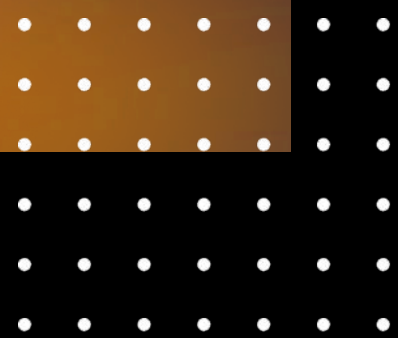




CHANNEL PARTNER PROGRAM GUIDE

The DNSFilter Channel Partner Program

A partner program as easy to work with as the product itself.
Register the deal, and we'll help you sell the value.

Why partner with DNSFilter

DNSFilter is the #1 fastest protective DNS worldwide, blocking phishing, malware, and ransomware up to 10 days faster than traditional threat feeds. We protect thousands of organizations from Fortune 500 enterprises to the public sector, with security that deploys in minutes and scales effortlessly.

Award-winning, loved by customers

G2 leader in usability and ROI. Gartner Peer Insights Customer's Choice. 4.8 on Capterra.

Seamless integrations

DNSFilter fits cleanly into your clients' existing SIEM, endpoint security, and cloud environments. No rip-and-replace, no friction.

A partner program that rewards you

Generous deal registration, predictable renewals, and incumbency protection on every customer you keep on DNSFilter.

Easy partner enablement

Speed up your sales cycle with self-serve training and certification and customizable, co-branded collateral and content.

The opportunity for channel partners

DNSFilter is deepening its investment in our partners as demand for advanced DNS filtering, behavior analytics, AI governance and controls, as well as encryption and privacy accelerates. Protective DNS sits in front of every other security control, blocks threats before they reach the endpoint, and works on every device on the network.

REWARD — ENABLE — GROW

Reward - Partners who invest in training, pipeline, and customer success.

Enable - Sales and technical teams with the tools to sell and support DNSFilter.

Grow - A recurring-revenue category that fits in every conversation.

Program structure

Each tier reflects the commitment a partner has made and the benefits they have earned in return. Tier placement is a conversation between you and your DNSFilter Channel Account Manager (CAM), guided by the levels below.

Entry tier

DNSFilter SELECT

For partners building a DNSFilter practice. Earn-as-you-grow benefits with a clear path to Accelerator.

Growth tier

DNSFilter ACCELERATOR

For partners with active pipeline and customer wins. Stronger margins, deeper enablement, and CAM support.

Top tier

DNSFilter STRATEGIC

By invitation. Joint plans, dedicated CAM, top margins, MDF access, and executive sponsorship.

Becoming a DNSFilter Strategic Partner is by invite-only. If you are a current partner interested in the Strategic tier, talk to your CAM. If you are a new partner with strategic potential, the Fast-Track Program is your way in.

Tier requirements

The thresholds below describe what real commitment usually looks like at each tier. They are not pass-fail gates. Your CAM will walk you through where you fit and what it takes to move up.

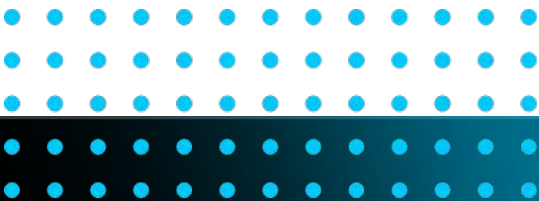
Requirement	Select	Accelerator	Strategic
Reseller Agreement signed	✓	✓	✓
Annual net new revenue expectation	\$0+	\$15K – \$100K	\$100K+ or by invitation
Sales certifications (renewed annually)	1 reps	5 reps	10+ reps
Sales engineer certification (renewed annually)	1 SE	2 SEs	5+ SEs
Documented end-customer conversation before deal reg	✓	✓	✓
Active deal registrations (via partner portal)	Any	2 / quarter	5+ / quarter
Joint business plan with CAM	—	✓	✓
Customer win wire/success testimonial	By request	1-2 / year (1 public)	3+ / year (1 public)
Marketing campaign (leads, pipeline, MDF-supported)	—	By request	1 per quarter
Transact through DNSFilter Authorized Distributors	✓	✓	✓
DNSFilter logo on partner site	✓	✓	✓

Tier benefits

Higher tiers unlock higher discounts, MDF access, dedicated channel coverage, partner advisory board status, and a first look at the product roadmap.

Benefit	Select	Accelerator	Strategic
SALES			
Standard discount <i>(new business)</i>	15%	15%	15%
Deal registration uplift <i>*Minimum ARR of \$5K or above</i>	+10%	+15%	+20%
Renewal incumbency discount	20%	20%	20%
Deal margin protection	✓	✓	✓
DNSFilter sales referrals	—	✓	✓
Co-sell support, including battlecards, scripts, POC, pricing	✓	✓	✓
SPIFF eligibility	✓	✓	✓
MARKETING			
MDF proposal-based	—	✓	✓
Joint marketing & co-branded GTM campaigns	✓	✓	✓
Customer win wire/success testimonial	By request	By request	2 / year
DNSFilter partner badge	✓	✓	✓

Benefit	Select	Accelerator	Strategic
PRODUCT & SUPPORT			
Co-sell, training, certifications	✓	✓	✓
NFR licenses (10-user, demo/ POC)	No charge	No charge	No charge
Roadmap briefings (under NDA)	—	Annual	Bi-annual
Early access / beta program	—	✓	✓
Priority technical support	Standard	Priority	Priority
Sales engineering support on deals	Available	Available	Dedicated
ACCOUNT COVERAGE			
Channel account manager and partner marketing	Shared	Named	Named
DNSFilter executive sponsor	—	Named	Named
DNSFilter Partner Advisory Board	—	—	Invite only
Onboarding cadence	Guided	Guided	Custom plan



How the commercial side works

Deal registration is your best lever.

Submit deal opportunities [here](#). DNSFilter reviews within 24 hours, and approved deals are valid for 90 days. Extensions available upon request. Register early, with a documented end-customer conversation. Approved deals carry the uplift, sales engineering support, and protection from late entrants. Deals registered on or after the date of sale do not qualify.

Renewals reward the partner who closed the original deal.

The incumbency discount applies when you are the partner of record on the original sale. Renew the customer, keep the margin.

MDF is proposal-based.

Accelerator and Strategic Partners apply through their CAM with a specific activity and outcome. Funds are subject to availability, DNSFilter approval and proof-of-performance to track ROI.

What we need to register a deal

A few fields are all we need, and they double as a quick check that the opportunity is ready. To register a deal, include:

Company name and your client contact to confirm the opportunity is yours and protect it from conflict.

The client's current security solution (for example Cisco Umbrella, Forcepoint, or none).

A client contact you've spoken with, including a description of the opportunity and use case.

Estimated size and expected close timeframe. Number of endpoints or deal value, and the quarter you expect it to close.

Minimum deal size of \$5K+ to qualify for uplift.



Onboarding made easy

DNSFilter deploys in minutes, which means partners often see traction in week one. Many of our partners create pipeline and close deals within the same month. The milestones below are a guide for fast growth with DNSFilter.

WEEK 1	FIRST 30 DAYS	FIRST 60 DAYS	FIRST 90 DAYS
Connect with your CAM for access to training and an NFR license.	Training with certifications complete, custom sessions available for Accelerator and Strategic Partners. Identity target accounts, schedule joint demo and POCs. Create joint marketing plan to create pipeline.	First registered deal in pipeline. Sales engineer paired on at least one opportunity. External launch PR announcement complete. Outbound marketing in motion.	Registered deals begin to convert to client wins.

Go-to-market support

Selling DNSFilter does not mean building a marketing engine and pipeline from scratch. We provide ready-to-use assets so you can run a campaign and get leads in pipeline quickly.

Co-branded campaign kits.

Email sequences, landing page templates, and social media copy you can run under your logo.

Case studies and social proof.

Customer win templates you can share in your own sales conversations and marketing programs.

Continuous enablement.

Stay ahead of the threat landscape with partner-only training, exclusive content, and early access to product roadmaps.

Lead sharing and referrals.

Accelerator and Strategic Partners are eligible to receive customer leads sourced by DNSFilter, distributed by territory and tier.

Webinars and events.

Co-hosted webinars, partner-event sponsorship, field events, and DNSFilter speakers for co-marketing programs. Submit a request through your CAM.

The Fast-Track Program

Some partners come to us with strategic potential we want to invest in immediately. The Fast-Track Program is our invite-only path to the Strategic tier, with admission based on a joint business plan and year-one targets agreed with DNSFilter management.

If this describes your business, reach out to your CAM or email channelpartner@dnsfilter.com if you're interested in the Fast Path Program.

Get started

- 1 New partners can apply to the program [here](#). Current partners schedule a call with your DNSFilter CAM to re-connect.
- 2 Schedule sales certificaition.
- 3 Deploy DNSFilter in your own environment with your NFR license.
- 4 Identify two customer accounts that fit DNSFilter and register them.





From the team at **DNSFilter**,
let's build a protective DNS
practice together.