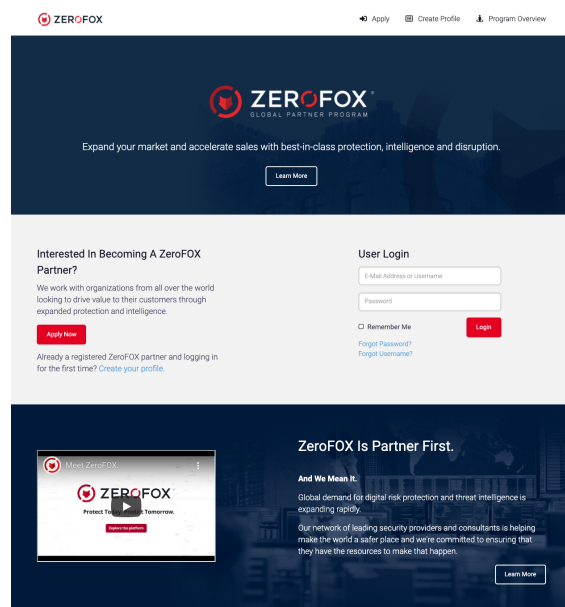


ZeroFOX Partner Portal FAQ

partners.zerofox.com



The following document is designed to provide a quick reference to the key features of ZeroFOX's Partner Portal.

- Application & Registration
- Deal Registration
- Training
- Asset Library
- Marketing Resources

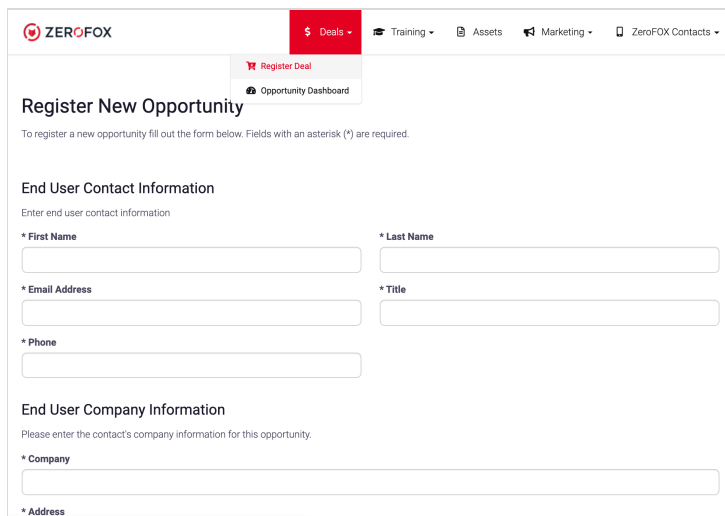
For questions, please contact David Brown, Director of Partner Marketing at dabrown@zerofox.com

APPLICATION AND ACCESS

- Access to the partner portal is only available to partners that have been approved by the ZeroFOX Partnerships teams and have completed all required partnership agreements. Organizations interested in becoming partners should complete the [partner application](#).
- Existing partners will receive an email notification with their first time login credentials. They will need to reset their password and then will have full access to the partner portal.
- New partner portal users from registered ZeroFOX partners can create an account and select their organization. Based on the rules set by the partner organization, they may be automatically granted access to the partner portal. Otherwise, the user will need to be approved by the organization's partner director.
- Partner users can request a new password from the homepage and will receive an email notification with instructions on how to create a new password

DEAL REGISTRATION

- Partners can register a prospect opportunity through the partner portal using the “Deal Registration” tab in the Deals menu in the top navigation



ZEROFOX Deals Training Assets Marketing ZeroFOX Contacts

Register Deal
Opportunity Dashboard

Register New Opportunity

To register a new opportunity fill out the form below. Fields with an asterisk (*) are required.

End User Contact Information
Enter end user contact information

* First Name * Last Name

* Email Address * Title

* Phone

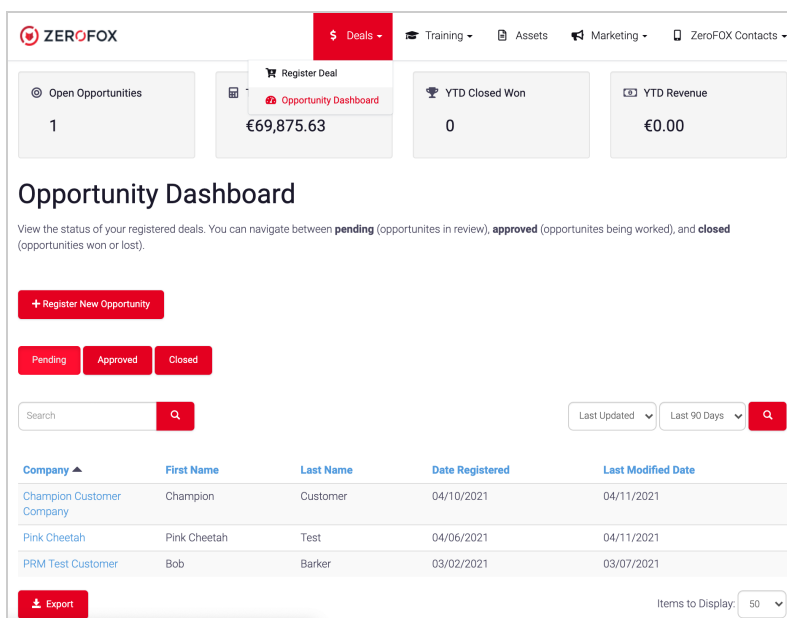
End User Company Information
Please enter the contact's company information for this opportunity.

* Company

* Address

- Registered deals are sent to the appropriate partner director for review, approval, and assignment to a ZeroFOX sales representative.
- All required fields on the deal registration form must be completed or may not be approved: Opportunity Name, Prospect Organization, Key Prospect Contact, Key Prospect Contact Information, Value of Opportunity, Date of First Meeting, Targeted Close Date
- ZeroFOX strives to approve or deny a submitted deal within 48 business hours.
- Accepted deal registrations are valid for 90 days from the date of registration unless otherwise noted.
 - Notifications will be sent 30, 10, and 1 day prior to deal expiration
 - Requests for deal extensions should be sent directly to the partner director

- The Opportunity Dashboard provides the status of all submitted deals, and can be sorted by last updated/last created or a specific timeframe:
 - Pending: Opportunities currently under review by ZeroFOX
 - Approved: Partner users can track the progress of their deal along key pipeline stages (Qualified, Proposal, Validation, Verbal, Negotiation, Procurement. Partner users can make updates within the comments section.
 - Closed: Opportunities that have been won or lost. All fields are locked for editing.



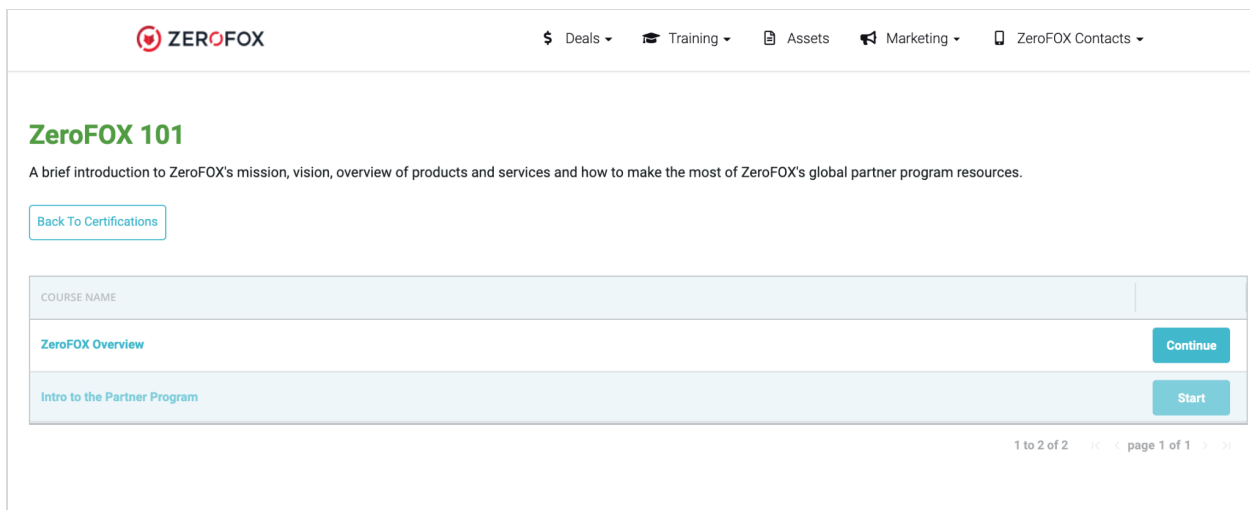
The screenshot shows the ZeroFOX Opportunity Dashboard. At the top, there's a navigation bar with 'Deals' selected. Below it, a summary section displays four key metrics: Open Opportunities (1), Opportunity Dashboard value (€69,875.63), YTD Closed Won (0), and YTD Revenue (€0.00). The main heading is 'Opportunity Dashboard', followed by a brief description of the dashboard's purpose. Below this, there's a '+ Register New Opportunity' button and three filter buttons: 'Pending', 'Approved', and 'Closed'. A search bar and a 'Last Updated' dropdown are also present. The main content area is a table with columns: Company, First Name, Last Name, Date Registered, and Last Modified Date. The table lists three entries: Champion Customer Company, Pink Cheetah, and PRM Test Customer. At the bottom, there's an 'Export' button and a 'Items to Display' dropdown set to 50.

Company	First Name	Last Name	Date Registered	Last Modified Date
Champion Customer Company	Champion	Customer	04/10/2021	04/11/2021
Pink Cheetah	Pink Cheetah	Test	04/06/2021	04/11/2021
PRM Test Customer	Bob	Barker	03/02/2021	03/07/2021

- The Opportunity Dashboard contains pipeline impact metrics (open opportunities, total pipeline value, year to date (YTD) Closed Won, YTD Revenue) for the partner user only, unless that user is the organization's primary user or has account opportunity management privileges set by the partner director.

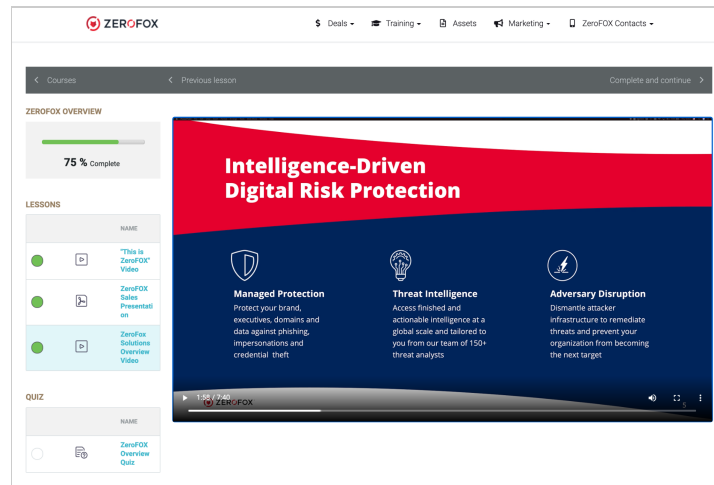
TRAINING

- ZeroFOX regularly adds new on-demand training to the partner portal, which can be accessed from the “Training” tab in the top navigation bar.
- Some training may be visible only to certain users based on their function (sales, technical, marketing), region, or other classification.
- Partner Directors may make training a requirement for partners to access certain ZeroFOX Partner Program benefits, such as marketing development funds (MDF), ZQL Lead Sharing, access to demo environments.



The screenshot shows the ZeroFOX partner portal interface. At the top is a navigation bar with the ZeroFOX logo and several menu items: Deals, Training, Assets, Marketing, and ZeroFOX Contacts. Below the navigation bar, the main content area is titled "ZeroFOX 101" in green. Underneath this title is a brief introductory text. A button labeled "Back To Certifications" is visible. Below the text, there is a table-like structure with two rows. The first row is labeled "COURSE NAME" and contains the text "ZeroFOX Overview" with a "Continue" button to its right. The second row contains the text "Intro to the Partner Program" with a "Start" button to its right. At the bottom right of the page, there is a pagination indicator showing "1 to 2 of 2" and "page 1 of 1".

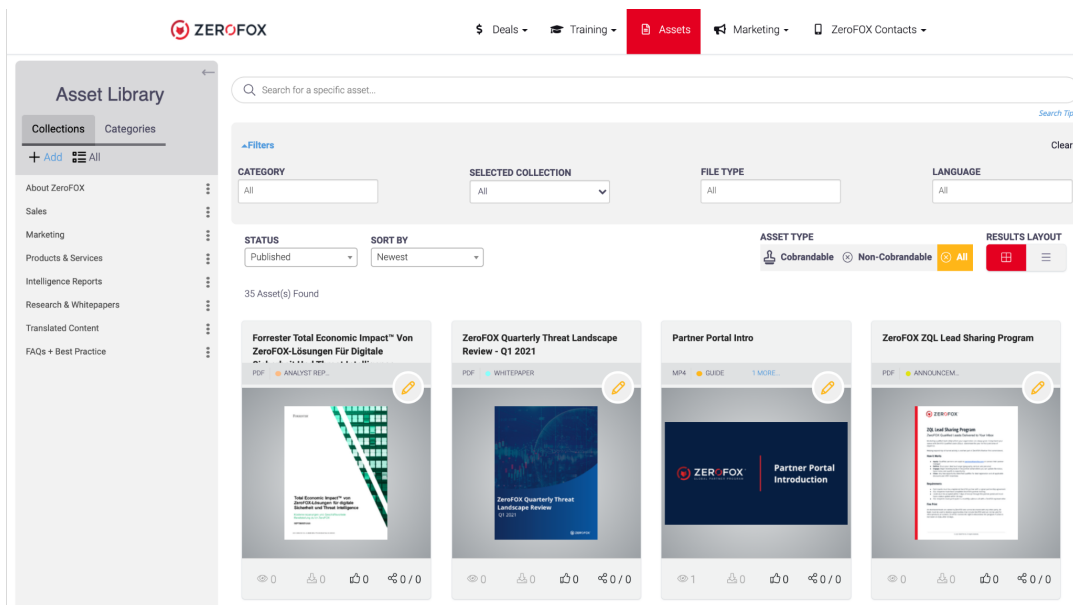
- Each training module is classified as a “certification”. Each certification contains a number of courses, which in turn have a number of lessons.



- Lessons generally contain a video or a document to review and must be completed sequentially. To complete a lesson, click on the “Complete and Continue >” prompt in the top right corner.
- Each course will have a brief quiz, which requires a satisfactory number of correct answers to complete the course.
- All courses must be completed in order to complete the certification.
- Lessons and courses can be completed at any pace and progress will automatically be saved.

ASSETS

- The “Assets” tab in the top navigation bar contains a repository of valuable resources to assist partners better sell and market ZeroFOX and joint solutions
- Assets are updated regularly as product features change. Partners should check the partner portal to ensure they have the newest version before sending or sharing with a prospect



- Assets are organized by Collections in the left hand navigation:
 - About ZeroFOX: Corporate Announcements, Product Updates, Company Background Information ZeroFOX Platform Overviews, Competitive Information
 - Sales: Pitch Decks, SPIFF Information, Sales Playbooks, Sales Updates, Lead Sharing Documentation
 - Marketing: Campaign Materials, Webinars, Branding Guidelines
 - Products and Services: Product Datasheets, Use Cases
 - Sample Intelligence Reports
 - Research & Whitepapers: Analyst Reports, ZeroFOX Whitepapers
 - Translated Content
 - FAQs + Best Practices: How-Tos, User Guides
- All assets are also tagged by Category and can be searched by asset type (i.e., datasheet, video, analyst report, presentations) in the category field
- The top search bar allows for a keyword search across asset title and description

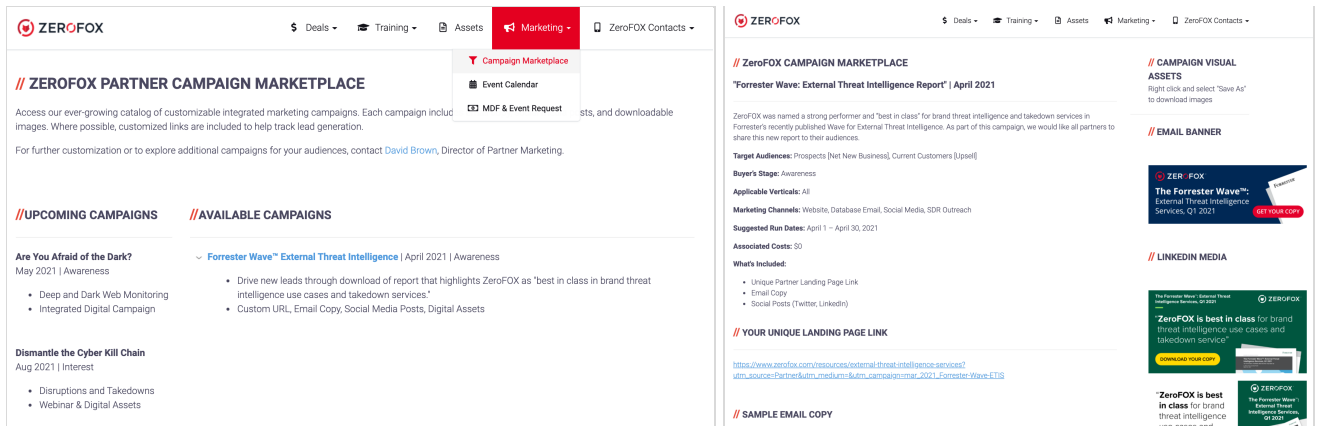


- Certain assets are available to download or share directly from the portal with the respective download and share icons
- Select assets marked as “co-brandable” will allow the partner to add their logo, additional text, or images in prescribed areas on the document.

The screenshot shows a web interface for a ZeroFOX pitch deck. On the left, a presentation slide is displayed with a red header containing the ZeroFOX logo and a 'PARTNER LOGO' placeholder. The slide text reads: 'ZeroFOX Solution for [Customer Name]', 'Protect Today. Predict Tomorrow.', and 'There's a New Public Attack Surface'. On the right, a sidebar titled 'ZeroFOX Pitch Deck For Partners' shows engagement metrics (0 Likes, 1 View, 0 Downloads, 0 Shares, 0 Share Views), a description, language (English), and publication date (03/29/2021). At the bottom of the sidebar are buttons for 'Edit', 'Co-brand', and 'Download'.

MARKETING: CAMPAIGN MARKETPLACE

- The Campaign Marketplace tab within the Marketing menu provides access to plug-and-play lead generation and awareness campaigns.



The screenshot displays the ZeroFOX Campaign Marketplace interface. The top navigation bar includes links for Deals, Training, Assets, Marketing (selected), and ZeroFOX Contacts. The main content area is divided into two sections: 'UPCOMING CAMPAIGNS' and 'AVAILABLE CAMPAIGNS'.

UPCOMING CAMPAIGNS:

- Are You Afraid of the Dark?** (May 2021 | Awareness)
 - Deep and Dark Web Monitoring
 - Integrated Digital Campaign
- Dismantle the Cyber Kill Chain** (Aug 2021 | Interest)
 - Disruptions and Takedowns
 - Webinar & Digital Assets

AVAILABLE CAMPAIGNS:

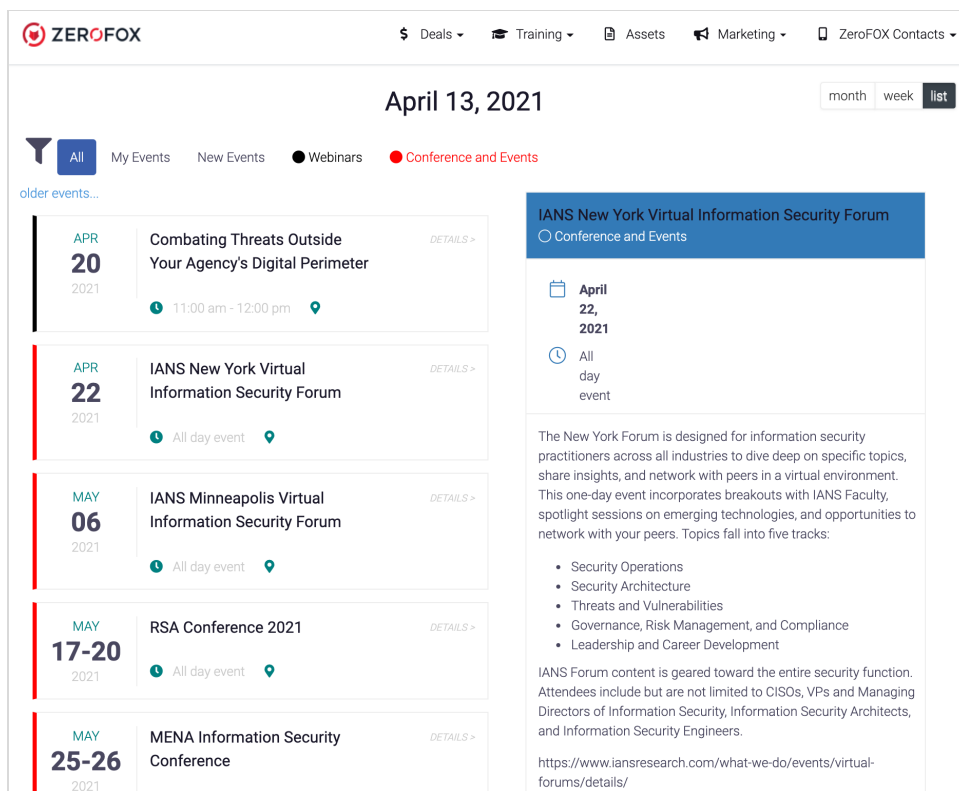
- Forrester Wave™ External Threat Intelligence** (April 2021 | Awareness)
 - Drive new leads through download of report that highlights ZeroFOX as "best in class" brand threat intelligence use cases and takedown services.
 - Custom URL, Email Copy, Social Media Posts, Digital Assets

The right-hand side of the interface shows a detailed view of the 'Forrester Wave: External Threat Intelligence Report' campaign, including a summary, target audience, associated costs, and a unique landing page link.

- Each campaign includes a summary of the target audience, associated costs (if any), visual assets, sample copy for emails, social media posts, and a unique URL to use in promotions (if applicable)
- The unique URL contains a UTM tag including the partner organization's website and must be utilized in order to track activity generated by your organization. ZeroFOX follows GDPR and local privacy regulations and may not always be able to share all contact information.
- For additional support or to customize campaign materials, contact [David Brown](#), Director of Partner Marketing

MARKETING: EVENT CALENDAR

- Stay up-to-date with ZeroFOX's global events through the Event calendar tab located in the Marketing Menu in the top navigation



The screenshot shows the ZeroFOX Event Calendar interface. At the top, there's a navigation bar with the ZeroFOX logo and links for Deals, Training, Assets, Marketing, and ZeroFOX Contacts. The main header displays the date "April 13, 2021" and view options: month, week, and list. Below the header, there's a filter bar with tabs for All, My Events, New Events, Webinars, and Conference and Events. The main content area lists events with their dates, titles, and details. A detailed view of the "IANS New York Virtual Information Security Forum" is shown on the right, including a description and a list of topics.

Date	Event Title	Details
APR 20 2021	Combating Threats Outside Your Agency's Digital Perimeter	11:00 am - 12:00 pm
APR 22 2021	IANS New York Virtual Information Security Forum	All day event
MAY 06 2021	IANS Minneapolis Virtual Information Security Forum	All day event
MAY 17-20 2021	RSA Conference 2021	All day event
MAY 25-26 2021	MENA Information Security Conference	

IANS New York Virtual Information Security Forum
Conference and Events

April 22, 2021
All day event

The New York Forum is designed for information security practitioners across all industries to dive deep on specific topics, share insights, and network with peers in a virtual environment. This one-day event incorporates breakouts with IANS Faculty, spotlight sessions on emerging technologies, and opportunities to network with your peers. Topics fall into five tracks:

- Security Operations
- Security Architecture
- Threats and Vulnerabilities
- Governance, Risk Management, and Compliance
- Leadership and Career Development

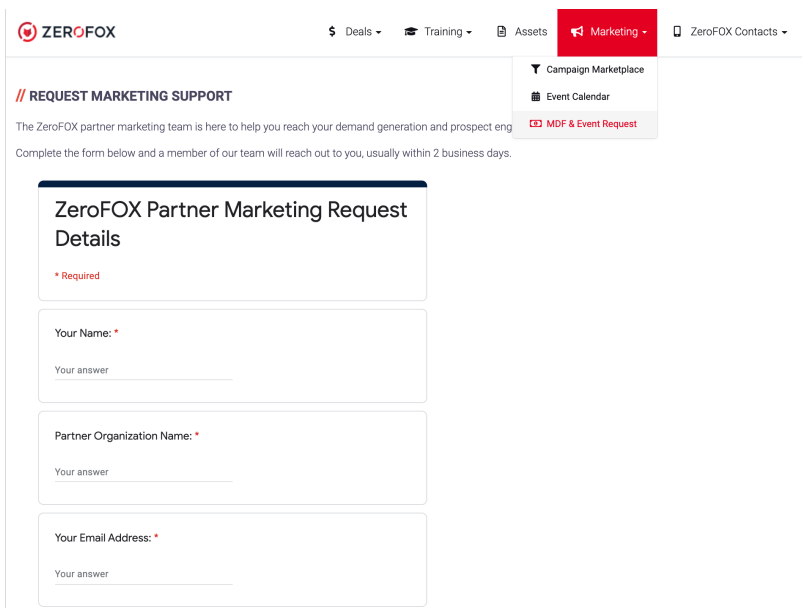
IANS Forum content is geared toward the entire security function. Attendees include but are not limited to CISOs, VPs and Managing Directors of Information Security, Information Security Architects, and Information Security Engineers.

<https://www.iansresearch.com/what-we-do/events/virtual-forums/details/>

- Events are color coded based on event type: conferences, webinars, trainings, and more
- The calendar can be viewed in a month, week, or list format
- Each event contains additional information, including a link to register where possible.
- Partners interested in attending or co-sponsoring the event should complete the event request form mentioned below

MARKETING: MDF & EVENT REQUEST

- ZeroFOX is eager to support our partners marketing initiatives and partners can submit a request for marketing support of marketing development funds through the “MDF & Event Request” tab in the Marketing Menu.
- The request form must be completed for all partner marketing activities, whether or not they have associated costs.



The screenshot shows the ZeroFOX web interface. At the top, there's a navigation bar with the ZeroFOX logo and several menu items: Deals, Training, Assets, Marketing (highlighted in red), and ZeroFOX Contacts. Below the navigation bar, there's a sidebar with a dropdown menu for Marketing, which includes Campaign Marketplace, Event Calendar, and MDF & Event Request (highlighted in red). The main content area is titled "REQUEST MARKETING SUPPORT" and includes a brief description of the support team's role. Below this, there's a form titled "ZeroFOX Partner Marketing Request Details" with three input fields: "Your Name:", "Partner Organization Name:", and "Your Email Address:". Each field has a red asterisk indicating it's required and a "Your answer" placeholder.

- Requests can be submitted for joint webinars, co-sponsorship of events, digital advertising funds, customer engagement initiatives, sales enablement initiatives, collateral development/translation, and many others
- The request form includes logistical information, total cost (including partner cost share), speaker requirements (if applicable), projected lead generation or other success metrics, and timeline
- The ZeroFOX marketing team will review the request and contact the partner within 48 business hours to discuss additional details
- While ZeroFOX attempts to honor as many requests as possible, final decisions on marketing requests are based on perceived return on investment, resource/calendar availability, partner good standing, and the discretion of the ZeroFOX partner director and/or the chief marketing officer



USER PROFILE + ROLES

- Permission to access the ZeroFOX partner portal is granted at the sole discretion of ZeroFOX's partner directors
- Users may receive the following administrative rights:
 - Account Administrator: access all partner portal features, manages partner corporate profile information, may approve additional users from their company, have visibility into all partner company opportunities
 - Account User: Access all partner portal features
- Users can update their profile and change their password from the top right hand navigation with the person icon