



The Kenna Security Partner Program

# KSPP

KENNA  
Security

The Kenna Security Platform will enable you to quickly benefit from the untapped market for risk-based prioritization. As well as generating additional income it complements existing vulnerability management solutions, enabling you to continue to grow sales of your current solutions and services.

With analysts predicting that nearly one third of all enterprises will move to a risk-based approach to prioritization by 2022, our Kenna Security Partner Program (KSPP) will equip you to introduce the Kenna Security Platform to your customers and prospects and to take advantage of this new high growth opportunity.

---

## Why Partner with Kenna?

---

With the Kenna Security Platform as part of your portfolio you can deliver more value to your customers, win new business, and create a range of recurring revenue opportunities.

### Here's how Kenna adds value to Partner offerings

Whether selling Kenna as a standalone solution, or as part of a broader service, Kenna enables partners to add more value to their existing solutions to win new customers, plus generate upsell and “stickiness” in your customer base. The Kenna platform appeals to organizations across geographies and industries and offers partners the following advantages:

- SAAS subscription model - promotes recurring annual revenue.
- Visibility across 3 business functions – IT Security, DevOps and Executive Management.
- Complements reseller's existing technology choices - Kenna doesn't sell scanner technology and is scanner / data source agnostic.
- Fast deployment & ROI – over 40 connectors available today and growing, covering network and application vulnerabilities, and more.
- Built for MSSPs – in addition to the VAR model, there is a purpose-built MSSP offering with white label options and volume based pricing.

## How Partners can increase their revenue by adding services

Kenna is devoted to the development of risk-based prioritization of vulnerabilities and does not provide associated consultancy, professional, or add-on training services to its customers. As a channel committed organization we rely on the expertise of our partner community to provide supporting services such as integrating Kenna into their own security solutions to generate additional revenue, or building comprehensive services around Kenna making it the cornerstone of new service offerings. Opportunities include:

### Consultancy services

- Engage with clients to provide consultancy services around IT risk reduction and reporting, vulnerability management, and DevOps efficiency.
- Run and manage Kenna POCs, results and recommendations.

### Professional services

- Provide services around deployment of scanning technology and Kenna onboarding such as setting up connectors, creating risk meters and dashboard, setting up admin and user permissions, ticketing integrations.
- Deliver remediation based on Kenna prioritization.
- Offer regular health checks based on Kenna reporting, and trend analysis.

### Training

- Offer Kenna training for admin and users, refresher, and new hire sessions.

---

## What type of Partners should join?

---

The Kenna Security platform fits easily into a wide range of partner offerings and supports a variety of different types of partnerships and alliances including:

- **VAR / Solution Provider**– resell Kenna as standalone solution or to complement other offerings. Benefit from attractive margins and deal registration. *Please refer to the separate Reseller Program Guidelines for full details.*
- **Systems Integrator**– employ Kenna in conjunction with other security components to deliver a comprehensive security solution for their customers. Benefit from adding additional consultancy and professional services, attractive margins, and deal registration.
- **MSSP**– sell and remotely manage Kenna products for customers based on a single- or multi-year subscription plan. Optionally, can provide Kenna as an MSSP-branded portal. Benefit from low minimum program entry requirements which are easily scalable, favorable margins, volume-based discount, and deal registration. *Please refer to the separate MSSP Program Guidelines for full details.*
- **OEM**– OEM partners can white label the Kenna platform and integrate it into their own security solutions, creating additional revenue.
- **Distributor**– Distributors/aggregators can work with Kenna to support reseller communities by simplifying commercial engagement with partners, providing sales and technical support, and training in specific geographical regions as defined by Kenna. Distributors benefit from Kenna’s global appeal and streamlined pricing and operating model.

---

## Benefits of Joining the Kenna Security Partner Program (KSPP)

---

KSPP delivers a comprehensive set of benefits and sales enablement tools to help our partners succeed. The Program is supported by a global channel team that is committed to helping you to maximize your success.

### Program Levels

Kenna currently offers two levels of partnership with attractive margins:

- Authorized is the entry level with basic requirements to get partners up and running as quickly as possible.
- Premium is the next level for partners who are able to commit to annual revenue targets and offers additional product discount and benefits.

### Deal Registration

Deal registration via Kenna's Partner Portal protects and rewards partners with increased margin.

### Partner Communications

All Authorized and Premium partners have access to Kenna's partner portal which provides the deal registration program, sales resources, marketing information and collateral, and sales enablement materials. Regular partner communications include ongoing partner portal updates, a monthly highlights alert, and new product features webinars.

### Sales & Technical Support

Kenna Security will support partner growth into new security service markets. As required, the Channel Sales team can help develop a variety of sales engagements by facilitating access to Kenna Security pre-sales, security engineers, data scientists, and dedicated channel resources.

### Marketing Support

All Kenna Security partners have access to support from field sales as well as receive invitations to participate in Kenna marketing campaigns, industry events and marketing incentives. Co-op funding is available to Premium partners for agreed demand and lead generation activities.

## KSPP Program Overview

Benefits	Description	Authorized	Premium
Product Discount	Additional discount with deal registration	✓	✓
Training	Sales enablement & technical training	✓	✓
Joint Marketing	Opportunities to participate with Kenna Security in marketing campaigns and at selected industry events	✓	✓
Partner Portal	The Kenna Security Partner Portal includes deal registration, collateral, sales enablement, marketing campaigns and other essential resources	✓	✓
Roadmap Briefing	Access to quarterly briefings from Kenna Security's product team	✓	✓
Marketing Co-Op Funding	Co-op funds are based on proposal approval and available dependent on region and partner program level	✓	✓
Sales Leads	Access to qualified leads		✓
Website Presence	Invitation to have your logo hyperlink posted on kennasecurity.com		✓
Field Account Planning	The Kenna Security Channel team can help you reach the right accounts with the right message		✓
Premium Partner Logo	Premium partners can display the Kenna Premium Partner logo		✓

### Apply to Become a Partner

Contact your local Channel Sales Director: [channel@kennasecurity.com](mailto:channel@kennasecurity.com)

Kenna Security Head Office: 350 Sansome Street Suite 500, San Francisco, CA 94104, USA