Guide

Axur
Partner
Program

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Welcome to the
Axur Partner Program!

At Axur, we are committed to making the internet a safer place, and our partner program was designed to strengthen that mission.

Here, you're not just another reseller—you're a strategic partner. With access to innovative Cyber Threat Intelligence (CTI) solutions and advanced tools to expand your service portfolio, you can scale your business seamlessly, backed by full support from our specialized team.

Our program is designed to accommodate different partnership models, offering everything you need to grow: strategic support, exclusive resources, comprehensive training, and highly competitive margins.

Discover how to become a partner and unlock new opportunities right now!

"We invite those seeking to redefine excellence in cybersecurity to build a safer digital future. Your vision, combined with our expertise, can create unmatched synergy. This page is the beginning, and the next chapter awaits those ready to solidify themselves as leaders in cybersecurity."

Margarita Barrero
Head of Partnership & Alliances

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Partnership Models

Managed Security Services Provider (MSSP)

Ideal for companies looking to expand their cybersecurity offering by providing continuous monitoring, incident response, and digital threat intelligence. Axur also offers full support for MSPs transitioning into MSSPs, ensuring seamless integration, specialized training, and access to a multi-tenant platform for efficient client management.

Value-Added Reseller (VAR)

Designed for companies that want to resell Axur's solutions while adding value to clients through complementary services. Resellers receive technical and commercial support, marketing materials, and exclusive training to boost sales.

Referral

Recommended for consultants and professionals who want to refer Axur to potential clients. Our Referral partners are rewarded for every qualified opportunity that results in a closed deal—without needing to be involved in the sales or implementation process.

What Do You Gain
as an Axur Partner?

☑ **Differentiated Solution**

Axur is a leader in CTI, delivering highly accurate and automated threat intelligence insights.

☑ **Portfolio Expansion**

Broaden your portfolio with a high-demand service, closing more deals and generating additional revenue.

☑ **Increased Credibility**

Associate with a well-established brand in the cybersecurity market.

☑ **Strategic Support**

A structured partnership program designed to drive your sales and business growth.

☑ **New Revenue Streams**

Generate more opportunities with a profitable and scalable partnership model.

How Does It Work?

Our commitment goes beyond traditional channel relationships;
we aim to forge a strong alliance that drives mutual growth.
The Axur Partner Program is a testament to that.

By joining forces with us, partners gain access to a broad portfolio
of industry-leading products and services, training, comprehensive
resources, and a range of benefits based on their partnership level.
Moreover, they become part of a dynamic and growing shared
knowledge ecosystem.

Qualification

To qualify, partners must meet the following requirements:

- **Legal Registration:** Be formally registered and operate in compliance with local laws.

- **Commitment to Cybersecurity:** While we value industry experience, we actively support companies, such as Managed Service Providers (MSPs), looking to expand their services and transform into Managed Security Services Providers (MSSPs) by providing the resources and support necessary for this growth.

- **Minimum Resources:** Have a team and infrastructure in place to begin implementing and selling Axur solutions, along with a growth plan for their service portfolio.

- **Strategic Alignment:** We seek partners who share our vision of making the internet a safer place and are committed to ethical practices and technological innovation.

Enrollment

To join the Axur Partner Program, partners will go through the following steps:

- **Application:** Complete our [online application form](#).

- **Review and Approval:** Our team of experts will review the application to ensure it aligns with Axur's values and objectives.

- **Business Alignment:** Once validated, the partner will be invited to a meeting to clarify questions, request proof of concept, review contractual details, and more.

Onboarding

After approval and contract signing, the partner will begin the onboarding process:

- **Orientation:** The onboarding process includes a live orientation session, offering an overview of our ecosystem, platform capabilities, and the cybersecurity landscape.

- **Training and Resources:** The partner will gain access to Axur University for interactive training designed to enhance their knowledge and skills. In addition, they will also receive access to the Axur Partner Portal, a dedicated platform that provides information, resources, and tools to facilitate collaboration.

- **Community Integration:** To foster connections, we encourage participation in the Axur Partner Community, virtual events, and collaborative projects. This enhances the learning experience and creates a support network for professional growth.

- **Business Plan:** With support from the Partner Sales Manager, the partner will develop an initial business plan to serve as a strategic guide for activities and KPIs. This plan will focus on measuring mutual success during the first two trimesters of the partnership, ensuring alignment and efficient execution of shared goals.

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Benefits

Our partners enjoy a range of resources designed to strengthen their operations, enhance sales efficiency, and drive success in their cybersecurity initiatives. These benefits are grouped into key areas to support each partner's strategic growth.

Business and Sales

- **Competitive Compensation:** We reward our partners with attractive percentages, making the effort to refer or resell our solutions a profitable source of revenue.

- **Special Discounts:** MSSP partners gain access to exclusive pricing lists, increasing their profit margins by offering our solutions at more competitive rates.

- **Business Development Programs:** We provide tailored support for partners to explore new sales opportunities, improve deal closing rates, and expand their customer base through collaborative business strategies and access to exclusive resources.

Marketing

- **Marketing Materials:** We offer a variety of ready-made resources, such as brochures, presentations, and sales guides, making it easier to promote Axur's solutions while saving time and effort on content creation.

- **Co-marketing Support:** We collaborate with our partners on co-marketing campaigns, providing support and resources to ensure the effectiveness of their marketing initiatives.

- **Brand Use:** Partners can use the Axur logo in their promotional materials, reinforcing customer trust and credibility in the market.

- **Market Development Funds (MDF):** We offer access to funds earmarked for joint marketing initiatives. Partners can use MDF for events, webinars, digital campaigns, demand generation, and more with Axur's support to maximize impact.

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Training and Enablement

- **Specialized Training:** Through Axur University, partners gain access to technical and commercial training, ensuring their teams are always prepared to meet market demands.

- **Professional Certifications:** We offer sales and operational teams certifications, ensuring partners deliver excellence and win new business opportunities.

- **Proof of Concepts (POCs):** Partners can run POCs to showcase the effectiveness of Axur's platform to their clients, facilitating more successful negotiations.

Support and Tools

- **Technical and Pre-sales:** We provide partners with specialized pre and post-sales support, ensuring efficient business operations and customer satisfaction.

- **Customer Success:** Our Partner Success team works closely with partners to ensure their accounts remain healthy and have high customer retention, fostering long-term relationships.

- **Monitoring Tools:** We provide advanced tools such as Health Score and APIs, allowing partners to monitor customer account health and develop custom integrations tailored to their market needs.

- **Free Qualification Tools:** Resources like Watchdog and the Threat Report offer valuable insights during the pre-sales phase, enabling partners to better qualify prospects by providing concrete data on brand monitoring.

Join the Program That's Transforming the Cybersecurity Market!

The internet is evolving fast—and digital security must keep up. If you're looking for a strategic partnership with high growth potential and differentiation, the Axur Partner Program is for you.

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Digital experiences made safe

axur.com