



Pinnacle Technology Partner Guide



Interested in learning more or ready to scale up your customer reach?
To become a Zscaler Partner, visit us at partners.zscaler.com/s/partneronboarding



Contents

03 Overview

06 Pinnacle Partner Program

07 Partner Journey

08 Partner Level and Requirements

09 Partner Benefits

10 What our Partners say

11 Voice of Customers



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.



Raj Judge
Board Member and EVP
of Corporate Strategy



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.

<p>Pioneer and Leader</p> <p>Market Leader</p> <p>#1 The only Gartner MQ Leader 2020</p> <p>Technology Innovator</p> <p>250 Patents issued or pending</p>	<p>Security Cloud You Can Trust</p> <p>Customer Proven</p> <p>25% of the Forbes 2020 Global 2000</p> <p>Exceptional cyber-protection</p> <p>7B Security incidents and policy violations prevented per day</p>	<p>Trusted by</p> <p>80% Faster user experience </p> <p>35x Fewer infected machine </p>
--	--	--



Cyberthreat Protection	Data Security	Zero Trust Cloud	Zero Trust Branch	Security Operations
<ul style="list-style-type: none"> Secure Internet Access (ZIA) Secure Private Access (ZPA) Zero Trust Firewall AppProtection Sandbox Browser Isolation 	<ul style="list-style-type: none"> Web & Email DLP BYOD Security Endpoint DLP Multi-Mode CASB Unified SaaS Security DSPM AI-SPM Public Gen AI Security Microsoft Copilot Data Protection 	<ul style="list-style-type: none"> Workload to Internet Workload to Workload Microsegmentation 	<ul style="list-style-type: none"> Zero Trust SD-WAN IoT/OT Segmentation Privileged Remote Access Digital Experience (ZDX) Zscaler Cellular 	<ul style="list-style-type: none"> Data Fabric for Security Asset Exposure Management Risk360 Unified Vulnerability Management Deception Managed Detection and Response Managed Threat Hunting



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.



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.

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.

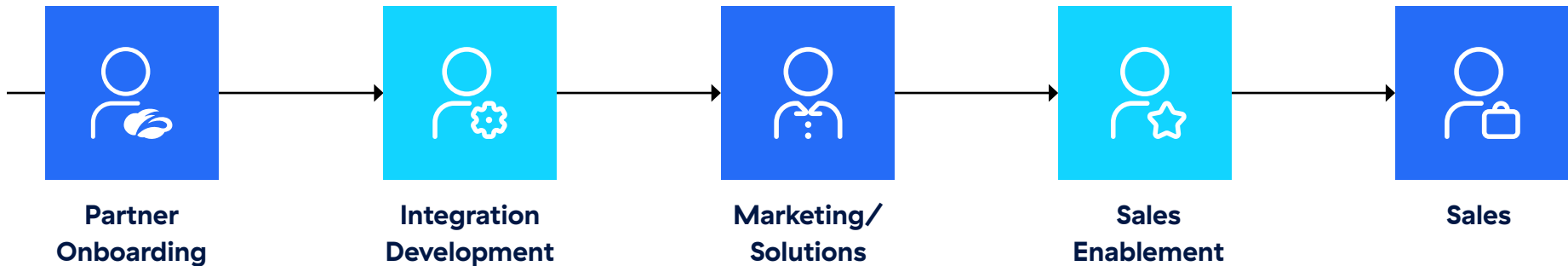
The API integration enables 1-click zero-touch provisioning of resilient tunnels from branch offices to the Zscaler Zero Trust Exchange and network security policy automation, delivering a fast and secure user experience, while empowering business agility.

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

- Customer references: 3 joint customers & customer champions in the Enterprise or higher segment requesting the integration use case
- Use case validation
- Technology partner agreement execution

Integration Development

- Access to NFR, APIs and log streams
- Technical consultation for integration development
- Technical demo & integration validation & review

Partner Co-Marketing Material

- Solution brief
- Deployment guide & demo video
- [Listing on the Zscaler Technology Partner website](#)



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.	<ul style="list-style-type: none"> • At Least 3 joint customers requesting a specific joint use case. • Collaboration with Zscaler to implement the aforementioned use case. • 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.	<ul style="list-style-type: none"> • Reference customers • Solution road map • Refer sourcing and/or teaming opportunities • 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	check	check	check
Not For Resale (NFR) cloud platform access for development / demo	check 1 tenant	check 2 tenant	check Multiple tenants
Go-to-market collaterals (solution briefs and demo videos to be published on Zscaler.com)	check	check	check
Solution endorsement with Zscaler logo	check	check	check
Support for Partner PR and social media	check	check	check
Technical enablement	Limited	check	check
Support for Partner-led Webinar	Case by case basis	check	check
Case studies and Win Wires	Case by case basis	check	check
On-demand training modules	Case by case basis	check	check
User conferences and events	Case by case basis	check	check
Solution and integration usage tracking		check	check
Sales referral incentive		check	check
Sales teaming		Limited	check
Demand gen campaign		Case by case basis	check
Dedicated alliance microsite		Case by case basis	check



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



“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



“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



“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

“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

“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

“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, visit us at partners.zscaler.com/s/partneronboarding today to start the process!

About Zscaler

Zscaler (NASDAQ: ZS) accelerates digital transformation so that customers can be more agile, efficient, resilient, and secure. The Zscaler Zero Trust Exchange™ protects thousands of customers from cyberattacks and data loss by securely connecting users, devices, and applications in any location. Distributed across more than 150 data centers globally, the SASE—based Zero Trust Exchange is the world's largest inline cloud security platform. To learn more, visit www.zscaler.com.

© 2024 Zscaler, Inc. All rights reserved. Zscaler™, Zero Trust Exchange™, Zscaler Internet Access™, ZIA™, Zscaler Private Access™, ZPA™ and other trademarks listed at zscaler.com/legal/trademarks are either (i) registered trademarks or service marks or (ii) trademarks or service marks of Zscaler, Inc. in the United States and/or other countries. Any other trademarks are the properties of their respective owners.