

# Preactive™ Partner Overview for MSSPs

## Why Partner with AttackIQ®

Extend your role as the trusted advisor in cybersecurity with breach and attack simulation services. Partnering with AttackIQ enables you to expedite revenue growth, achieve higher profit margins, and enhance your competitiveness with the top-tier agentless and automated security testing in the industry. The test results provide visibility to partners adding high-value consulting engagements or a continuous testing program via a recurring revenue model. Not all MSSP programs are created equal. You need a partnership that provides the flexibility to adapt to your unique business model and go-to-market strategy. You need a partnership that is simple to understand, easy to implement, and quick to show results.



### Drive Recurring Revenue & Expand Opportunities

Evolving one-time consultations into enduring partnerships, converting high-cost engagements into recurring revenue and upsell of your portfolio services.



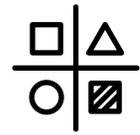
### Lower COGs

Streamline your operations with our platform, removing manual redundancies and focusing your talent on strategic, impact-driven activities.



### Drive Customer Loyalty & Success

Conduct extensive assessments across multiple clients simultaneously, driving service volume and reach without sacrificing quality.



### Enable Differentiation

Provide testing insights into your customers' bespoke solutions with data-driven insights, lowering customer acquisition costs in a true PLG motion.

## The AttackIQ Difference

AttackIQ, the leading independent vendor of breach and attack simulation solutions, built the industry's first Breach and Attack Simulation Platform for continuous security control validation. Organizations worldwide plan security improvements and verify cyber defenses work as expected, aligned with the MITRE ATT&CK framework. A proud member of the Microsoft Intelligent Security Association (MISA), the Company is committed to giving back to the cybersecurity community through its free award-winning AttackIQ Academy and partnership with MITRE Engenuity's Center for Threat-Informed Defense.

## The Preactive™ Partner Program

The Preactive Partner Program for MSSPs is simple and easy. Plus, the benefits will make you feel like you are in a true partnership. With the ability to add breach and attack simulation tools for your current security customers to running a presales simulation for potential customers, you will drive profitability while keeping costs low. And manage all your customers' tests through the AttackIQ MSSP Partner Portal.

Combining our collective expertise in security and threat emulation, customers will get the simplest, easiest, and most performant advanced threat protection technology available in the market today—*all delivered by you.*

## Easy to Deploy. Easy to Manage

Getting up to speed and offering your customers consistent, repeatable results are key to a profitable business. AttackIQ has examined simulation services from the partner's perspective. From streamlined client management to white-labeled branding, we're giving you what you asked for to deliver and manage BAS services effectively.

Program Benefits	Certified	Preferred	Premier
Authorized Product Lines	Flex	Portal + Flex	Portal + Flex/Ready
Preactive Partner Resource Center	x	x	x
AttackIQ Logo Usage	x	x	x
Not-for-Resale (NFR), Internal Use Licenses		x	x
Complimentary Sales Training and Certification	x	x	x
Complimentary Technical Training and Certification	x	x	x
Field sales and technical training <sup>1</sup>	x	x	x
AttackIQ Marketing Support		x	x
Quarterly Business Reviews		x	x
Marketing Development Funds (MDF)			x
MSSP Preactive Partner Assigned Program Manager			x
Assigned Technical Account Manager			x
Assigned Executive Sponsor			x

<sup>1</sup>as announced and when available.

**Branded Service**

Deploy white-labeled services under your brand, creating a seamless customer experience.



**Analytics & Insights**

Gain deep customer insights and tailor your sales strategy to meet demands.



**Custom Content**

Enabling partners to integrate their expertise into their offerings, elevating both value and efficiency."



**Entitlement**

Streamline client management and service configuration with simplified entitlement and content management.



**Customer Workflows**

Testing service delivery framework designed to manage continuous or ad-hoc testing across your customer base.



**Service Customization**

Streamline services and effortlessly scale with our APIs, enhancing operational efficiency for seamless growth.

**Launch Into Training**

Bring technical teams up and active quickly with minimal time and testing. Unlike other programs that take weeks, AttackIQ Academy can be actionable in just hours. AttackIQ Academy was launched in direct response to the evolution of attackers and their methods becoming more targeted, sophisticated, and automated. Technical training needs to be concise and effective to bring your support teams online. It's as simple as 1-2-3!

1. Register for AttackIQ Academy—it's free and only takes a few seconds.
2. Start taking classes on a variety of topics, from MITRE ATT&CK to purple teaming to cloud security.
3. Receive digital badges & CPE credit upon course completion.

With AttackIQ Academy, you never stop learning. Continually updated to bring the latest in cybersecurity effectiveness.

Marketing, sales, revenue, and profit are just a step away. Start your breach and attack simulation business today.

To begin your journey with AttackIQ and join the Preactive Partner Program, register for the program at [attackiq.com/partners](https://attackiq.com/partners). We will respond promptly to get you started with the leading breach and attack simulation service available.