



GUIDE

# Axur Partner Program

 AXUR



# Introduction

Welcome to the best and most advantageous cybersecurity partnership program!

As the digital landscape continues evolving at an unprecedented pace, we at Axur are more committed than ever to making the internet safer. That's why we are pleased to announce the Axur Partner Program, an innovative initiative designed to redefine collaboration and how organizations approach security challenges.

Whether your focus is on detecting or reacting to incidents, our program offers countless opportunities for growth and access to various cutting-edge solutions tailored to meet your customers' unique needs.

This is a guide to a mutually beneficial alliance where your success and our innovation converge seamlessly.

Here, you can delve deeper into our program, exploring the different types of engagement, benefits, and requirements, and choose the model that best aligns with your strategy.

Join us on a journey that transcends traditional partnerships and discover new ways to succeed!



"For those seeking to redefine excellence in cybersecurity, we invite you to be the architects of a safer digital future. Your vision, combined with our expertise, can create unparalleled synergy. Let's move forward together, blazing new trails and setting the standard for security innovation. This page is an invitation, and the next chapter awaits those ready to solidify their position as a reference in cybersecurity."

**Margarita Barrero**  
Head of Partnership & Alliances



# The Program

The partnership with Axur is not just a strategic change — it's a mission to strengthen your company. Our commitment goes beyond traditional relationships with resellers — we want to forge a strong alliance that leverages mutual growth. The Axur Partner Program is proof of this.

By partnering with us, you will gain access to our broad portfolio of industry-leading products and services, comprehensive training, resources, and various tier-level benefits. You will also be immersed in a dynamic, growing ecosystem of shared knowledge.

The program offers a partnership structure across three engagement models, so you can choose the path that best aligns with your strategy:

## Integrator

A Managed Security Services Provider (MSSP), or **Integrator**, is a strategic collaborator responsible for seamlessly incorporating and optimizing solutions within organizations. These partners play an essential role in integrating, distributing, and supporting services added to the Axur platform.

In this category, partners bring specialized expertise in deploying, configuring, and customizing security technologies to meet each customer's unique needs, with full and continuous support from Axur at all stages to ensure perfect alignment.

Furthermore, partnering as an Integrator offers several advantages, allowing the offering of complete and personalized solutions to your customers, adding value, and strengthening your position in the information security industry. The goal is to provide the best experience to your customers, ensuring they are getting the most out of the solutions.

## Reseller

A **Value-Added Reseller (VAR)** plays a crucial role in expanding the market reach of Axur solutions by leveraging your established networks and relationships.

These partners act as intermediaries and facilitate the acquisition process by passing on the platform to the end customer. In this category, partners have an in-depth understanding of the cybersecurity landscape and the specific needs of their customer base. They are responsible for providing services, support, training, and managing end customer usability, with Axur only accountable for the partnership commitments.

Additionally, reseller partners can provide essential services such as product training, technical support, and customer education, improving the overall customer experience and ensuring the successful adoption of solutions.

## Agent

A Referral, or **Commercial Agent**, acts as a valuable ally, contributing to mutual growth through customer recommendations.

These partners, often registered as legal entities (LLCs) or organizations with a trusted network, refer potential customers to Axur's products and services in exchange for incentives and monetary rewards based on successful referrals.

Although partners in this category are not directly involved in sales or distribution, their endorsement carries significant weight, promoting trust among potential customers and increasing Axur's global reach and impact in the market.





# The Levels

The program incorporates a tiered status system, recognizing and rewarding partners based on performance indicators.

Partners can achieve **Silver**, **Gold**, and **Platinum** levels by demonstrating excellence in performance areas such as Sales, Customer Satisfaction, and Technical Proficiency.

This structure encourages continuous improvement, where higher status levels unlock exclusive benefits, resources, and opportunities.

## Silver

The **Silver** level serves as the foundational tier, focusing on establishing a solid base for collaboration. Partners at this level are equipped with essential resources and support to begin their journey with us.

## Gold

At the **Gold** level, collaboration takes a step forward, emphasizing a deeper connection between partners and our cybersecurity ecosystem. Partners at this level benefit from higher compensation percentages, discounts, marketing funds, and strategic opportunities to increase their engagement.

## Platinum

The **Platinum** level represents the highest tier of collaboration and commitment. Reserved for our most esteemed partners, Platinum signifies the pinnacle of engagement, offering unparalleled access to resources, support, and strategic alignment. This level is only available to Integrator and Reseller partners.



# The Benefits

The program offers comprehensive benefits to help you expand your market presence, increase revenue, and achieve long-term success. Here are some specific benefits that can contribute to business growth:

## Cutting-Edge Technology at Competitive Prices

Access the latest security and cyber threat intelligence solutions to stay ahead of evolving threats. Enjoy early access to upcoming product releases and updates, as well as exclusive discounts, ensuring a competitive edge.

## Continuous Marketing and Sales Support

Get comprehensive support in developing and executing sales and marketing strategies, including access to marketing assets, co-branding campaigns, and assistance in lead generation activities.

## Training for Effective Sales

Join Axur University for specialized training focusing on enhancing your team's sales, pre-sales, operation, and support skills, along with access to PoCs and demos, ensuring you are well-equipped to communicate the value of Axur solutions and effectively close deals.

## Strategic Collaboration Opportunities

Increase your brand visibility through joint actions, access a rich repository of assets to amplify your outreach efforts, leverage shared lead generation strategies and campaigns, benefit from marketing incentives for collaborative activities, and more.

## Incentive Programs

Receive performance-based incentives tied to meeting specific sales goals or milestones, seasonal rebate campaigns, MDFs, and more, which may include bonuses, increased compensation, or other rewards for partners who significantly contribute to business development.



# The Partnership

As a privileged member of our partner ecosystem, you will be immersed in a realm of world-class solutions, surrounded by industry experts, and connected to a network of like-minded individuals dedicated to strengthening the digital threat landscape. Your journey begins with a thorough onboarding process to ensure a smooth transition.

## Enrollment

⇒ **Application:** [Click here](#) and begin by filling out our online application form.

⇒ **Review and Approval:** Our team of experts will carefully review your application to ensure it is compatible with Axur's values and goals. Once approved, you will receive an invitation to join a meeting to address any questions, request proof of concept, review contractual issues, and more.

⇒ **Welcome Kit:** You will receive a complete onboarding kit, including a welcome guide, access to resources and training, and exclusive gifts. This kit introduces our Partner Community, ensuring you are well-equipped to start your journey with Axur.





## Onboarding

- **Guidance:** You will undergo an onboarding process with a live orientation that will provide an overview of our ecosystem, platform capabilities, and the current cybersecurity landscape.
- **Training:** You will have access to the Axur University platform to participate in interactive training designed to enhance your knowledge and skills. From threat detection to incident response, the modules cover a wide range of topics crucial to maintaining a secure digital environment.
- **Community Integration:** To foster connections, we encourage you to participate in the Partner Community, virtual events, and collaborative projects. This not only improves your learning experience but also creates a support network for professional growth.

## Renewal

- **Assessment:** To maintain integrity and engagement, you will undergo a semiannual evaluation to analyze your ongoing commitment. This may involve completing updated training modules, achieving goals, and other metrics.
- **Automatic Continuation:** Our automatic partnership continuation ensures you a hassle-free renewal. There's no need to navigate complex options — your alliance is automatically renewed to maintain uninterrupted access to resources and community connections.

We believe in the power of partnership to take our technologies to new heights, leveraging our partners' diverse strengths and market presence.

As an Axur Partner, you won't just keep up with the changes — you'll be one step ahead of them.

[Get Started Now](#)



Axur is an External Threat Intelligence SaaS platform renowned for its end-to-end automation, top-tier takedown capabilities, and scalable intelligence. Empowering information security teams, Axur ensures safer digital experiences by detecting, inspecting, and containing threats across the external perimeter.

Such threats may be brand impersonation on social media, phishing websites, scams, data leakage, deep & dark web malicious activity, ransomware, executives' data exposure, common vulnerabilities, and others.

**Explore**

Search for anything in Axur's infiltrated message groups

**Summary by Generative AI** BETA  
Activities related to your company in the last 7 days

There have been several scams being discussed involving:

- Activation of accounts with low values, such as R\$ different banks.
- Use of personal information, such as SSN and iden accounts.
- Sharing and selling credit card information, including (Bank Identification Numbers) and limits.
- Use of accounts and credit cards in fraudulent pur
- Sale of techniques to circumvent security systems applications.
- Creating fake accounts in services such as e-com generators and different addresses to obtain advai
- Improper charges and attempts to obtain frauduler
- Hacking accounts, collecting fake documents and : recognition to gain access and carry out improper :

**Malicious actors** #9176491 **TLP: Amber**

**Guuh NVi** 89  
Also known as 5511987654321 Shen456 Guardians of Peace  
First seen on 05/11/2022 at 15:47 · Last seen on 08/25/2023 at 15:19

**Top groups and channels**

- #GG ELITE
- WORLDPREMIUM-CHKS SUPPORT
- Seven Reborn
- TUTORIAL BRASIL OFC (Courses & System)
- Closed deal! Coupons & Promos

**Activity**

Month	Activity
Mar	602
Apr	513
May	428
Jun	539
Jul	627
Aug	819

**Messages and posts** 45.2k >

**Tickets** 188 >



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experiences  
made safe.**



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