Forcepoint Partner Program



Forcepoint

Brochure

Welcome to the Forcepoint Partner Program

We are delighted you've chosen to partner with us. We know you have options, and your decision to join Forcepoint reflects a shared commitment to building a long-term, profitable relationship. Our Program is designed with one goal in mind: to help you grow your business while delivering unmatched value to our mutual customers.

Channel Partners are at the core of our success

Your expertise, relationships, and market insights fuel our mission to simplify security for businesses and governments worldwide. Together, we will deliver the industry's most advanced cybersecurity outcomes, powered by our Data Security Everywhere vision. This includes seamlessly integrated capabilities in data security, detection and response, AI-powered classification, risk-adaptive protection, and data loss prevention — all unified in the Forcepoint Data Security Cloud platform.

We make Channel Partnerships simple, profitable, and scalable

Our Channel Partner-first engagement model offers tailored benefits to match your business priorities — from training, deal registration, and renewal discounts to incentives, sales rewards, and growth programs. We provide the resources, enablement, and support you need to maximize revenue potential while delivering world-class security outcomes for customers.

Thank you for joining the Forcepoint Channel Partner ecosystem. We look forward to building a strong, collaborative partnership that accelerates success for you, our mutual customers, and the markets we serve together.

Warm Regards,

Tim Puccio

Global Channel Chief





Forcepoint Overview

Forcepoint Where Trust Meets Tomorrow

Over two decades of trust to secure tomorrow's data landscape.

PROVEN FOUNDATION Leadership in Data Protection	MARKET EVOLUTION Adapting to Modern Threats	CONTINUED INNOVATION Data Security Everywhere
		
20+ years securing the world's most sensitive data	Cloud-first transformation, securing sensitive data across new environments	AI-powered data security innovations AI Mesh, DSPM, DDR

From proven foundations to next-gen innovation. Forcepoint is driving the future of self-aware data security.

Framework and Tiers

The Forcepoint Partner Program Guide is designed to provide you with an understanding of the requirements and benefits to participate in and ascend through the three different Tier levels within the Forcepoint Partner Program. Channel Partners can advance and receive greater rewards and support in the Program as they achieve higher levels of performance and competencies.

Channel Partner Tiers

- **Titanium:** For advanced Channel Partners who have proven Forcepoint experience and practices and are actively engaging with Forcepoint and customers to expand their growth, volume, and expertise.
- **Platinum:** For Channel Partners expanding their experience using Forcepoint Products, building their professional services and managed services practices, and developing their pipeline.
- **Authorized:** For new Channel Partners beginning their journey with Forcepoint and prepared to leverage available tools and resources to create a sustainable practice with Forcepoint.

Benefits

Forcepoint has invested in a comprehensive set of benefits based on Channel Partner Tier level to enable you to deliver Forcepoint Product solutions and to help you market, sell, and service these solutions effectively to grow your business, profitability and professional services practice. These include:

- Financial Incentives
- Relationship Support
- Sales Support
- Marketing Support
- Enablement and Technical Support

Access to certain Program benefits is not guaranteed and may be offered at the sole discretion of Forcepoint. Eligibility may be determined based on factors such as Channel Partner performance, strategic alignment and other criteria as defined by Forcepoint.



Financial Incentives

BENEFIT	DESCRIPTION	TITANIUM	PLATINUM	AUTHORIZED
***Standard Discount - Software and Appliances**	The standard discount is made available for Subscriptions to Forcepoint Software and Appliances.	10%	10%	10%
***Standard Discount - Services Offerings**	The standard discount is made available for Forcepoint Services Offerings.	10%	10%	10%
***Standard Discount - Technical Support**	The standard discount is made available for Forcepoint Technical Support.	10%	10%	10%
***Deal Registration Discount**	Channel Partners can submit a deal registration request for a "new" or "cross-sell" opportunity. Only 1 Channel Partner will be eligible to receive the deal registration for an opportunity. Details of the deal registration process are included in the Deal Registration Guide that can be found on the Forcepoint Hub.	30%	20%	15%
Discretionary Discount	Channel Partners that are in a competitive bid situation can request an additional discretionary discount. If approved by Forcepoint, then this discount will be made available in relation to all Channel Partners that are bidding on that opportunity.	●	●	●
***Renewal Discount**	The renewal discount is made available in relation to eligible Channel Partners that most recently sold the up-for-renewal Subscriptions to Software or Forcepoint Appliances, and is designed to maintain consistent, fair and reasonable pricing for end users at the time of renewal. Details of the renewal process are included in the Renewal Guide that can be found on the Forcepoint Hub.	15%	15%	
Participation in Incentive or Performance Programs	When available, Forcepoint may offer Channel Partner incentive programs to our top-tier Channel Partners.	●	●	
Partner-led Professional Services	Channel Partners that have completed the required courses and are making the investments to build out a Forcepoint focused service practice to deliver assessments, deployment, or managed service offerings that enable our mutual customers to deploy and maintain a robust cybersecurity infrastructure will receive Forcepoint certifications to differentiate themselves in competitive bids.	●	●	

*Included for illustration and discussion purposes only, the discount percentages included in this Guide only represent Forcepoint suggested discounts. The actual discount the Channel Partner receives will be reflected in the price quoted to the Channel Partner. Please contact an authorized Forcepoint distributor for actual discounts and pricing.

Relationship Support

BENEFIT	DESCRIPTION	TITANIUM	PLATINUM	AUTHORIZED
Channel Account Manager (CAM)	Forcepoint makes CAMs available to help develop and expand a Channel Partner's relationship with Forcepoint. CAMs are responsible for on-boarding, pre-and post-sales activities, leveraging joint marketing activities and providing overall relationship support to Channel Partners to help win business. Distribution may also provide resources e.g., deal desk as applicable.	●	●	●
Sales Engineers	Titanium Tier Channel Partners may request access to a pool of technical resources.	●		
Portal Access	The Forcepoint Hub serves as a directory for deal registration, MDF requests, sales and marketing assets, enablement and relationship support to help win business.	●	●	●
Business Planning	Forcepoint will develop a joint business plan with select Channel Partners that includes mutually agreed upon and regularly reviewed sales targets, marketing and technical and enablement milestones.	By invite	By invite	
Executive Sponsor	By invite, Titanium Tier Channel Partners are assigned a Forcepoint executive sponsor to help drive strategic priorities, meet major milestones and address any roadblocks.	By invite		
Partner Communications	All Channel Partners receive a quarterly newsletter that includes updates on new Products, collateral and initiatives.	●	●	●
Partner Webinars	Forcepoint conducts regular Channel Partner webinars that include executive fire chats, overviews of new Products and reviews of new initiatives.	●	●	●
Roadshows	Forcepoint hosts regional roadshows that will include the company vision, Product roadmaps, sales enablement and technical breakout sessions.	●	●	
Accelerator Program	Channel Partners that meet the necessary prerequisites may be invited to the Forcepoint Accelerator program, during which specific performance and enablement criteria must be met to qualify for permanent promotion.		By invite	By invite

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Sales Support

BENEFIT	DESCRIPTION	TITANIUM	PLATINUM	AUTHORIZED
Access to Deal Registration	All Channel Partners have access to submit deal registration requests through the Forcepoint Hub. Details of the deal registration process are included in the Deal Registration Guide that can be found on the Forcepoint Hub.	●	●	●
Access to Sales Tools	Channel Partners can access Product-related marketing assets including collateral presentations, videos and data brochures located on the Forcepoint Hub.	●	●	●
***Partner Use Subscriptions to Software**	Channel Partners can request a no-charge Software Subscription for the limited purpose of developing expertise on Forcepoint Products to facilitate sales to and support for customers.	●	●	
***Partner Use Appliances**	Channel Partners can request a discount to select appliances for the purpose of developing expertise on Forcepoint Products to facilitate sales to and support for customers.	50% Off	50% Off	

Marketing Support

BENEFIT	DESCRIPTION	TITANIUM	PLATINUM	AUTHORIZED
Co-marketing Tools	Channel Partners have access to Product related marketing assets including presentations, videos, campaigns and digital marketing.	●	●	●
Social Media	Forcepoint shares social media posts with Channel Partners designed to be reposted.	●	●	●
Partner Directory	Select Channel Partners are eligible to promote their business in a listing as part of the Forcepoint Partner Directory located on the Forcepoint website.	●	●	
Access to Proposal Based Marketing Development Funds	Market development funds may be made available to Channel Partners based on expected ROI, availability of funds and a Forcepoint approved marketing plan. Details of the Forcepoint Market Development Funds (MDF) program are included in the MDF Guide that can be found on the Forcepoint Hub.	●	●	
Invitation to Participate in Forcepoint Customer Events	Channel Partners may be invited to participate in Forcepoint customer events and given access to leads/opportunities.	By invite	By invite	

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Enablement and Technical Support

BENEFIT	DESCRIPTION	TITANIUM	PLATINUM	AUTHORIZED
Access to No-Cost Online Sales / Pre-Sales Training: Forcepoint Cyber Institute	Channel Partners have access to on-line sales and pre-sales training through the Forcepoint Hub.	●	●	●
Access to VILT and ILT Training Through ATCs	Channel Partners can purchase VILT and ILT training through Forcepoint's Authorized Training Centers (ATCs).	●	●	●
Go4Labs	Eligible Channel Partners may request access to Forcepoint's demo labs environment.	●	●	Certification Requirement
Knowledgebase + Ticket System	Channel Partners have access to knowledge articles and the ticketing system through the Forcepoint Hub.	●	●	●
Access to FORCE Academy	Partner enablement program certifying sellers and pre-sales engineers across Forcepoint products and platforms.	●	●	●

Requirements

BENEFIT	DESCRIPTION	TITANIUM	PLATINUM	AUTHORIZED
Remain in good standing with Forcepoint	Channel Partners must remain in good standing with Forcepoint by accepting the Forcepoint Channel Partner Program Agreement, fulfilling the applicable requirements of their Tier on a timely basis, staying current on payments and maintaining compliance with applicable laws and regulations.	●	●	●
Named Vendor Manager	Channel Partners are required to identify a named vendor manager that is the main relationship manager for Forcepoint.	●	●	
Named Vendor Executive Sponsor	Titanium Tier Channel Partners are required to identify a named vendor executive sponsor that may interface with the named Forcepoint executive.	●		
Minimum ACV Bookings	Titanium and Platinum Tier Channel Partners are required to meet the minimum ACV bookings each year as applicable to their region.	T1: $1M T2: $500K T3: $300K	T1: $200K T2: $125K T3: $100K	
Minimum Users with Forcepoint Certifications	Channel Partners must ensure Forcepoint trainings are completed and certifications are maintained by no fewer than the specified minimum number of individuals per category. It is permissible for the same individual to hold 1 of the required Sales certifications and 1 of the required Technical certifications.	4 Sales 4 Technical	2 Sales 2 Technical	

Channel Partner Regions:
T1 Countries: US and UK - T2 Countries: Canada, France, Ireland, Israel, Italy, KSA, Spain, Turkey, and UAE - T3 Countries: Rest of World

Compliance

Channel Partner Tier levels are based upon annual performance. Reviews will be held annually in January. However, upon request, Forcepoint will review and determine whether Channel Partners achieved the threshold requirements for promotion to the next level for the remainder of the calendar year. During the year, Channel Partners may be promoted but will not be demoted; demotions will only take place on an annual basis. Each Channel Partner Tier level has financial and operational threshold requirements that must be met. As further described in this Forcepoint Partner Program Guide, the requirements include ACV bookings and certification requirements defined by the applicable Tier.

Channel Partners who have not purchased or resold Forcepoint solutions within two calendar years will be removed from the Forcepoint Partner Program during annual compliance. Additionally, Channel Partners who are not in good standing or are not complying with applicable laws and regulations may be removed from the Program at Forcepoint's discretion.

Forcepoint reserves the right to modify the Forcepoint Partner Program requirements and benefits at any time. The current version of the Forcepoint Partner Program Guide can be found on the Forcepoint Hub.

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forcepoint.com/contact

About Forcepoint

Forcepoint enables Self-Aware Data Security, an AI-native approach that helps enterprises and governments know their data everywhere, adapt to evolving risks and regulations in real-time, and protect at scale with a unified, single-policy framework. Based in Austin, Texas, Forcepoint creates safe, trusted environments for customers and their employees in more than 150 countries. Engage with Forcepoint on www.forcepoint.com, LinkedIn, Instagram and YouTube.

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