

# Trellix Xtend

Trellix Security Innovation Alliance Program Guide

## Overview

This guide provides an overview of the Trellix Security Innovation Alliance program. It explains program details, including participation levels, partner benefits and requirements, training opportunities, co-marketing programs, and compatibility testing guidance. This information may change from time to time as reflected in updated versions of this guide. All program benefits are offered to Partners at Trellix's sole discretion. The program guide may be updated by notice or posting later versions to the SIA Partner Portal. This program guide supersedes all previous program guides.

## Program Value

Trellix Security Innovation Alliance is a technology partnering program that accelerates and simplifies the development of inter operable security products for complex customer environments.

Successfully managing security risks requires a formal methodology for organizing the people, processes, and technologies associated with security solutions. Trellix helps provide this structure based on best practices, business values, relevant regulations, and risk mitigation. By supporting technology partners through the Security Innovation Alliance, Trellix shows its commitment to provide even greater value for our customers and partners.

## Partnership Advantages

Partners can extend the reach of their solutions to more customers and increase their market presence and market share by joining the Trellix ecosystem. By working with Trellix engineering, partners are assured that their integrations are lab tested and follow best practices. Our proven processes, supported by assistance from Trellix experts, streamline development, ensure compatibility, reduce the need for costly and time-consuming on-site testing, and help prevent missteps and delays. At the core of our open and innovative approach to security solutions are advanced technologies like Data Exchange Layer (DXL), which streamlines integration with partner solutions.

As a Trellix Security Innovation Alliance member, you can create value for your company and customers in several ways:

- Extend product value, improve efficacy, and simplify deployment by offering out-of-the-box interoperability with Trellix software solutions
- Help customers resolve threats faster by providing specialized security products that meet the unique requirements of a wide range of industries and government compliance mandates  
Strengthen the threatdefense lifecycle by enhancing and maximizing the capabilities of Trellix products.
- Differentiate yourself from competitors who are not directly working with a security industry leader, Trellix.
- Gain exposure to Trellix customers through sales teaming, channel partners, and co-marketing activities to expand your market reach.

## Partner Participation Levels

The Trellix Security Innovation Alliance (SIA) is a tiered partner program consisting of Associate, Technology, and Sales Teaming (STP) partner levels.

### ■ Associate Partner

Associate Partners may use the appropriate Trellix Software Development Kit (SDK) where available. At the discretion of Trellix, developer support resources may be available to assist in product compatibility with Trellix solutions.

## ■ **Technology Partner**

Associate Partners are promoted to Technology Partner status once their integration to a Trellix product has passed interoperability/compatibility testing and is recognized as Trellix Compatible. For certain Trellix products such as ePO, you must follow the compliance requirements in utilizing the ePO SDK to achieve Trellix Compatible certification. Technology Partners receive the same AssociatePartner benefits as well as additional benefits at the discretion of Trellix to help promote their Trellix Compatible product(s). Technology level partners may be invited to participate in sales teaming which encourages Trellix

Sales to work closely with sales teaming partners on identifying opportunities for joint sales collaboration. Partners participating in sales teaming provide a revenue share to Trellix for mutually agreed and registered opportunities that are sold by the participating SIA Partner. Additional SIA Program terms and conditions apply.

## ■ **Sales Teaming (STP) Partner**

Technology level partners may be invited to participate at the Sales Teaming (STP) partner level. STP partners provide a revenue share to Trellix for mutually agreed-upon and registered opportunities in Trellix Salesforce Application and sold by the participating STP partner with Trellix. STP partners will be assigned a dedicated SIA Business Development Manager (BDM) and have access to marketing resources to construct business development and marketing plans. Participation at the STP level is by invitation only (and) at Trellix Technology level partners. Additional SIA Program terms and conditions apply.

## **Program Benefits**

Trellix Security Innovation Alliance partners enjoy a range of benefits that generally increase within the three partnership levels. The precise mix of Partner benefits will be extended at Trellix's discretion.

### **Enablement Benefits**

#### **Welcome Letter**

Upon acceptance into the Trellix Security Innovation Alliance, we will email you a Welcome Letter that includes links to several important online resources to start your development effort. These resources may include information on developer support, online training, and compatibility testing, and downloading your SDK where applicable. You will be provided with a grant number used to gain access to these online resources.

#### **Trellix Software Development Kit (SDK) and what the SDK includes (where applicable)**

When you become a Trellix Security Innovation Alliance partner, you may gain access to an SDK with tools and Application Programming Interfaces (APIs) for developing a Trellix Compatible solution. Where applicable, you can apply to download Not for Resale (NFR) Trellix software for SIA development efforts.

#### **Not-For-Resale (NFR) Product(s)**

Select Trellix Security Innovation Alliance partners may be eligible to receive Not-For-Resale (NFR) products to facilitate demos, interoperability, and internal training or education purposes; new or upgrade product versions may be made available as part of the NFR benefit. As part of the Trellix Security Innovation Alliance NFR Program, Trellix software is available at no charge while Trellix hardware products are available at significantly discounted prices. The NFR Product(s), NFR Product access, and the limits of number of licenses, nodes, and Hardware is described in the sections below.

**Software.** EULA that accompanies the software including without limitation the limitations of liabilities as contained therein. NFR Product(s) software may not be resold at any time.

Software for Select on premise software solutions: There is no ordering requirement. These products are accessible via the Trellix Software Download Site using the Trellix Partner Grant Number, provided to qualifying partners. The Trellix Software Download Site can be found at: <http://www.Trellix.com/us/downloads/downloads.aspx>

Trellix Security Innovation Alliance Partners have limits on software nodes/users, SaaS/Cloud applications, and Virtual Appliances within the NFR program. Limits are 25 nodes/users and up to 20,000 IP at no cost. SaaS/Cloud applications and Virtual Appliances are limited to three (3) per product family per calendar year. Zero-dollar orders are necessary for proper provisioning and licensing of SaaS/Cloud and Virtual Appliances. Contact your Trellix business partner account manager for eligible SKUs and order processing.

Two NFR Software SKUs are available for Trellix's Security Innovation Alliance Partners unless otherwise noted by specific Product SKU:

NFR SOFTWARE ALL INCLUSIVE	SKU SPPT-SIA-MFE	(SIA General entitlement)
NFR ESM/SIEM SOFTWARE ONLY	SKU SPPT-SIA-SIEM	(SIA SIEM entitlement)

Grant Numbers are produced containing the above SKUs which provide access to product select software downloads and technical support.

**Hardware.** All NFR Products (Hardware must be purchased with the first year of Hardware technical support. Company must renew Hardware technical support annually to maintain eligibility of the Hardware for future technical support. NFR Product(s) Hardware may not be resold at any time.

Trellix Security Innovation Alliance Partners may purchase up to three (3) Hardware appliances per product family per calendar year. For all initial Hardware purchases, the first year of Hardware technical support must be purchased with the Hardware and is available at zero cost but must be listed as a line item on the order. Partner must renew, at zero cost, Hardware technical support annually to maintain eligibility of the Hardware for future RMA and technical support.

Contact your Trellix business partner account manager for eligible SKUs and order processing.

**Software Support.** Partner company shall be entitled to receive a Grant Number, which can be used to obtain software technical support for the NFR Product(s) software.

**Audit.** Notwithstanding any other audit obligations, Company agrees that it will provide to Trellix, information about the location and installation of the NFR Product(s), promptly upon request.

**Changes.** Trellix reserves the right to modify the list of NFR Product(s) or cease to offer NFR Product(s) at all, without cause at any time. Usage and eligibility rules including Trellix's Security Innovation Alliance Partner Program requirements are defined by the guidelines posted on the Trellix Security Innovation Alliance partner portal.

### Online Technical Product Training

Trellix makes online product training available to most partners through the Partner e-Learning Center. Courses are offered in modules to make it easier to fit into your schedule and learn about Trellix products at your own pace. <https://www.Trellix.com//en-us/services/education-services/product-training.html>

### SIA Partner Portal

The SIA Partner Portal is designed to streamline partner communication and collaboration. The portal centralizes all technical and marketing resources, templates, agreements, brand guidelines, logos, sales tools, document collaboration, event information, program news, and more. Active SIA partner organizations can designate employees and consultants with partner company domain email addresses to request individual Login accounts under the official organization account name by self-enrolling in the Partner Portal.

## Alliance Management

Associate Partners have access to technical experts to assist with the integration development effort; Technology Partners have access to business and technical experts through the Trellix Security Innovation Alliance Partner management team. Key contact information is furnished in the Welcome to SIA letter.

## Marketing Development Funds (MDF)

Technology and STP level partners may receive Marketing Development Funds (MDF) for use in co-marketing activities. Request and use of MDF are at the discretion of Trellix.

## Product Development and Support Benefits

### Trellix Security Innovation Alliance Developer Conference (DevCon)

The SIA Developer Conference gives you the opportunity to learn about Trellix products, product roadmaps, attend feedback sessions and participate in networking events. Trellix reserves the right to limit or restrict attendance to selected partners.

### Trellix Support

Trellix offers two types of technical support, one for standard Trellix products only, and the other for integration development support:

- **Technical Support Service Portal:** Your one-stop support resource for standard Trellix products. The Service Portal houses a repository of an extensive Knowledge Base, simple-to-follow video tutorials, and other self-help solutions. If you have a support question or issue for the standard Trellix product, log it directly in the Service Portal at <https://support.trellix.com>. You receive a case number that you can use to track the issue to resolution via the Service Portal. Please note that this is for standard Trellix products only and does not provide support on product integration development.
- **SIA Engineering Support:** If you have questions or issues on integration to Trellix products, please contact SIA Engineering Technical Support. For support regarding your integration development in accordance with the SIA Agreement, please send an email via [SIA\\_Support@Trellix.com](mailto:SIA_Support@Trellix.com).

## Marketing and Sales Benefits

### Trellix Security Innovation Alliance Partner Directory and Solution Directory

Most partners are featured in our online Security Innovation Alliance Partner Directory. At our discretion, we include your logo, 150-word company description, and click through to your website. The Partner Directory by Solution helps customers find partner solutions based on market categories and can be accessed via <https://www.trellix.com/enterprise/en-us/partners/security-innovation-alliance/directory.html>.

### Trellix Security Innovation Alliance Sales Teaming

Technology level Partners may be invited to participate in sales teaming (STP) level. Sales Teaming partners work closely with Trellix to identify opportunities and financial incentives for joint sales collaboration. Additional SIA Program terms and conditions apply.

### Trellix Event Exhibition Sponsorships

Select partners may be invited to participate as exhibitors or sponsors of Trellix events and tradeshows. These events allow you to network with Trellix employees, customers, and prospects, and meet with media and financial and industry analysts. These are great ways to increase the visibility of your product and generate sales leads.

### **Trellix Compatible Logo**

Use the Trellix Compatible logo to distinguish yourself and to assure your customers that your security software products have passed compatibility testing with Trellix Solutions. You may add the logo to your web site, marketing collateral, and presentations. Logo usage guidelines must be adhered to in accordance with Trellix logo guidelines on the SIA Partner Portal.

### **Trellix Sales, SE and Channel Sales Announcements**

Once your product is Trellix Compatible, at Trellix's discretion we may announce your solution to the Trellix field sales team and channel partners through a variety of communication vehicles, such as regional conference calls, newsletters, emails and the Channel Partner Portal and information and resource center for Trellix Channel Partners.

### **Trellix Sales, SE and Channel Sales Resources**

Once your product is Trellix Compatible, Trellix may work with you to create sales tools for our sales collaboration teams. These may include but are not limited to customer presentations, solution briefs, SE training sessions, white papers, and customer case studies.

### **Market Development Funds**

Sales Teaming partners may be offered Market Development Funds (MDF) at Trellix's discretion for approved marketing activities that help achieve revenue targets and business objectives.

### **Promotion and Customer Webinars**

Once your product is Trellix Compatible, select Technology partners may be invited to participate in a partner webinar event and or promotional activities led by Trellix.

### **Press Releases**

Upon joining the Trellix Security Innovation Alliance, Associate Partners will have access to the SIA Public Relations Kit, which provides guidelines and Trellix's policy on announcing new members and supporting partner-issued press releases to announce a new Trellix Compatible integrated solution. Any announcement must be reviewed and approved by Trellix prior to its release. Visit the SIA PartnerPortal to download the SIA Partner Press Release Kit.

### **SIA Partner of the Year Award**

Each year, Trellix recognizes one Trellix Security Innovation Alliance partner with a Partner- of-the-Year Award. This award is presented to the SIA partner that best leverages the Trellix Security Innovation Alliance Program to deliver joint customer value. This award is presented by Trellix to recipients and can be promoted to promote honor on the partner website, social media and other external communications. Trellix may promote award winners via web properties, social media and newsletters.

## Table: Summary of Benefits for SIA Partners

Trellix determines the precise mix of benefits to offer to partners. The following table shows the type of benefits that may generally be offered.

Enablement Benefits*	Associate Partner	Technology Partner	Sales Teaming (STP) Partner
Welcome Kit	✓	✓	✓
Access to the SIA Partner Portal	✓	✓	✓
Access to Trellix Security Innovation Alliance Technical Director	✓	✓	✓
Online Technical Product Training	✓	✓	✓
SIA Developers Conference (DevCon) - Attendance may be restricted	✓	✓	✓
<b>Product Development &amp; Support Benefits*</b>			
Access to Trellix Software Development Kit (SDK) where applicable	✓	✓	✓
Access to Technical Support Knowledge Base	✓	✓	✓
Access to Trellix Developer Support	✓	✓	✓
Not-for-Resale Product Download Relevant to the Alliance	✓	✓	✓
<b>Marketing &amp; Sales Benefits*</b>			
Security Innovation Alliance Partner Directory and Solutions	✓	✓	✓
Directory Listing	✓	✓	✓
Trellix Quarterly Press Release	✓	✓	✓
Press Release (Refer to PR Kit Guidelines)	✓	✓	✓
Trellix -branded Solution Brief (customer facing)	✓	✓	✓
Sales Teaming: Compensate Trellix Sales Teams (Refer to SIA Agreement)			✓
Sales Teaming Guide for Trellix Sales and SE teams			✓
Promotion and Lead Generation Market Development Funds (MDF) Joint whitepaper			✓
Joint customer case study		✓	✓
Security Connected Webcast		By Invitation	By Invitation
Trellix Event Exhibition and Sponsorship		By Invitation	By Invitation
PPT for Trellix and channel partner Sales teams		By Invitation	By Invitation
Trellix Sales Engineering training on joint solution		By Invitation	By Invitation

## **Program Requirements**

### **Application Acceptance and Program Agreement**

Prospective partners must complete the program application, which can be found online at [www.Trellix.com/sia](http://www.Trellix.com/sia). Once submitted, Trellix will review your application. Prospective partners must sign the SIA Agreement to enter the program and will only receive program benefits while the agreement is active.

### **Primary Contacts**

Trellix requires that you name certain contacts within your company and Business Development, or Security Innovation Alliance manager dedicated to Trellix for non-technical communications; a marketing contact to coordinate marketing activities; and two technical development contacts authorized to use Trellix developer support resources.

### **Press Release Announcing Compatibility**

Once the product has been determined by Trellix to be Trellix Compatible, the Technology partner may issue a press release announcing its availability within 60 days of receiving Integration Certification. Your press release may include a Trellix quote and must be pre-approved by Trellix prior to release. Refer to the SIA PR Kit Guidelines located under Marketing resources on the SIA Partner Portal.

### **Trellix Logo Use and Branding Guidelines**

The SIA Agreement references the Trellix Brand Guidelines that set requirements for use of the Trellix brand (name, logo and images). All newly created collateral, website content and pages, Trellix logo image in compliance with the Trellix Brand Guidelines. The Trellix Compatible Logo image may only be used by Technology, and Sales Teaming level partners. Branding guidelines are located under Marketing Resources on the SIA Partner Portal.

### **Web Page on Primary Web Site**

Each Technology Partner may establish and maintain at least one web page on its primary web site for each of its Trellix Compatible products, describing the certified integrated solution. It must be displayed on this page.

### **Program Membership and Compatibility Testing Fees**

Trellix charges an annual program fee of \$7,500 to cover costs associated with testing, certification, updates, and support with an annual renewal membership fee of \$2,500. The fee to initially test or update versions of your product is dependent on the relevant Product Management team for the specific Trellix product relating to your integration.

### **Trellix Compatible Product within Six Months of Joining**

Trellix requires Associate Partners to make a commercially reasonable effort to develop at least one Trellix Compatible product within six months of having joined Trellix Security Innovation Alliance. Failure to do so may result in termination of your participation in the SIA Program.

### **Joint Business Plan**

Trellix may work with select Sales Teaming partners to develop a joint business plan to identify new market opportunities, execute go-to-market plans and programs, and generate revenue.



**Table: Summary of Requirements by Partners**

SIA Partner Requirements*	Associate Partner	Technology Partner	Sales Teaming (STP) Partner
Program Agreement	✓	✓	✓
Assigned Alliance Manager	✓	✓	✓
Assigned Marketing Contact	✓	✓	✓
Two Assigned Development Contacts	✓	✓	✓
Annual Program Fee (maximum)	\$7,500k	\$2,500k	\$2,500k
Compatibility Testing Fee (ePO full test)	\$5,000k	\$5,000k	\$5,000k
Compatibility Testing Fee (ePO re-test)	NA	\$2,500k	\$2,500k
Trellix Compatible Logo Usage on Marketing Materials			✓
Interoperability Testing with Each Major Release			✓
Provide Monthly Sales Reports and Associated Sales Teaming Fees			✓



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