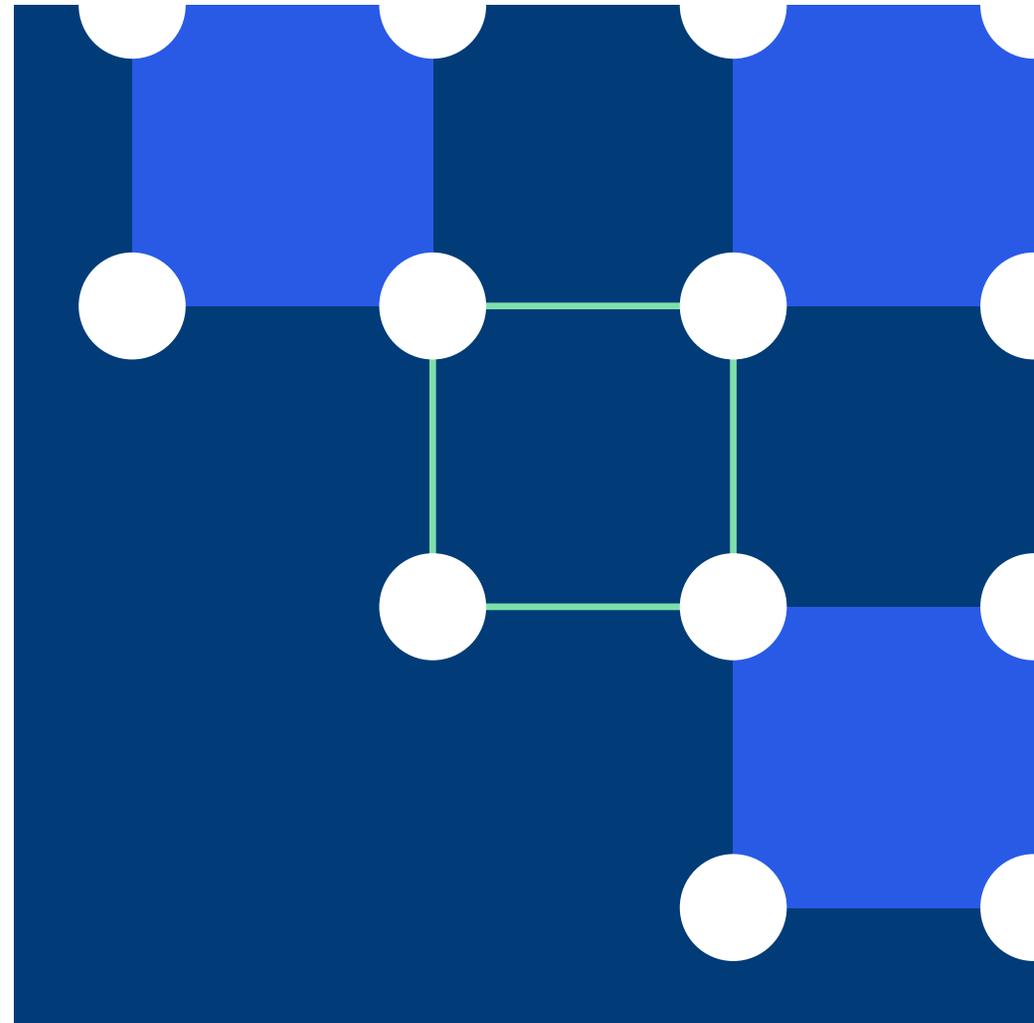




GLOBAL

Imperva Partner Program Guide



Welcome

Partners have always played an important role in our go-to-market strategy and are central to our business. There has never been a better time than now to do business with Imperva.

Imperva firmly occupies a unique role in the marketplace as the defender of business growth. Our customers are realizing that focusing only on edge and core security can expose data to external as well as internal threats. They understand that data security is the bedrock of an effective cybersecurity strategy. Imperva defends our customers' businesses as they grow by securing the mission-critical applications and data that they rely on.

When you partner with Imperva, you benefit from an award-winning program that can help you create a high-growth, profitable, and differentiated cybersecurity business. And it also provides you with access to a large and growing market segment, with more than 5,800 customers worldwide, including the world's leading financial services firms, healthcare companies, and government agencies.

- [Imperva's simplified product lines](#) make it even easier for you to position, purchase, deploy, and support Imperva's industry-recognized cybersecurity solutions
- Our [flexible and predictable licensing](#), including perpetual, SaaS, and other subscription-based services, enables you to meet diverse customer requirements whether on-premises or in the cloud.

We have made significant investments in the Imperva Partner Program—investments that are paying dividends for our partners and our business.

- Rich rewards and recognition aligned to performance and investment. We are tailoring our incentive programs to reward not only new logo wins by our partners but subscription wins as well.
- Tools to enhance partner enablement and education. New courses, new certifications and processes will emerge throughout the year.
- Commitment to developing programs to allow partners to deliver customer support services to their customers in ways not previously possible.

When we work together, we can help companies execute a comprehensive cybersecurity strategy to more effectively reduce risk and drive business growth.

In this guide, you'll find more information about program levels; sales, marketing, and training benefits; financial incentives; and support services that can help you expand your business and increase profitability. Join us as we lead the fight to secure data and applications, protecting our customers' businesses as they grow, so they can realize their ambitions, today and tomorrow.

Sincerely,



JIM RITCHINGS
VP GLOBAL CHANNEL

Why choose Imperva?

At Imperva, we believe that customers should never have to choose between innovating and protecting their business. We protect customers' data and applications, whether they operate on premises, in the cloud, or across multiple environments.

Our solutions take on 360-degree threat remediation, working actively from end to end to identify, evaluate, and eliminate threats before customers even see them to maximize uptime and keep their business moving forward. And for every threat that requires attention, we help customers take effective action, drawing from rich analytics to deliver complete visibility and actionable insights into the risks that matter.

- **VISIONARY HYBRID PRODUCTS** Today, data and applications are the fundamental assets of any enterprise. Imperva has a singular purpose: protect these critical assets from the ever-changing attacks of the cybercrime industry. Imperva products address this large and growing market segment, which translates into an outstanding growth opportunity for partners.
- **IMPERVA DATA SECURITY GATEWAYS** and data activity monitoring reliably protect databases and files with little or no impact on performance or availability, while also satisfying a broad range of compliance requirements.
- **IMPERVA DATA RISK ANALYTICS** protect enterprise data from theft and loss caused by compromised, malicious or careless users.
- **IMPERVA DATA MASKING** reduces your customer's risk profile by replacing sensitive data with realistic fictional data.
- **IMPERVA CLOUD APPLICATION SECURITY** offers a multi-function CDN that boosts performance, secures websites, ensures high availability and mitigates DDoS attacks across customers' most-critical assets.
- **IMPERVA WEB APPLICATION FIREWALL (WAF) GATEWAYS** protect business-critical applications and their data from sophisticated cyber attacks.
- Imperva products deliver early detection and an effective defense against constantly evolving threats through real-time threat intelligence.

Industry-leading solutions

Imperva invests substantially in research and development to generate an award-winning portfolio that has been recognized by leading industry analyst experts.

- 2019 Security 100 list; Web, Email and Application Security category, two years in a row. The channel's ultimate list of top security tech suppliers. Imperva recognized as an authority when it comes to protecting and defending information.
- 2019 100 Coolest Cloud Vendors List; Security category. The ultimate guide to the most important players in the cloud. Imperva highlighted with the best of the best in cloud security.
- 2018 Tech Innovator Awards Finalist. The ability to help solution providers differentiate themselves and grow their businesses is the crowning achievement of CRN's Tech Innovator winners and finalists.
- 2018 Cloud Partner Program Guide, two years in a row. Provides partners with the insight needed to navigate through the crowded cloud vendor landscape and identify the vendors that best meet the needs of their customers.
- Imperva is a Leader in The Forrester Wave™: Web Application Firewalls, Q2 2018 with our cloud WAF solution.
- 2018 Imperva named a leader in the Gartner Magic Quadrant for Web Application Firewalls (WAF), five years in a row.
- 2018 Gartner Peer Insights Customers' Choice for Web Application Firewalls

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²Gartner Magic Quadrant for Web Application Firewalls, Jeremy D'Hoinne, Adam Hills, Ayal Tirosh and Claudio Neiva, 29 August 2018. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Year founded: 2002

Headquarters: Redwood Shores, CA

Number of employees: 1,000

Total 2017 revenue: \$321.7 million

Countries: 100+

Partners: 550+

Customers: 5,800+

Our customers include:

- 10 of the top 10 global telecom providers
- 5 of the top 10 U.S. commercial banks*
- 4 of the top 5 global diversified insurance companies
- 2 of the top 5 global biotech companies
- 3 of the top 10 global computer hardware companies

Advantages of partnering with Imperva

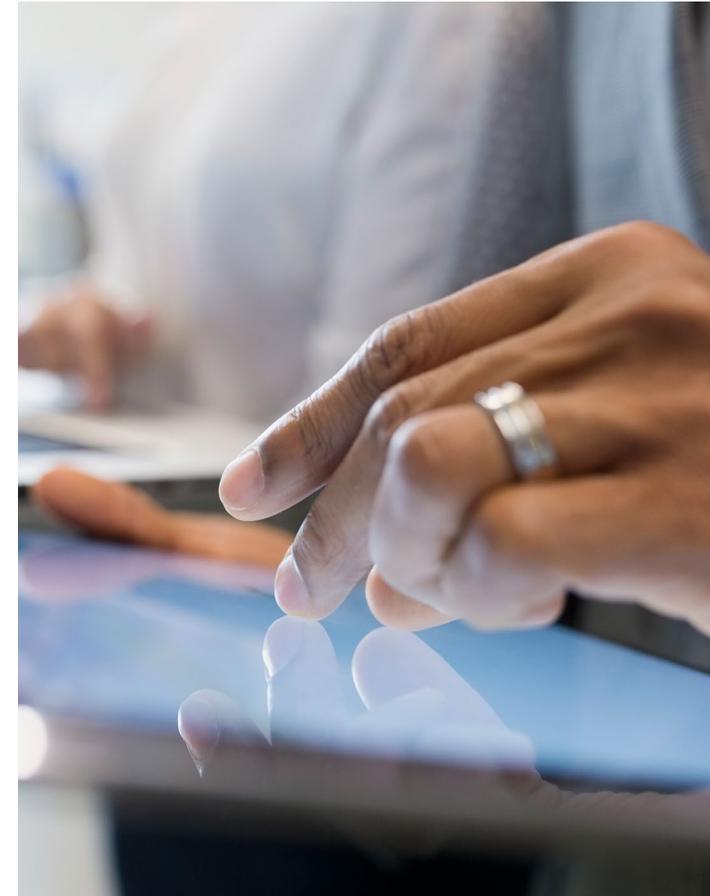
Imperva Partner Program enables partners to create a high growth, profitable and differentiated cybersecurity business with Imperva products that address cybersecurity threats on the premises and in the cloud. With a broad portfolio of award-winning products that include SaaS and cloud offerings in addition to flexible licensing programs, partners can address new opportunities to grow their business faster. The program features rich margins, streamlined enablement, and turnkey marketing programs to help partners realize an outstanding return on their investment.



3x Winner

3x Winner

- **2019 CRN 5 Star Partner Program Award, 3 time winner.** Based on investments in program offerings, partner profitability, partner training, education and support, marketing programs and resources, sales support, and communication.
- **2019 CRN Cloud Partner Program Guide, 2 years in a row.** A list of prominent technology vendors offering cloud-related partner programs that deliver outstanding cloud infrastructure or applications.
- **2019 CRN Security 100 List.** The channel's ultimate list of top security tech suppliers. Imperva recognized as an authority when it comes to protecting and defending information.
- **2018 Tech Innovators Finalist Award.** The ability to help solution providers differentiate themselves and grow their businesses is the crowning achievement of CRN's Tech Innovator winners and finalists.



How to become an Imperva Partner

To become a partner you must:

- Execute a Partner Agreement, as described below
- Meet the requirements outlined in this guide for your program level
- Meet all business, ethics, and compliance requirements as outlined in your agreements

Imperva Partner Agreement

All partners who join the Imperva Partner Program must execute a valid partner agreement with Imperva (referred to in this guide as the “Partner Agreement”). The Partner Agreement outlines the terms, conditions, and requirements regarding the relationship between Imperva and the partner.

In order to continue membership in the program, partners must remain in compliance with the program requirements outlined in the Partner Agreement and in this program guide. Imperva may update this guide from time to time, and, in connection with any updates, partners may be required to execute a new or updated Partner Agreement.



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Imperva Partner Program levels

The Imperva Partner Program offers four tiers based on a partner’s performance and investment: Platinum, Gold, Silver, and Associate.

	Platinum Partner	Platinum Partners demonstrate proven success in implementing and supporting the Imperva cybersecurity portfolio. These members exhibit a broad security industry background, maintain Imperva-certified technical resources on staff, and demonstrate a deep commitment to Imperva through their investments.
	Gold Partner	Gold Partners are committed to delivering superior cybersecurity solutions. These members have a strong industry background in security as well as working knowledge of Imperva solutions. Gold level partners are committed to higher levels of investment with Imperva and receive additional benefits.
	Silver Partner	Silver Partners command a strong knowledge in information security with demonstrated knowledge of specific Imperva solutions.
	Associate Partner	Associate is the entry-level tier for the Imperva Partner Program. With minimal requirements, this tier allows partners to easily get started building their Imperva business.

Sales benefits

Imperva Partner Program members receive rich benefits and rewards aligned to performance and investment. Simply put, the more you invest, the more you receive. Members enjoy:

✓ Deal registration

The Imperva Partner Program offers deal registration to provide partners with additional margin on every qualified opportunity that is registered and approved by Imperva. To qualify for deal registration, the opportunity must be “BANT” qualified. It must be Budgeted, the Approver must be identified, it must be needed by the prospect, and it must have a clear Timeline for the purchase. Partners can register opportunities through the Imperva Partner Portal. Once registered and approved by Imperva, the opportunity is protected for 90 days. Partners may request a 90-day extension, subject to review and approval by Imperva. Should Imperva deem that a partner is not actively engaged in the opportunity, Imperva may end the protection period for that opportunity.

✓ Incentives and rebates

Imperva may offer special incentives and rebates to partners to accelerate the achievement of specific goals, such as new customer acquisition, penetration of target accounts, or upsell and cross-sell product sales.



Not for Retail (NFR) software and equipment discounts

Imperva offers several sales tools useful for training and demonstrations. These offerings are:

- The OneBox Demonstration Kit. This kit includes a collection of three virtual machines: a SecureSphere virtual appliance, a KALI attack machine, and a retail website application protected by the SecureSphere WAF. This kit provides a complete environment useful for demonstrations to prospects and product training.
- Partners may also purchase NFR SecureSphere appliances or virtual machines for internal training, demonstration creation and support purposes. NFR appliances are available at substantial discounts. To learn more about availability and pricing, please contact your channel account manager.

Should a customer trial be required, partners must register the opportunity and contact their Imperva channel sales manager or distribution partner to discuss the opportunity and requirements. Imperva will work with the partner to provide the requested appliance and/or software for the customer trial.

All NFR solutions are for the partner’s internal training, demonstration use, and support. Imperva partners are not permitted to resell, host or provide any services to or on behalf of their clients using these solutions.

✓ Renewal incumbency

At the time of a customer's renewal for Support or other subscription-based services ("Subscription Services"), a partner of record may wish to continue its business relationship with the customer. As used in this section, "partner of record" refers to the partner that has placed the order to Imperva for the then-current Support or Subscription Service term.

Imperva will notify the partner of record 90 days prior to the expiration of the then-current Support or Subscription Service term to provide the partner of record an opportunity to quote the customer for the upcoming renewal term. The partner of record must forward a renewal quote to the customer and provide a copy to the Imperva renewals rep or renewal team at maintenance@imperva.com no less than 60 days prior to the expiration of the then-current term for Support or Subscription Services, as applicable. In the event the partner of record fails to do so and/or does not place an order with Imperva for the renewal within this time period, Imperva may provide quotes to other partners for the same renewal.

If another partner is successful in winning the renewal business from the customer, it will become the partner of record for the upcoming renewal term and should follow the guidelines in this section to maintain status as the partner of record.

If the renewal process is not completed by the term expiration date, Imperva may assess a reinstatement fee equal to 20% of the annual fee for the lapsed Support or Subscription Services, as applicable.

✓ Sales and pre-sales support

The Imperva Partner Program provides sales and support resources partners need to compete and win. Resources vary by partner level within the program but may include sales support from Imperva account executives and pre-sales support from systems engineers. Imperva security architects are also available to architect and recommend products for large or complex opportunities.

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Sales benefits

PROGRAM LEVEL	PLATINUM	GOLD	SILVER	ASSOCIATE
Deal registration	✓	✓	✓	✓
Incentives and rebates	✓	✓	---	---
NFR software and equipment discounts	✓	✓	✓	---
Renewal incumbency	✓	✓	✓	✓
Sales and pre-sales support	✓	✓	Distributor	Distributor

Product, services and support discounts

Imperva Partner Program members enjoy program discounts and rebates as outlined in the following tables:

RESELLER PROGRAM TIER

Platinum¹

Gold

Silver

Associate

PERPETUAL DISCOUNTS

	Platinum ¹	Gold	Silver	Associate
Base product discount	15%	15%	10%	10%
Additional deal registration discount	23%	20%	20%	10%
Total product discount	38%	35%	30%	20%

SUBSCRIPTION DISCOUNTS

	Platinum ¹	Gold	Silver	Associate
Base product discount	10%	10%	10%	10%
Additional deal registration discount	20%	18%	15%	10%
Total product discount	30%	28%	25%	20%

PROFESSIONAL SERVICES AND TRAINING

	Platinum ¹	Gold	Silver	Associate
Total discount	10%	10%	10%	10%

MANAGED SERVICES

	Platinum ¹	Gold	Silver	Associate
Total discount	5%	5%	5%	5%

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RESELLER PROGRAM TIERPlatinum¹

Gold

Silver

Associate

1ST YEAR SUPPORT DISCOUNTS

Base support discount	15%	15%	10%	10%
Additional deal registration discount	18%	15%	15%	5%
Total support discount	33%	30%	25%	15%

IMPERVA PARTNER PROGRAM REBATES²

Rebates are calculated on net bookings to Imperva and are subject to change.

New customer rebate - subscription	10%	8%	5%	---
New customer rebate - product	5%	4%	3%	---

¹In order to obtain Platinum-level discounts, Imperva Partner Program members must meet all eligibility requirements for Platinum status and purchase products and services directly from Imperva pursuant to a Partner Agreement that authorizes such direct purchases.

²Rebates will be paid within 45 days after the end of the quarter in which they are earned. 50% of the earned rebate will be allocated to be used for joint marketing or Imperva training courses. See the "2019 Partner Rebate FAQ" for more details.

Marketing benefits



Marketing support resources

Imperva supports program members with marketing resources to assist with program development and execution. Imperva will designate a marketing contact for each Platinum partner and support Gold partners through the Program Office. Silver and Associate partners are supported by their distributors.



Marketing development funds

At Imperva's discretion, Imperva offers marketing development funds (MDF) to help partners accelerate their sales pipeline. MDF may be used for approved marketing activities as outlined in the MDF Process Guide available on the Imperva Partner Portal or as otherwise permitted by Imperva.



Ready-to-run lead generation programs

Imperva also offers ready-to-run lead generation programs that leverage best practices and assets from Imperva marketing campaigns. These programs are designed to enable partners to quickly and easily execute lead generation activities to help create sales pipeline.



Joint lead-generation programs

Imperva supports Platinum partners on joint lead-generation programs and Gold and Silver on a case by case basis to help accelerate opportunity creation. Imperva may co-invest in programs and provide sales or technical resources, product demonstrations, and marketing collateral.



Partner finder

Imperva will highlight Platinum, Gold, and Silver partners who achieve certification in our [Imperva Partner finder tool](#) on our website. Partners will be listed by their tier in the program.



Joint webcasts

Webcasts are a great way to create interest and sales pipeline within your prospect base. Imperva works with Platinum and Gold partners to create and deliver joint webcasts that include Imperva products. Please contact your Imperva marketing contact or channel account manager to discuss your requirements.



Joint customer success stories

Joint customer success stories speed opportunity closure and create enhanced awareness for our partners and Imperva. Partners with a customer success story opportunity should contact their Imperva marketing representative to discuss the creation of a success story. Imperva will assist in the creation and publishing of the story to create maximum impact for the partner and Imperva.



Joint press releases

Platinum and Gold partners who would like to publish a press release with Imperva should contact their channel account manager or marketing representative. The Imperva public relations team will discuss and analyze the opportunity, outline requirements, and set media coverage expectations.

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Marketing benefits

PROGRAM LEVEL	PLATINUM	GOLD	SILVER	ASSOCIATE
Marketing support resources	Designated	Program office	Distributor	Distributor
Marketing development funds (MDF)	✓	✓	Case by case	---
Access to ready-to-run lead-generation programs	✓	✓	✓	✓
Joint lead-generation programs	✓	Case by case	Case by case	---
Partner finder	✓	✓	✓	---
Joint webcasts	✓	✓	---	---
Joint customer success stories	✓	✓	Case by case	Case by case
Joint press releases	Case by case	Case by case	---	---

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Training and certification benefits



Sales training

All partners enjoy access to the Imperva Partner Portal, which offers online sales training for prospecting, handling competition, and key points of differentiation. Training courses are on demand and can be completed quickly and easily via desktop or mobile platforms.



Technical pre-sales training

All partners are requested to complete technical online pre-sales classes via the Imperva Partner Portal. Platinum partners may request pre-sales training delivered on site based upon resource availability and a minimum number of attendees. The training may be held at the partner's office or at the Imperva office. Online sales and technical certifications are valid for three years.



Discounts and training credits for certification courses

Imperva offers special discounts and training credits to Platinum and Gold partners who seek certification for web and database security competencies. Once achieved, certifications are good for a period of three years. To learn more about these courses, availability and discounts, consult your Imperva marketing contact or send an email to ImpervaPartners@imperva.com.

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Training and certification benefits

PROGRAM LEVEL	PLATINUM	GOLD	SILVER	ASSOCIATE
Sales training	Online	Online	Online	Online
Technical pre-sales training	On-site and online	Online	Online	Online
Training credits for certification courses	✓	✓	---	---
Discounts for web security and database, security certification courses	✓	✓	✓	---

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Support benefits

Imperva offers product support in English. Contracted customers receive Imperva support via the web, email, phone, and our online knowledge base, in accordance with the terms of the support offering. Support options include:

- **Standard Support** - 8 a.m. to 6 p.m. local time, during standard business days except local holidays
- **Enhanced Support** - 24x7x365 days per year, with Standard Hardware Replacement
- **Enhanced + DSE** - 24x7x365 days per year, with Standard Hardware Replacement, Designated Support Engineer on-site visits twice per year
- **Premium Support** - 24x7x365 days per year, with Advance Hardware Replacement
- **Premium Support + DSE** - 24x7x365 days per year, with Advance Hardware Replacement, Designated Support Engineer on-site visits twice per year

Our support team is staffed with experts and is available to manage our partners' support experience. Additional details on Imperva support offerings are available on our website at <https://www.imperva.com/Services/TechnicalSupport>



Sales engineer FTP site

Partner engineers may request access to a secure FTP site where the latest generally commercially available code, patches, and technical information is available. Imperva will provide access to the FTP site upon the completion of online pre-sales training course.



Online support

Partners using Imperva demo equipment or licenses may access Imperva support via the Imperva online support system. Partners may open a ticket and the Imperva Support team will quickly respond to resolve the issue.



Phone support

Partners are able to leverage Imperva Support via telephone once they have achieved accreditation. Platinum and Gold partners have access 24x7x365 while Silver partners may contact Imperva during local business hours.

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Support benefits

PROGRAM LEVEL	PLATINUM	GOLD	SILVER	ASSOCIATE
Sales engineer FTP site access	✓	✓	✓	---
Knowledgebase online support	With demo equipment	With demo equipment	With demo equipment	With demo equipment
Phone support	24x7	24x7	Business hours	Business hours

Annual bookings target

Imperva invests a significant amount into program benefits, sales tools, marketing programs, and technical resources. To maintain status within the program, a partner must meet or exceed the annual booking target as outlined in this guide. Failure to meet the minimum booking level may lead to a demotion or dismissal from the program. Partners that exceed the booking level for the tier above may request a promotion in the program subject to Imperva approval. The annual booking target is for a 12-month period commencing on January 1 and includes fees for product and first-year maintenance but not renewals. For subscription services, the booking number that will be used for the program is the annual contract value, which may be different than the total contract value.

Annual bookings targets may be achieved either by exceeding the bookings goal or by exceeding the goal that includes new customers. A new customer is defined as a customer that has not done business with Imperva. Bookings totals for the Imperva Partner Program are calculated on the net bookings amount to Imperva. Partners must also meet the other requirements as outlined in the program requirements table below.

PLATINUM	The Platinum tier will be awarded to those partners who exceed \$1M in bookings or \$750K with three new customer accounts.
GOLD	The Gold tier will be awarded to those partners who exceed \$250K in bookings.
SILVER	The Silver tier will be awarded to partners whose annual bookings exceed \$50K.
ASSOCIATE	The Associate tier will be awarded to partners with annual bookings less than \$50K.

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Quarterly business review

Every Platinum and Gold partner is required to meet with their designated Imperva channel sales manager for a quarterly business review (QBR). The QBR will cover the previous quarter's sales results, current opportunities, and a review of marketing plans and results. Imperva recommends that Silver partners also schedule similar business reviews to share results, opportunities, and areas for investment with their designated Imperva channel sales manager or distribution partner to align resources and speed their growth within the program.



Marketing requirements



Quarterly marketing programs

Platinum and Gold partners are required to invest in quarterly marketing programs for Imperva solutions. Imperva recommends running one marketing program per quarter. Imperva MDF and marketing support may be available to assist with execution of these programs.



Review of custom collateral

Imperva encourages partners to create co-branded sales tools and collateral for use in sales and marketing efforts. Imperva requires review and approval of marketing materials and collateral other than those distributed by Imperva through the Imperva Imperva Partner Portal. Please consult with your Channel Account Manager to review custom collateral.



Display Imperva logo and overview on your website

Platinum, Gold, and Silver partners are expected to display the Imperva company logo and overview on their website in a visible and appropriate location.



Press release upon achieving Platinum status

It is recommended that partners that achieve Platinum status issue a public press release within 45 days of entering the Imperva Partner Program or upon promotion to Platinum status. Imperva provides press release templates to streamline the process.



Joint customer success stories

Platinum partners are encouraged to create two public success stories annually. Gold Partners are expected to create one.

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Marketing requirements

PROGRAM LEVEL	PLATINUM	GOLD	SILVER	ASSOCIATE
Quarterly marketing programs	Required	Required	Recommended	Recommended
Review of custom collateral	Required	Required	Required	Required
Display Imperva logo and overview on your website	Required	Required	Required	Recommended
Press release upon achieving Platinum status	Recommended	---	---	---
Joint customer success stories	2 Recommended per year	1 Recommended per year	Recommended	Recommended

Training requirements

✓ Online Imperva sales and technical training

Platinum, Gold, and Silver partners are required to fulfill online sales and technical training, as indicated in the table below. Once completed, these certifications are valid for three years from the date of completion.

Engineer and partner certification

✓ Imperva certifies engineers and partner companies in two tracks. An engineer will be awarded a certification upon completion of two courses in any of the tracks listed below. Companies that meet the certification requirement for their tier will receive a logo that highlights their tier. The two tracks in which certifications may be achieved and the courses offered are listed below:

- Web Application Security Track
 - Web Security Associate
 - Web Security Specialist
- Data Security Track
 - Database Security Associate
 - Database Security Specialist

Platinum partners will become certified upon a minimum of two engineers reaching certification in one or multiple tracks. Gold partners are required to have one engineer achieve certification in a minimum of one track. It is recommended that Silver partners complete certification.

Imperva offers training credits for Platinum and Gold partners to be used as payment for certification classes. Silver partners receive special discounts on certification classes.

Partners have 120 days to achieve certification following the execution of their Partner Agreement or from the date of promotion to a tier that requires certification.

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Training requirements

PROGRAM LEVEL	PLATINUM	GOLD	SILVER	ASSOCIATE
Online Imperva sales training	4	2	1	Recommended
Online Imperva technical training	2	2	1	Recommended
Engineer and partner certification	2 Required	1 Required	Recommended	Recommended

Contact requirements



Designated sales contacts

All partners are required to provide contact information for their designated sales, technical, marketing, and support contacts. Partner contacts will become the primary interface for the Imperva team members to foster good communications and the sharing of important information.



Executive sponsorship

Imperva cultivates close relationships between its executives and those of its channel partners. These relationships allow direct discussions of the status and success of the business to accelerate sales results. Imperva recommends that all Platinum partners nominate an executive as a sponsor to meet with their Imperva counterpart.

PROGRAM LEVEL	PLATINUM	GOLD	SILVER	ASSOCIATE
Designated sales contacts	2 required	1 required	1 required	1 required
Designated technical contacts	2 required	1 required	---	---
Designated marketing and support contacts	2 required	1 required	---	---
Executive sponsorship	✓	---	---	---

Program resources



Imperva Partner Portal for sales tools and product information

The partner portal provides a single location for access to all sales and marketing resources. Members enjoy access to a comprehensive set of tools, including sales playbooks, analyst reports, white papers, social media, event calendars, product training, customer success stories, and ready-to-run lead-generation programs.



Imperva Demand Generation Campaigns

The “Campaigns” section on the Imperva Partner Portal offers a range of Imperva-created demand-generation campaign guides that leverages our top-performing assets. Partners can use these assets to build their own email and social campaigns, webinars, or live events to create interest and drive responses with their prospect and customer base. MDF funded demand gen programs are also available and should be discussed with the Channel Account Manager and included in the joint marketing plan.



Complimentary subscriptions

Imperva makes a complimentary subscriptions available to Platinum and Gold resellers to protect their business websites. To receive this subscription, eligible partners must contact their Imperva channel account manager.

Platinum partners may receive a complimentary subscription that includes:

- Up to 50Mb of clean traffic
- Unlimited website DDoS protection
- The ability to protect up to 21 websites or domains owned by the reseller
- Load balancer for 50Mb
- Ability to purchase additional features at special pricing

Gold partners may receive a complimentary subscription that includes:

- Up to 20Mb of clean traffic
- Unlimited website DDoS protection
- The ability to protect up to three websites or domains owned by the partner
- Load balancer for 20Mb
- Ability to purchase additional features at special pricing

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Imperva Advisory Council

Platinum and Gold partners may be invited to join Imperva Partner Advisory Council meetings. These meetings offer partner executives the opportunity to provide input on their experience with the Imperva Partner Program and meet with key Imperva channel executives. Imperva deeply values partner input, which helps shape the future of the program and Imperva products.

PROGRAM LEVEL	PLATINUM	GOLD	SILVER	ASSOCIATE
Imperva Partner Portal	✓	✓	✓	✓
Imperva Demand Generation Campaigns	✓	✓	✓	✓
Complimentary subscription to protect reseller websites	✓	✓	---	---
Imperva Partner Advisory Councils/Roundtables	✓	✓	---	---

Next steps

Review the **Imperva Partner Program Getting Started Guide** and watch the **onboarding video**: Provides instructions to set up your **Imperva Partner Portal** account and an overview of the portal's resources.

For more details on the program resources referenced in this guide, review these guides available on the Imperva Partner Portal:

- MDF Process Guide
- Standard Operating Procedures Guide
- Rebate Incentive Policy FAQ
- Product Evaluation (NFR) Process Guide
- Deal Registration Process Guide
- Partner Sales Enablement and Training Credits Guide

Partner communications – staying informed

- Subscribe to Partner Flash Newsletter by emailing PartnerFlash@Imperva.com
- Follow Imperva Partners on [LinkedIn](#) and [Twitter](#)

Questions?

- Questions about Partner (or Distri) Program send email to ImpervaPartners@imperva.com



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