

Tanium Partner Advantage

A Simple, Predictable, and Profitable Path to Success



- ✓ A global program supporting multiple business motions
- ✓ Minimal requirements
- ✓ Focused on total partner value
- ✓ Growth Opportunities Centered Around Partner Services
- ✓ Shared business planning for growth and profitability
- ✓ Exclusive benefits available only to partners

The Tanium Technology

Tanium offers a proven Converged Endpoint Management (XEM) platform for visibility and control that transforms how organizations manage and secure their computing devices with unparalleled speed and agility—and our partners are a key element in helping us bring this value to market. Our XEM platform is built for the world's most demanding IT environments.

The results speak for themselves. More than half of the Fortune 100, top retailers and financial institutions across the globe, and four branches of the US Armed Forces rely on Tanium to help them make confident decisions, operate efficiently and effectively, and stay resilient in the face of disruption. In addition, Tanium has been named to the Forbes Cloud 100 list of “Top 100 Private Companies in Cloud Computing” for six consecutive years.

Tanium Partner Advantage

Our global partner program, **Tanium Partner Advantage**,

offers you a simple, predictable, and profitable methodology for going to market with our industry-leading solutions in the way that best supports your customers.

We smooth your path to success by providing a flexible framework. We don't limit you to a single type of business model.

You can engage customers when and how it makes sense for your business and your customer's needs—from initial solution evaluation through ongoing operations and management.

- **Simplicity & Flexibility:** Tanium delivers a flexible, route-agnostic approach, giving you the insight, tools, and resources to support customers
- **Minimal Requirements:** removes rigid compliance requirements that prevent partner success
- **Valuable Benefits:** enjoy a rich set of benefits to support your business needs and motions

Multiple Business Motions for Flexible Engagement

The Tanium Partner Advantage program is centered around four business motions. While these business motions will help you to reflect to the market how you serve your customers, Tanium offers a route-agnostic partnership, free of typical partnership restrictions. We embrace the way *you* go to market. This means that partners can support the full customer lifecycle without needing to enroll in separate programs to expand into additional motions. Tanium offers partners flexible opportunities to engage, regardless of business motion(s).



Resell: Position and sell the Tanium platform



Managed Services: Provide customers with unparalleled endpoint visibility and control via ongoing services powered by Tanium



Professional Services: Ensure Tanium is deployed in your customers' environments and provide support (as a validated and accredited Tanium partner)



Consultative Services: Analyze and assess customer environments and position Tanium within a broader offering to solve customers' IT hygiene, security, and risk challenges

Designed for Success

We've developed the tools to give you the knowledge and resources you need to succeed in each phase of your partnership with Tanium.

Engage: Tanium provides a partner-driven experience with no program fees or arbitrary requirements.

Learn: Partners have access to the same training we provide our own field teams and Internal Use and Not for Resale (NFR) licenses to support lab and demo environments

Market and Validate: Access demand generation programs, opportunities for co-investment, and technical resources available to support and speed sales.

Sell and Earn: Tanium allows one partner to hold the approved Opportunity Registration. This gives the partner deal protection and a discount advantage over the competition. Additional favorable economics and rich incentives are available to those partners most invested in Tanium.

Grow: Leverage partner success resources foster services practice growth and extend into engagement with our field team



Tanium Partner Advantage Benefits

There's no one-size-fits-all formula for success with Tanium. Each partner engagement is unique, with plans and goals that make sense for your business and ours. We have clearly documented expectations, opportunities, and rewards so your organizations are always aligned and working toward shared goals.

The greater your commitment to Tanium, the more we succeed together—and the more we invest in your ongoing growth. We offer partners an *exclusive* and rich set of tools, resources, information, and incentives to help you succeed, including:

- Onboarding and Learning Paths by Role
- Partner Development Funds
- Joint Demand Generation
- Services Certifications and Accreditations
- Solution-based Packaging and Pricing
- Healthy Partner Discounts with Deal Protection
- Easy-to-use Partner Portal
- Sales Champion Program for Partner Sellers

PROGRAM HIGHLIGHTS



+90%

CUSTOMER RENEWAL RATE



ATTRACTIVE DISCOUNTING & SALES INCENTIVES



OPPORTUNITY REGISTRATION & DEAL PROTECTION

EXCLUSIVE TO REGISTERED TANIUM PARTNERS

ENHANCE YOUR CUSTOMERS' **EXISTING** TECHNOLOGIES*



Microsoft

servicenow



ScreenMeet



AN EXTENSIVE ECOSYSTEM OF TECHNOLOGY ALLIANCE PARTNERS

* Graphic depicts only some of our valued technology alliance partners