

# GCS for Cortex XDR

## FREQUENTLY ASKED QUESTIONS

This document covers the following GCS topics to support Cortex XDR:

- [Cortex XDR Premium Customer Success](#)
- [Cortex XDR QuickStart Services](#)
- [Best Practices Assessment for Cortex XDR](#)
- [Education Services for Cortex XDR](#)
- [Authorized Support Center \(ASC\) FAQs](#)

This is an internal document and cannot be distributed. Some questions are applicable to customers, partners and internal sales.

### Applicability Legend

Ⓢ = Sales (Internal Only) | Ⓟ = Partners | Ⓒ = Customers

## Cortex XDR CUSTOMER SUCCESS

### What is the Cortex XDR Premium Success Plan? ⓈⓅⒸ

Premium Customer Success plan gives customers access to Customer Success experts who will orchestrate and tailor their Cortex XDR strategy to ensure they get the most out of their Cortex XDR investment. By continuously guiding our customers toward product usage and adoption, customers get an unmatched security posture, rapid adoption and seamless operational alignment. Premium Success also comes with break fix Telephone Support 24x7. Some size restrictions apply, see below.

### What are the deliverables to a Cortex XDR Premium Success Plan? ⓈⓅⒸ

The Premium Customer Success offering is all about **Guiding the Customer**. Below is a summary of the deliverables to the Premium Customer Success plan for Cortex XDR.

			STANDARD SUCCESS	PREMIUM SUCCESS
			Online Experience Self-Service	CS Team Access 24 X 7 Telephone Support
		Value Summary		
	Onboarding Assistance*	Customer journey kick-off Configuration review Onboarding guidance	•	•
	Knowledge Transfer	Access to LIVEcommunity Access to free online training videos Knowledge transfer workshop*	• • •	• • •
	Continuous Guidance*	Customized success plan Best practices guidance Review of new features & releases Annual health check		• • • •
	Operational Excellence*	Proactive usage monitoring Periodic operational reviews Executive business reviews		• • •
	Technical Support	Access to Support Portal Telephone Support ( 24 x 7)	•	• •

\* For deployments above 1,000 XDR agents

### Is Standard Customer Success included with Cortex XDR licenses?

Yes, Standard Customer Success is included in the license of Cortex XDR. This is an online support experience. This does not include 24x7 technical support.

### Is 24x7 technical support included with Cortex XDR licenses now?

No, 24x7 technical support is only available in Premium Customer Success. Only Standard Customer Success is included in the Cortex XDR licenses.

### Is there a grace period for quotes?

Yes, any open quote (not yet booked) that is in approved status and not expired will be honored if the PO is received by March 13, 2021. This includes any quote with BKLN as part of it. For example, if you have a current XDR quote meeting these requirements they will continue to get 24/7 support for the entire XDR subscription.

### What happens to existing customers who already get Premium Support with the current subscription?

Customers who currently have a subscription for XDR get access to 24x7 support and they will still get access to 24x7. At time of subscription renewal they will have to purchase a Premium Customer Success offering to get 24x7 support along with the other deliverables of Premium Success.

### Do customers who are in mid-contract still get 24x7 technical support?



Yes, the customers who have 24x7 support will be given support as part of their XDR license. At renewal, customers will have to purchase Premium Customer Success to get access to 24x7 support.

### Is Premium Success recommended for all Cortex XDR deals?

Yes - Customer Success is always the essential foundation. It is highly recommended to attach a Premium Success Plan to Cortex XDR opportunities. Please note Premium Success entitlements get richer as our customers grow.

For deployment below 1,000 agents, Premium Success includes Telephone support 24x7 and access to all the online knowledge tools. For deployment above 1,000 agents Premium CS also includes onboarding oversight, customer success engagement and operational excellence.

### What is the difference between Customer Support and Customer Success?

Customer Support is more **reactive** and **transactional** by nature. Customers open tickets to get technical support from Palo Alto Networks.

Customer Success is **proactive** and **continuous**. The customer success team guides customers during their entire journey to ensure customers get the highest value of their solution, from onboarding to production. Technical Support is just one

component of customer success offering that includes onboarding assistance, Technical Support, Education and Optimized Experience. Size limitations apply.

## What is the difference between Customer Success and Professional Services?

Customer Success is all about “Guiding the Customer” with their product journey to help them increase feature and license adoption. The CS team is about ensuring customers are getting maximum value from their investment with Palo Alto Networks. The customer success team will **continuously assist** customers, share best practices and guide customers through their entire journey with Cortex XDR.

Professional Services is about **Doing it for the Customer**. PS is outcome-based and the engagement starts and stops after all the deliverables have been met. Professional services complement Premium Success plans to **deliver specific outcomes** to our customers: expedite the Cortex XDR installation, integrate specific use-cases, create customized documentation and basic knowledge transfer.

## Should customers choose between Customer Success or Professional Services?

Customer Success and Professional Services are very different in nature and should not be compared.

**The Premium Success plan is the essential foundation to secure customer growth,** as they get 24x7 technical support and access to the customer success team. Professional services are complementary to the Premium Success plan for customers willing to reach specific outcomes faster or go beyond the scope of customer success activities. Customer Success provides guidance and Professional Services does the work defined by deliverables in the [Service Description](#).

As an example of Cortex XDR, installation assistance is included with a Premium Success plan. The customer success team will assist customers during the onboarding, by sharing best practices and recommendations. But the customer is in charge of the installation. The QuickStart Service for Cortex XDR will expedite the deployment of the Cortex XDR and complete the installation work.

## How much is Premium Customer Success for Cortex XDR?

The price is a percentage of the product license price. Premium Customer Success is 20% of the volume adjusted list price of the Cortex XDR product licenses.

## How are Premium customers assigned to the CS team?

Customer Success sends the sales team a questionnaire for handover. CS team will be assigned for Premium customers with over 10k endpoints. The customer journey begins with Customer Success. CS will get the premium account assigned and will reach out to the customer via email and schedule a kickoff call. That CS person immediately becomes the customer's CS point of contact.

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## Cortex XDR QUICKSTART SERVICES

### Do we have new QuickStart Services for Cortex XDR?

Yes, we have three new QuickStart Services for Cortex XDR. These align to the new product packaging updates that are part of Cortex XDR.

### What are the new QuickStart Services for Cortex XDR?

Below are the new & updated QuickStart Services for Cortex XDR:

- QuickStart Services for CORTEX XDR  
per TB - Up to 5 Network Firewall Devices  
PAN-CONSULT-XDR-ADV-TB-QS: \$ 15,500
- Per Endpoint - Up to 2,500 XDR agents  
PAN-CONSULT-XDR-EP-QS-BRONZE; \$ 10,000  
Per Endpoint - Up to 20,000 XDR agents
- PAN-CONSULT-XDR-EP-QS-SILVER: \$ 25,000  
Per Endpoint - Up to 40,000 XDR agents  
PAN-CONSULT-XDR-EP-QS-GOLD; \$36,000

### When should QuickStart Services for Cortex XDR be positioned?

QuickStart should be positioned by default to all customers.

Cortex XDR needs the right level of expertise to be deployed optimally, in the most expedited and efficient manner.

QuickStart is ideal for deployments of less than 1,500 users.

For deployment between 1,500 and 5,000 users, High Level Design shall be added to the appropriate QuickStart.

For deployment above 5,000 users, global and major accounts, please contact your regional SSM to get a custom quote that will fit perfectly with your customers unique requirements.

### Is the Cortex XDR QuickStart Service auto-attached to quotes?

Yes, the QuickStart Services is automatically attached to Cortex XDR quotes. To have them removed an approval from the RVP of Sales for Cortex XDR is required.

### Do we need a signed Statement Of Work to sell Cortex XDR QuickStart?

No, there is no need to sign a statement of work to sell Cortex XDR QuickStart Service or consulting days. It has never been so easy to sell Professional Services.

**Service Descriptions** should be used to engage the conversation with the customers and present the value proposition and benefits of the particular service. The **Service Descriptions** include details and deliverables of the professional services engagements. The service description replaces the statement of work and does not need to be signed. It is important that you download the services description( [here](#) ) and share it with the customer during the sales process. Please make sure the customers read the terms carefully and approve them by email.

Where can I download all the services descriptions ? 

All services descriptions are posted [here](#).

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## EDUCATION SERVICES FOR Cortex XDR

### What Education Services offerings do we have for Cortex XDR?

We offer both Instructor-led training (EDU-318) for Cortex XDR. Customers can use their training credits towards this course. We also offer two free digital online courses for Cortex XDR, these include

### What are the free digital online learning classes for Cortex XDR?

We currently offer three digital learning courses for Cortex XDR. They include:

1. [Cortex XDR 2.0: Architecture, Analytics and Causality Analysis \(EDU-160\)](#)
2. [Traps 6.0: Cloud Service Operations \(EDU-190\)](#)
3. [Cortex XDR: Managed Threat Hunting](#)

### Are there more course on Cortex XDR coming?

Yes, three more digital learning courses will be available for Cortex XDR in January 2021.

The three courses are:

- Cortex XDR Deployment
- Prevention and Response
- Investigating Incidents with Cortex XDR

These will be available in Level Up for internal use or through Beacon Learning Center for customers.

### Where can users go to get access to these online courses for Cortex XDR?

All these free digital online learning courses are available on the [Beacon Learning Center](#).

## Authorized Support Center (ASC) FAQs

### What has changed for ASC partners with this update?

The Partner Premium Support (BKLN) was unbundled from the Cortex XDR product SKU. There is a new SKU for Partner Premium Support (BKLN) SKU and must be purchased for BKLN support with the XDR product.

## Do our ASC partners deliver Palo Alto Networks Customer Success for Cortex XDR?<sup>Ⓢ</sup>

No, the ASC partner will not deliver the Palo Alto Networks Customer Success for Cortex XDR. The ASC will purchase the Partner Premium Support (BKLN) and provide support directly to the customer.

## Is the ASC partner enabled support SKU for Cortex XDR a new SKU?<sup>Ⓢ</sup>

Yes, this is a new SKU for Partner Enabled Support (formally Backline-BLKN) SKU.

## What is included in the Partner Enabled SKU for Cortex XDR?<sup>Ⓢ</sup>

Below are the deliverables of Partner Enabled Support for ASC partners.

Product Level	ASC Support Summaries
<p><b>Digital Experience</b></p> <ul style="list-style-type: none"> <li>Access to LiveCommunity</li> <li>Access to Customer Support Portal</li> </ul> <p><b>Technical Support ( 24x7 )</b></p> <ul style="list-style-type: none"> <li>Online support</li> <li>Telephone Support</li> </ul> <hr/> <p><b>Access to CS Team<sup>1</sup></b></p> <ul style="list-style-type: none"> <li>Onboarding oversight</li> <li>Customer Success Engagement</li> <li>Operational Excellence</li> </ul>	<p><b>PARTNER PREMIUM SUPPORT</b></p> <p>18% of Volume Adj. List Price Discount D</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•<sup>2</sup></li> </ul>
<p><sup>1</sup>Available for 2,500 units and above</p>	<p><b>SUPPORT PLANS FOR OUR ASC PARTNERS</b></p> <p><sup>2</sup>Case creation remains online</p>

## Does Partner Enabled Support SKU have Customer Success deliverables?<sup>Ⓢ</sup>

No, the Partner Enabled Support SKU does not include customer success deliverables.

## Will existing Partner Enabled Support (Backline) customers continue to get 24x7 telephone support via ASC partners?📞

Yes, they will continue to get 24x7 telephone support until their subscription expires. After that the ASC partner will have to purchase Partner Premium Support to get 24x7 support.

## What new Partner (ASC) support SKUS are available?

There are two new Partner Premium Support SKUs:

- Partner Enabled Premium Support (PAN-XDR-BKLN)
- Partner Enabled Premium USG Support (PAN-XDR-BKLNUSG)

## How does this Cortex XDR product change impact the ASC partners who have current Cortex XDR customers? Does the support experience change for the customer or the ASC?📞

No, experience is the same for all current contacts. At time of renewal, the new support model will be in effect.

## Why was I redirected to the LIVEcommunity page?📞

Onboarding, Health & Operations Review, Education & Training related inquiry types are part of the Premium Customer Success offering which is currently unavailable as partner-enabled or BKLN option.

Currently the Cortex XDR Partner Premium Support (BKLN) offering covers Support only which does not include any of the above categories. Selecting any of these three categories will trigger a redirect to the LIVEcommunity for self service and not create a case.

## What are the Issue Categories that do not apply to Partner Enabled Support?📞

The issue categories that do not apply to Partner Enabled Support include Onboarding, Health & Operations Review, Education & Training.

## I was redirected to LIVEcommunity, does that mean my support case was not open? What do I do now?📞

Selecting Onboarding, Health & Operations Review, Education & Training Issue category will trigger a redirect to the LIVEcommunity for Self Service and not create a case. If the selection was made in error please return to CSP and select the appropriate Issue Category that applies to the actual Customer issue.

## How is the ASC partner impacted with opening up a new support case?📞

Always online thru CSP. Once a ticket is created they can call into TAC if they have purchased Partner Premium Support (BKLN).

## What is provided in the “Product Level, Digital Experience” to the ASC?

As part of the “Product Level and Digital Experience” outlined as an ASC deliverable to Partner Enabled Support include access to the LIVEcommunity and Customer Support Portal (CSP).

## How does the ASC partner explain to their customer the differences between partner enabled support and Customer Success plans?

Customers who rely upon their ASC partner as a trusted advisor may still purchase Partner-Enabled Premium Support for their Cortex XDR products with no change to their current service. The ASC partner can explain the differentiating benefits they offer by supporting them directly and locally, as well as any support services that are unique to their brand and relationship.

Customers who wish to purchase the Cortex XDR product with a Palo Alto Networks direct support SKU will purchase the support deliverables of the Premium Customer Success Plan offering as outlined in this [datasheet](#).

## What are the differences between Premium Customer Success SKU and the Partner Enabled SKU?

Below is a table highlighting the deliverable differences between Premium Customer Success and Partner Enabled Support delivered by ASCs.

Product Level	SUCCESS Plan Summaries		ASC Support Summaries
	STANDARD SUCCESS <small>Built-in the product subscription</small>	PREMIUM SUCCESS <small>20% of Net Price Discount C</small>	PARTNER PREMIUM SUPPORT <small>18% of Net Price Discount D</small>
<b>Digital Experience</b>			
Access to LiveCommunity	•	•	•
Access to Customer Support Portal	•	•	•
<b>Technical Support ( 24x7 )</b>			
Online support	•	•	•
Telephone Support		•	• <sup>2</sup>
<b>Access to CS Team<sup>1</sup></b>			
Onboarding oversight		•	
Customer Success Engagement		•	
Operational Excellence		•	

<sup>1</sup>Available for 2,500 units and above

<sup>2</sup>Case creation remains

**SUCCESS PLANS FOR OUR CUSTOMERS**

**SUPPORT PLANS FOR OUR ASC PARTNERS**

## For my current customers who have purchased Partner Enabled Premium Support for Cortex XDR, are there any changes to their entitlement? Will my support experience change when I open a case on behalf of these customers?

No, customers who currently have a Partner Enabled Premium Support from an ASC will not see any changes to their entitlements. The support experience will be the same.