# PINNACLE TECHNOLOGY PARTNER
## GUIDE

**zscaler™**

# LET'S JOIN FORCES!

Whether you want to increase your market share or expand your revenue opportunities, the Pinnacle Partner Program can accelerate your business. More than 5,000 leading enterprises, governments, and military organizations like General Electric, United Airlines, Nestle, NATO, the National Health Services of Britain, and the United States Marines Corps have adopted Zscaler's award-winning internet security platform to improve their security and compliance. Zscaler offers a variety of Partner benefits depending on your business objective.

The market for IT security is undergoing a transformation and Zscaler is at the forefront of this transformation. With zero trust, Zscaler brings industry-leading cloud-delivered solutions to your customers and helps you "future-proof" your business.

**PUNIT MINOCHA**
**EVP BUSINESS DEVELOPMENT AND CORPORATE STRATEGY**

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It is no longer a question of if, but how, you can advance your customers' objective of greater security and cloud agility. Join our Partner program to build relationships and work together to deliver on the three pillars: **Innovation**, **Solution Selling**, and **Customer Success**.
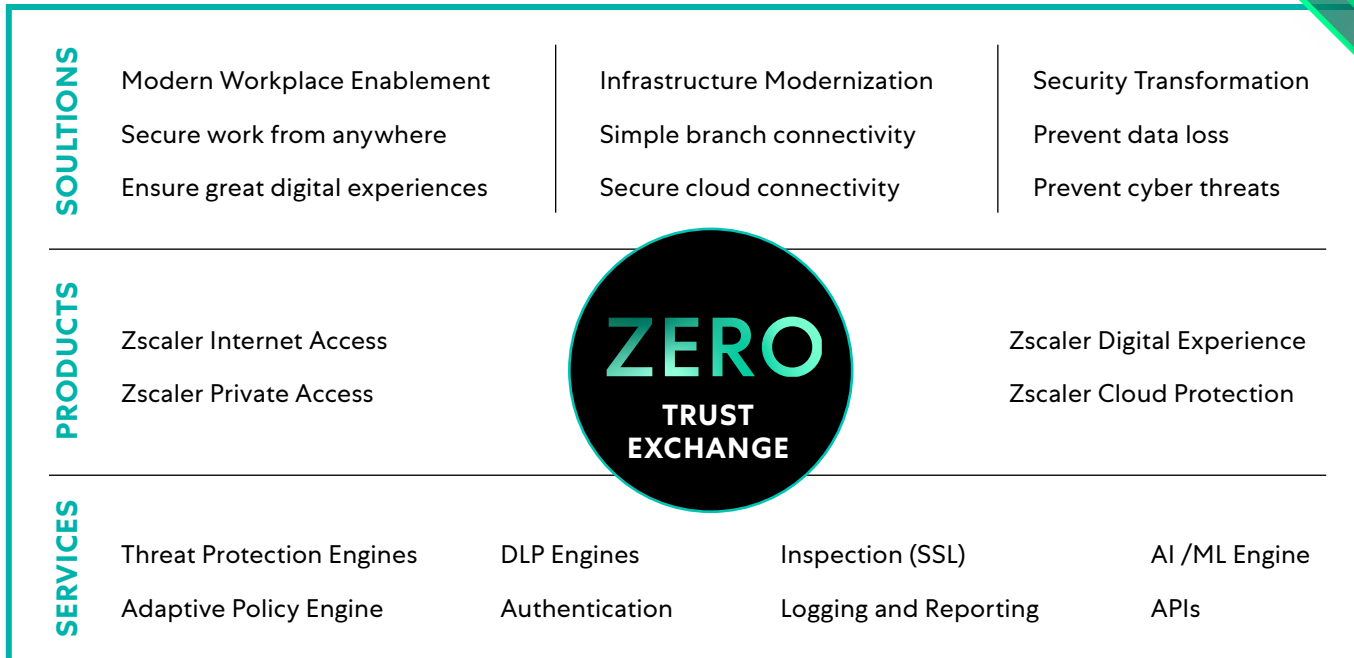
The Pinnacle Partner Program guide gives a detailed overview of the program benefits and services offered to you for sales, marketing, and technical efforts with Zscaler.

## WHY ZSCALER?

Our mission is to not only make the cloud a safe place to do business, but also make it enjoyable for users. Leverage Partner services to drive business growth while differentiating your solution in the market.

| PIONEER AND LEADER | SECURITY CLOUD YOU CAN TRUST | TRUSTED BY |
|---|---|---|
| MARKET LEADER | CUSTOMER-PROVEN | *(GE logo)* |
| **#1** The only Gartner MQ Leader 2020 | **25%** of the Forbes 2020 Global 2000 | **80%** Faster user experience |
| TECHNOLOGY INNOVATOR | EXCEPTIONAL CYBER-PROTECTION | *(NOV logo)* |
| **250** Patents issued or pending | **7B** Security incidents and policy violations prevented per day | **35x** Fewer infected machines |

# OVERVIEW

**SOULTIONS**

Modern Workplace Enablement

Secure work from anywhere

Ensure great digital experiences

Infrastructure Modernization

Simple branch connectivity

Secure cloud connectivity

Security Transformation

Prevent data loss

Prevent cyber threats

**PRODUCTS**

Zscaler Internet Access

Zscaler Private Access

## ZERO
### TRUST EXCHANGE

Zscaler Digital Experience

Zscaler Cloud Protection

**SERVICES**

Threat Protection Engines

Adaptive Policy Engine

DLP Engines

Authentication

Inspection (SSL)

Logging and Reporting

AI /ML Engine

APIs

These solutions are possible with our cloud-native platform where policy enforcement is done at the edge. With more than 160 billion transactions a day, we are collecting data and using AI and ML to deliver better performance and security. The Zscaler platform simplifies IT and reduces cost by consolidating and eliminating point solutions.

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# PINNACLE PARTNER PROGRAM



The Pinnacle Partner Program fosters a global ecosystem of companies to design, build, and deploy secure and agile solutions, enhancing the customer's cloud experience. Zscaler integrates with partners in the following segments, providing a range of best-of-breed solutions to customers:

- **CLOUD PROVIDERS:** Zscaler integration with cloud services offers fast deployment, stronger security, reduced attack surface, and improved user connectivity experience — enabling customers to migrate their applications to the cloud.

- **DATA PROTECTION:** Zscaler's integrations offer customers the ability to collaborate securely and easily with capabilities such as DLP, content scanning, identity proxy, and configuration scanning — enabling customers to use cloud applications with confidence.

# PINNACLE PARTNER PROGRAM

- **ENDPOINT MANAGEMENT AND PROTECTION:** Zscaler integrations deliver device posture driven zero trust access and end-to-end protection for more effective enterprise-wide threat protection, threat intelligence sharing, and cross-platform response workflow. Other integrations include the deployment and configuration of Zscaler Client Connector on endpoints.

- **NETWORK / BRANCH (SD-WAN):** Zscaler integration with SD-WAN helps customers implement the SASE framework to simplify connectivity while providing zero trust security. The API integration enables 1-click zero-touch provisioning of resilient tunnels from branch offices to the Zscaler Zero Trust Exchange and network security policy automation, delivering a fast and secure user experience, while empowering business agility.

- **IDENTITY MANAGEMENT:** Zscaler integrates with identity governance and access management providers using SAML and SCIM to enable policy-based access to cloud resources with risk-based access controls, identity protection tools, and strong authentication options—without disrupting productivity.

- **SECURITY AND OPERATIONS:** Zscaler integrates with SIEM, SOAR, TIP, NDR, and Firewall Policy Management SecOps platforms, as well as IT Ops and Service Management platforms to enable visibility and automation across tools in the enterprise. Since Zscaler is in the path of traffic for applications and users anywhere, organizations get unparalleled visibility for threat detection and prioritization.

# PARTNER JOURNEY

**Partner Onboarding** → **Technology Integration** → **Marketing / Solutions** → **Sales Enablement** → **Sales**

### PARTNER ONBOARDING

- Customer reference: Identify 2-3 enterprise level customers
- Use case validation
- Technology partner agreement execution

### TECHNOLOGY INTEGRATION

- Access to NFR, APIs and log streams
- Technical consultation
- Completion of Partner integration demo

### PARTNER GTM COLLATERAL

- Solution brief
- Deployment guide & demo video
- Website representation

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# PARTNER LEVELS

## PARTNER LEVELS – BENEFITS AND REQUIREMENTS

The program enables three levels of technical, sales, and go-to-market execution, with focus on mutual collaboration, scaling up, and serving your customers better. Each level requires Zscaler Partners to meet some criteria.

| | DEFINITION | REQUIREMENTS |
|---|---|---|
| **ECOSYSTEM TECHNOLOGY PARTNERS** | This level is intended for businesses starting their relationship with Zscaler. At this entry level, Partners have access to sales and marketing tools. | 1. At Least 3 joint customers requesting a specific joint use case.<br>2. Collaboration with Zscaler to implement the aforementioned use case.<br>3. Addressing joint use case requests by either validating the integration or by validating the interoperability. |
| **FOCUS TECHNOLOGY PARTNERS** | Partners in this level have a growing track record of driving business together with Zscaler. In addition to the standard benefits, Partners in this level enjoy additional marketing and sales benefits. | 1. Reference customers<br>2. Solution road map<br>3. Refer sourcing and/or teaming opportunities<br>4. Assigned Partner Manager and Solution Architect for Zscaler |
| **STRATEGIC TECHNOLOGY PARTNERS** | Strategic Technology partners are organizations that have made a significant impact in driving customer engagements with Zscaler. Partners in this tier receive priority on new solution development and deepest GTM benefits. | This level is invite only, based on the solution synergy between Zscaler and the Partners for our customers, and associated potential joint business impact. |

# PARTNER BENEFITS

| PARTNER BENEFITS | ECOSYSTEM TECHNOLOGY PARTNERS | FOCUS TECHNOLOGY PARTNERS | STRATEGIC TECHNOLOGY PARTNERS |
|---|---|---|---|
| Website representation | ✓ | ✓ | ✓ |
| Not For Resale (NFR) cloud platform access for development / demo | ✓<br>1 tenant | ✓<br>2 tenant | ✓<br>Multiple tenants |
| Go-to-market collaterals (solution briefs and demo videos to be published on Zscaler.com) | ✓ | ✓ | ✓ |
| Solution endorsement with Zscaler logo | ✓ | ✓ | ✓ |
| Support for Partner PR and social media | ✓ | ✓ | ✓ |
| Technical enablement | Limited | ✓ | ✓ |
| Support for Partner-led Webinar | Case by case basis | ✓ | ✓ |
| Case studies and Win Wires | Case by case basis | ✓ | ✓ |
| On-demand training modules | Case by case basis | ✓ | ✓ |
| User conferences and events | Case by case basis | ✓ | ✓ |
| Solution and integration usage tracking | | ✓ | ✓ |
| Sales referral incentive | | ✓ | ✓ |
| Sales teaming | | Limited | ✓ |
| Demand gen campaign | | Case by case basis | ✓ |
| Dedicated alliance microsite | | Case by case basis | ✓ |

# WHAT OUR PARTNERS SAY

"I don't think there is anyone else in the industry that's done as deep an integration as the two of us have."
— **SCOTT GUTHRIE, EVP CLOUD AND ENTERPRISE GROUP, MICROSOFT**

"CrowdStrike's Zero Trust Assessment provides continuous, real-time security device posture assessments and Zscaler's frictionless integration with ZTA provides an identity and data-centric approach for dynamic conditional access to applications. The integration delivers customers a holistic zero trust solution that encompasses data, people, devices, workloads and networks." — **AMOL KULKARNI, CPO, CROWDSTRIKE**

"Zscaler has been an exceptional AWS Partner Network (APN) ISV partner to go to market with. AWS customers appreciate when AWS and partners lean in together to help them achieve their business and mission objectives. Zscaler not only innovates on AWS but also shares our customer obsession, leading to collaboration that delivers business value."
— **SANDY CARTER, VICE PRESIDENT, AMAZON WEB SERVICES**

"One of the things we can do when it comes to integrating with Zscaler is make it really, really easy to roll out Zscaler's security service across the enterprise. It's as simple as dragging and dropping a Zscaler logo on our orchestrator to start not just using Zscaler at one branch but to redirect the internet-bound traffic for all of your branches to Zscaler's security services. We both complement each other perfectly."— **DAVID HUGHES, CTO, ARUBA**

"Our tightly integrated, best-of-breed cloud security and security analytics platforms deliver a cloud experience for the modern, cloud-first enterprise. Getting Zscaler telemetry into Splunk is fast and easy with cloud-to-cloud log streaming. Security teams can focus on security, not managing infrastructure." — **JANE WONG, VP SECURITY PRODUCTS, SPLUNK**

# VOICE OF CUSTOMERS

"Thanks to Zscaler's interoperability with Office 365, I eliminated a huge headache. I no longer have to maintain ACLs, IP addresses, and new DNS addresses. Zscaler takes care of it all through its one-click feature."
— JONATHAN SHELDRAKE, DIRECTOR OF GLOBAL NETWORK SERVICES, CARLSBERG GROUP

"Our cloud-first strategy, which includes Zscaler and CrowdStrike, helped us respond as a team with quicker and faster solutions. Automation allows us to be able to quickly analyze and prevent some very critical threats before somebody has to even touch a mouse or click any sort of button." — ERIK HART, CISO, CUSHMAN & WAKEFIELD

"Zscaler and CrowdStrike partnership is super exciting. Both have taken the proactive step to understand how the technologies complement each other so that I don't have to do that on my own." — NICOLE DARDEN FORD, CISO, CARRIER

"AWS and Zscaler are two big partners for us that have enabled us to securely deploy into the cloud, at scale, giving us flexibility to do acquisitions, or build and deploy additional workloads into the cloud." — ERIK FISHER, DIRECTOR OF IT ENTERPRISE SERVICES, GROWMARK FS

"Aruba together with Zscaler has made our cloud transformation faster, more secure, and easier than we could've imagined."
— DAN MORGAN, IT OPERATIONS DIRECTOR, NUFFIELD HEALTH

"Working with VMware SD-WAN and Zscaler, we were able to reduce application latency by 20 percent while having high-value security available from anywhere, anytime, anyplace on any device."
— ED DEGRANGE, PRINCIPAL SECURITY ARCHITECT, CIENA

"Just like Okta, Zscaler is a foundational component that will facilitate our cloud initiatives without compromising security.  Integrating Okta and Zscaler for seamless user-centric protection was simple and fast, because both systems are designed to work together." — DAVE GLOVER, CTO, SALMAT

## BECOME A PARTNER

Interested in learning more or ready to scale
up your customer reach?

To become a Zscaler Partner,
email us at **techpartners@zscaler.com**