

 FLASHPOINT

# SPARK

PARTNER ALLIANCE

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"Collaboration and cooperation are part of Flashpoint's DNA. Partnerships unlock opportunities for Flashpoint to illuminate our unique services to an eager cybersecurity marketplace in new and exciting ways. We are committed to innovating on our partner relationships so we can continually work better together and find enduring success."

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**Josh Lefkowitz**  
CEO, Flashpoint

## Why Partner with Flashpoint?

Partnering with Flashpoint accelerates business opportunities in the rapidly growing world of security and intelligence.

Flashpoint delivers converged intelligence and risk solutions to private- and public- sector organizations worldwide. As the global leader in Business Risk Intelligence (BRI), Flashpoint provides meaningful intelligence to assist organizations in combating threats and adversaries. Through sophisticated technology, advanced data collections, and human-powered analysis, Flashpoint is the only intelligence firm that can help multiple teams across an organization bolster cybersecurity, confront fraud, detect insider threats, enhance corporate and physical security, improve executive protection, address third-party risk, and support due-diligence efforts.

Flashpoint's products and services empower organizations to combat threats and adversaries.

The SPARK Partner Alliance accelerates the benefits of Flashpoint's offerings, which include:



### Flashpoint Intelligence Platform

Grants access to our expansive archive of intelligence reports and data from illicit communities in a single finished intelligence experience



### Alerting

Informs customers when relevant information is uncovered in threat actor discussions and compromised data is detected



### Chat Services

Provides organizations access to around-the-clock conversations within threat-actor channels to monitor and gain insights across threat-actor communities



### Flashpoint API

Grants access to our intelligence reports, technical data, and uniquely sourced conversations from illicit threat actor communities, enabling users to enhance internal data



### Professional Services

Supports organizations with tactical and operational updates that are tailored, proactive, and delivered on a regular cadence



### Threat Response & Readiness

A subscription service that helps prepare for, as well as quickly assess and respond to, ransomware and extortion attacks

Flashpoint works with organizations globally in more than 20 industries and supports the success of several internal units:



CYBER THREAT  
INTELLIGENCE TEAMS



THREAT  
INTELLIGENCE



FRAUD



INSIDER THREAT

## Who We Partner With

Flashpoint provides thoughtful support to SPARK Partner Alliance members that market, sell, and deliver Flashpoint's suite of converged intelligence and risk solutions to public- and private-sector organizations around the world.

- **Business Consultants and Advisory Firms**

As trusted advisors to your clients, we help grow your toolkit to identify the comprehensive solutions to tough global challenges.

- **Value-Added Resellers (VARs)**

Flashpoint's suite of products and services help expand your offerings to provide your clients with more robust services that meet their expanding needs.

- **Managed Security Service Providers (MSSPs)**

Flashpoint works with your company to extend the capabilities of your branded cybersecurity and threat response solutions.

- **Distributors**

Maximize your portfolio of brands and deliver unique value to your network of vendors and clients.

- **System Integrators**

With Flashpoint's array of API endpoints designed to empower users with the context they need to make better decisions about cybersecurity, fraud, insider threats, and physical threats, we can help you take a richer product mix to market that can be customized to the needs of any customer worldwide.

- **Technology Partners**

Flashpoint works with leading cybersecurity technology platforms to integrate additional data streams that bolster their intelligence mix and more robustly serve new customers.

## Partnership Benefits

### REFERRAL PROGRAM AND COMPETITIVE COMMISSION RATES

- Partners can refer new business for a flat referral fee.
- Partners receive advantageous commissions on partner-driven sales, including all future renewals and upsells.
- Deal protection extends for 90 days upon registration.

### SALES STRATEGY AND BUSINESS PLANNING

- Within the first 60 days of becoming a partner, Flashpoint's sales and marketing experts work with your team to co-create a custom go-to-market strategy tailored for quick wins and enduring success. We will identify qualified opportunities in our network that can be speedily delivered.

### MULTI-PLATFORM SALES ENABLEMENT

- New partners receive a comprehensive training on Flashpoint's products and services. All partners have access to our growing list of online videos focused on product features, sales approaches, and competitive intelligence.
- Qualified partners receive customized onsite semi-annual updates from Flashpoint analysts on new product enhancements and industry intelligence.

### DEDICATED CHANNEL SALES MANAGER & TECHNICAL SUPPORT

- Each partner works with a dedicated Flashpoint sales manager who serves as a primary point of contact to activate Flashpoint resources needed to drive business. Each high-touch expert helps build sales pipeline through joint opportunity identification.
- Our services are an extension of your brand and we are committed to providing world-class technical support to ensure a continuous stream of value from Flashpoint's services.

### LEAD DISTRIBUTION PROGRAM

- Qualified partners will regularly receive a customized list of sales leads particularly identified for the partner's territory and area of expertise. All leads that become opportunities still qualify for applicable incentives and negotiated commission percentages.

### APIs

- Access any combination of Flashpoint's data streams to enhance your technology and services.

### NOT FOR RESALE (NFR) DEMO LICENSES

- Qualified partners receive access to Flashpoint's demo environment, making it easy to bring the value of our converged intelligence and risk solutions to your prospects.

### PARTNER PORTAL & CUSTOMIZED MARKETING SUPPORT

- Your one-stop gateway for sales and marketing resources. The partner portal contains an ever-evolving library of use cases, product overviews, research, sales playbooks, training videos, and other collateral that you can easily cobrand.
- Within the partner portal you can register and manage new sales opportunities, apply for marketing development funds, and access your customized list of leads.

### MARKETING DEVELOPMENT FUNDS (MDF)

- New partners that meet certain requirements, have access to a one-time Fast Start MDF: \$1,500 to be used on joint marketing campaigns within the first 60 days.
- All qualified partners are invited to submit requests for marketing development funds that can be used throughout the year for co-sponsored conferences, advertising initiatives, Flashpoint-branded swag, hosted events, workshops, and more.

### SPIFFS AND INCENTIVES

- Each partner has access to our generous quarterly incentive programs that rewards individuals that move opportunities through each stage of the sales process.
- Qualified partners have access to "FlashPerks," short-term incentive opportunities.

## SPARK Partner Alliance Requirements & Benefits

We recognize that a partnership with Flashpoint is an investment in your time and resources. Unlike many other companies with complex partner tiers and unmovable revenue goals, Flashpoint works with our partners to identify the level of support and collaboration that you need based on your business strategy and metrics of success.

### All Flashpoint SPARK Partners must:

- ✓ Complete the SPARK Partner application at [partners.flashpoint-intel.com](https://partners.flashpoint-intel.com)
- ✓ Sign a non-disclosure agreement
- ✓ Sign a partnership agreement stating business/commission terms
- ✓ Maintain a partner profile with key business metrics
- ✓ Complete the Flashpoint Essential Online Training
- ✓ Provide a primary contacts list (executive contacts for sales, marketing)

		PARTNER TYPE			
		REFERRAL PARTNER	REGISTERED PARTNERS	CERTIFIED STRATEGIC PARTNERS	DISTRIBUTOR
BENEFITS		<ul style="list-style-type: none"> <li>• Partner Portal Access</li> <li>• SPIFF/Incentive</li> <li>• Monthly Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• SPIFF/Incentive</li> <li>• Partner Portal Access</li> <li>• Co-branded marketing collateral</li> <li>• Fast Start MDF</li> <li>• Monthly Newsletter</li> </ul>	<ul style="list-style-type: none"> <li>• SPIFF/Incentive</li> <li>• Preferred Commission</li> <li>• Partner Portal Access</li> <li>• Dedicated Channel Advocate</li> <li>• Fast Start MDF</li> <li>• Application MDF</li> <li>• Monthly Newsletter</li> <li>• Lead Sharing Program</li> <li>• Demo Licenses</li> <li>• Semi-Annual Analyst Update</li> <li>• Listing on Flashpoint Website</li> </ul>	<ul style="list-style-type: none"> <li>• SPIFF/Incentive</li> <li>• Preferred Commission</li> <li>• Partner Portal Access</li> <li>• Dedicated Channel Advocate</li> <li>• Application MDF</li> <li>• Monthly Newsletter</li> <li>• Lead Sharing Program</li> <li>• Demo Licenses</li> </ul>
	REQUIREMENTS		<ul style="list-style-type: none"> <li>• Partner Profile and Metrics for Success</li> <li>• 1 Registered Deal per Quarter</li> <li>• Completed Flashpoint</li> <li>• Essentials Training</li> <li>• Deal Registration</li> </ul>	<ul style="list-style-type: none"> <li>• Completed Flashpoint</li> <li>• Essentials + Training #2 TBD</li> <li>• Joint Business Plan</li> <li>• 4 Registered Deals/Quarter</li> <li>• 1 Case Study/Success Story per year</li> <li>• 2 Joint Marketing Activities per year</li> </ul>	<ul style="list-style-type: none"> <li>• Joint Business Plan</li> <li>• 1 Case Study/Success Story per year</li> </ul>

\*Spark Benefits/Requirements are subject to change.

## Joining the Flashpoint SPARK Partner Alliance

If you'd like to become a Flashpoint Global Channel Partner, submit your application at [partners.flashpoint-intel.com](https://partners.flashpoint-intel.com)

For other inquiries and more information, contact [globalchannels@flashpoint-intel.com](mailto:globalchannels@flashpoint-intel.com)

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Flashpoint understands that when partners thrive, customers thrive. They provide the resources and support we need to help our customers develop intelligence programs that deliver relevant and actionable insights that truly mitigate risk to their business.

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**Shane Mahney**  
General Manager, emt Distribution



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