

RedSeal Fusion Program

Why RedSeal

There is strong industry demand for our network and cloud security platforms. Through RedSeal's partner-friendly culture, we provide your organization with a solid security platform and optimized service revenues so you can differentiate yourself in the market.

With RedSeal, your customers will be able to get more from their cybersecurity investments. They'll be able to model, measure and manage their hybrid data centers and become digitally resilient by gaining complete visibility, prioritizing risk, improving their attack path management, and maintaining compliance on several industry standards in the face of ever-changing cyber threats and network interruptions.

RedSeal and partners

Membership in the RedSeal Partner Program is by invitation only. This is a select group of expert RedSeal solution and services providers, each industry leaders with a significant presence in multiple geographies. In return, these exclusive partners enjoy a substantial commitment from RedSeal.

As a RedSeal partner, you will have access to channel management, sales teams, marketing, technical and program support, and access to our executive team. Through the program, we collaborate with you to develop business objectives, including business planning and revenue targets. We help you develop value propositions and explain your added value. We will also work with you on structured initiatives, such as go-to-market and territory development support.

Overview

The RedSeal Fusion Program brings together best in breed network and cloud solutions with industry leading partners to capture the momentum of the growing cybersecurity marketplace.

Partnering with RedSeal creates the opportunity to promote, build and deliver exceptionally secure environments, on-premises and in the cloud, that outpace the growing cyber threats faced by organizations today.

We combine our strengths with yours to offer complete solutions that help customers achieve a significant return on investment in a short period of time.

Partner program benefits & requirements

As a member of the RedSeal Fusion Program, your organization is eligible to receive a variety of enablement, sales, marketing, and support benefits. Program benefits are structured to compliment different partner business models, to help you successfully take products and services to market. RedSeal is dedicated to working with you to assist customers in measuring performance and driving business value.

Benefits

Business

- Product resale discount
- Deal registration discount
- Professional services discount
- Beta program participation
- Quarterly partner advisory call -Executive sponsors (*by invitation*)

Communications

- Partner resource portal
- Joint business planning
- Eligible to issue press releases, with approval
- Partner newsletter
- Executive partner communications

Marketing

- Marketing consultant support
- Syndicated content
- Marketing campaign materials
- Partner logos and branded materials
- Joint roadmap and GTM planning sessions

Sales

- Regional account manager support
- Regional sales engineer support
- Sales tools and incentives
- Qualified sales leads with joint campaigns

Technical support

- How-to guides
- Access to technical support and RedSeal "Demo Net"
- Product roadmaps
- Access to RedSeal knowledge base
- Access to beta programs (*by invitation*)

Online training

- Curated sales and technical training
- Access to RedSeal's Cyber Threat Hunt Workshop
- RedSeal solution test drives



Requirements

- Partner Application
- Signed partner agreement
- Annual business plan
- Annual business review
- Participation in RedSeal sales forecasting process
- Trained sales associates
- Trained technical associates
- Enrollment in RedSeal Partner Portal
- Enrollment in RedSeal University
- Commitment to annual number of identified opportunities
- Participation in Cyber Threat Hunt Workshop