect partner must accept and agree to the terms of the Recorded Future Connect program agreement.

Primary Contacts

All Recorded Future Connect partners must identify primary contacts to support the partnership, including primary business executive, sales, marketing, and technical contact(s). Primary contacts can be updated at any time through the partner portal.

Financial Requirements

Annual Revenue Commitment

Based on the joint business plan, you are required to achieve a certain level of Recorded Future sales annually to maintain your Connect partner status and reap the rewards and benefits.

Marketing Requirements

Demand-Generation Activities

Based on the joint marketing plan, you may be required to conduct a set

number of demand-generation campaigns.

Please note Recorded Future reserves the right to make changes to the Connect program at anytime, without advanced warning.

About Recorded Future

Recorded Future delivers threat intelligence powered by machine learning, arming you to significantly lower risk. We enable you to Connect the dots to rapidly reveal unknown threats before they impact your business, and empower you to respond to security alerts 10 times faster. Our patented technology automatically collects and analyzes intelligence from technical, open, and dark web sources to deliver radically more context than ever before, updates in real time so intelligence stays relevant, and packages information ready for human analysis or instant integration with your existing security systems.

Thank you for your interest in the
Connect Partner Program



Recorded
Future

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