

knowbe4

KnowBe4 Partner Program

Partner with the market leader and AI pioneer in digital workforce security

WWW.KNOWBE4.COM

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Program Benefits

DISCOUNT BENEFITS	AUTHORIZED	CERTIFIED	PREMIER
Net New (Deal Registration)*	20%	25%	30%
Passthrough (Engaged)*	10%	10%	10%
Collaborative*	15%	15%	15%

** For Indirect Reseller Partners, please contact your Authorized Distributor. Pricing is determined at the discretion of the Distributor.*

KEY BENEFITS	AUTHORIZED	CERTIFIED	PREMIER
Deal Registration	✓	✓	✓
Partner Learning Resources	✓	✓	✓
Partner Logo Usage	✓	✓	✓
Partner Portal Access	✓	✓	✓
Sales Enablement Tools	✓	✓	✓
Marketing Resources	✓	✓	✓
Partner Demand Center	✓	✓	✓
Customer Success Manager	✓	✓	✓
Focused Partner Manager		✓	Dedicated
KnowBe4 Partner Directory Listing		✓	✓
Eligible to Apply for Joint Marketing Program Funds		✓	✓

Program Requirements

REQUIREMENTS	AUTHORIZED	CERTIFIED	PREMIER
Annual Net-New Revenue*	Up to $24,999	$25,000-$49,999	$50,000+
Annual Renewal Percentage	-	82%+	82%+
Sales Certifications	-	5 sales staff	10 sales staff
Core Support	-	Yes	Yes

** Revenue requirements are universally upheld in USD.*

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Description of Financial Benefits

We believe in rewarding everyone, both internal and external, for putting in the work and getting results. Our partner program does just that—partners who have done the work are rewarded with high discounts for closing deals. The following provides more information on the different types of deals and discounts associated with each.

Net New (Deal Registration)

Partners receive their maximum discount based on their program level when they register net-new deals to KnowBe4 and continue to help close the deal. By registering deals, the deal-registered partner receives a competitive edge in pricing, providing the best chance to close the deal to the partner who initiated the deal.

Engaged

Partners will receive an engaged discount when a deal has already been registered to another entity. The engaged partner will have the opportunity to quote the deal at the engaged discount amount to compete for the deal.

Collaborative

A partner may also be associated with a sales opportunity initiated by KnowBe4 when KnowBe4's sales leadership determines that the partner can contribute additional value to advance the sales process. This may include accelerating the deal timeline, engaging key decision-makers, or providing essential procurement support.

In such cases, the opportunity may be assigned to the Reseller Partner under a "Collaborative" role. Under this designation, the partner and KnowBe4 are actively engaged throughout the sales cycle, with shared contributions toward the development, progression, and closure of the opportunity. KnowBe4 reserves the right to determine, at its sole discretion, whether an opportunity qualifies as a Collaborative Deal and whether the Reseller Partner's involvement meets the standard for recognition under this category.

Passthroughs

Certain partners may be eligible to receive passthrough opportunities from KnowBe4. A passthrough is an opportunity that KnowBe4 has been working with and the end user requests to purchase through a partner.



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Description of Program Requirements

Our goal is to help you succeed, because as partners, we are in this together. When you succeed, we all succeed. And we know what it takes to get you there, which is why we support you with training to enable you, customer success managers to help you onboard your customers, tech support to answer your technical questions, and more. Our program requirements were developed to help you accelerate your KnowBe4 business and ramp up quickly to become a Certified or Premier partner.

Annual Net-New Revenue

Annual net-new revenue is one of the requirements to achieve certain program levels. Net-new revenue is measured by the total amount of approved registered deals that have been won by the partner. This is calculated on a yearly basis.

Annual Renewal Percentage

The annual renewal percentage is based on the number of renewals the partner wins each year. The number of renewal opportunities won divided by the total available renewal opportunities will calculate the renewal percentage (for example, the partner had a total of 10 renewals and 9 were won, the partner's renewal rate is 90%). The annual renewal percentage is one of the requirements to achieve Certified or Premier level.

Sales Certifications

Certified and Premier partners are required to have a designated number of sales staff KnowBe4 Sales Ready Certified. If your organization does not employ the designated number of sales staff required, KnowBe4 will work with you to certify other staff in your organization. The KnowBe4 Sales Ready Certification as well as other sales and technical courses are available in the partner portal.

Core Support

Partners at the Certified or Premier level in the KnowBe4 Partner Program are required to provide core support to their customers for KnowBe4 products. Core support includes answering technical questions about subscription services, assisting customers with setup and configuration, and utilizing KnowBe4 documentation to provide accurate and timely information to customers. When additional support is needed, partners can submit a ticket to KnowBe4 Support or their KnowBe4 Customer Success Manager.



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Deal Registration

Overview

At KnowBe4, we appreciate our partners and take pride in building a relationship with you based on trust and transparency, just as we do with our own employees. We believe in rewarding everyone, both internal and external, for putting in the work and getting results. Our new deal registration program strives to ensure transparency and is intended to reward those who do the work. With deal registration, partners are rewarded for generating net-new opportunities and for the value partners bring in closing the deal, providing financial benefits to afford partners to have a meaningful, competitive edge. To do this, partners must meet the guidelines and timelines outlined in the following to receive and maintain approval on deal registration, ensuring total transparency while working collaboratively with your KnowBe4 partner manager to delight your customers. Partners with an approved deal registration that continue to meet the requirements will receive their maximum discount based on their program level. If a deal is not registered, partners will receive a 10% Base discount. Any additional partners quoting on an approved deal registration will receive a 10% Base discount. This is designed to ensure everyone can engage with all prospects and provide a fair market and customer choice, while enabling the partner who put in the majority of the effort to receive the best discount.

Eligibility

We want to reward all reseller partners for their efforts. That's why Authorized, Certified and Premier reseller partners are all eligible for deal registration. Deals that are eligible for registration include:

- Those who are not already engaged with another entity
- Deals registered prior to a Request for Information (RFI) / Request for Proposal (RFP) / Request for Quote (RFQ) going public

All deals must be submitted through the KnowBe4 Partner Portal to qualify for deal registration. Access the new, easy-to-use partner portal at www.knowbe4.com/partner-portal.

Criteria

At KnowBe4, we know what it takes to succeed in closing deals, and we've outlined the criteria below to make it easier for you and to provide you with our recommended best practices to help you win the deal quickly. Deal registration is valid for 90 days from the time that the deal registration is approved. In order to receive and maintain approval on deal registration, specific criteria must be provided at the time the deal registration is submitted, following through the close of the deal.

At time of deal registration submission:
The following information is required at the time the deal is registered:

- All end-user details as noted in the deal registration form
- Minimum of 25 user count for the following products:
    1. SAT (Security Awareness Training)
    2. KnowBe4 Defend (Cloud Email Security - Inbound Email Protection)
    3. KnowBe4 Prevent (Cloud Email Security - Outbound Email Protection)
    4. KnowBe4 Prevent Enterprise (Cloud Email Security - Outbound Email Protection)
    5. KnowBe4 Protect (Cloud Email Security - Email Encryption)

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Criteria (cont'd)

- Minimum of 100 user count for the following products:
    1. KnowBe4 Student Edition (Student Security Awareness Training)
    2. Compliance Plus (Compliance Training)
    3. PhishER Plus (Incident Response)
- The product(s) for the deal registration
- At least 3 of the following 5 Opportunity Details when registering the deal:
    1. Is budget approved for this deal?
    2. What is the expected close date?
    3. Who are the key decision makers/ stakeholders involved with the end user?
    4. What is the reason/need for the product?
    5. Has a demo been scheduled or can it be scheduled within the next 14 days?

Within 14 days of deal registration conditionally approved status: Partners have 14 days to get the demo scheduled once the deal has been conditionally approved. Once the demo scheduled date has been confirmed, the partner must update the deal registration in the portal with the demo scheduled date and any other updates applicable. The demo must be conducted within 30 days to keep the deal registration moving forward and the quote sent to the end user.

Within 30 days of deal registration approved status:

- All 5 Opportunity Details must be completed with valid information. Valid information includes:
    - Confirmation that budget has been approved
    - Expected close date within the 90-day deal registration time frame
    - Names and titles of the key decision makers/ stakeholders
    - The reason for the product
    - Demo completed date
- Provide updates and forward movement on procurement, legal, and/or approval process. These updates must be provided through the Partner Tasks in the deal registration in the partner portal.

Within 60 days of deal registration approved status:

- Provide updates and forward movement on procurement, legal, and/or approval process. These updates must be provided through the Partner Tasks in the deal registration in the partner portal.

Extending beyond deal registration 90-day approval: If the partner is requesting to extend beyond the 90-day approved deal registration, the following criteria must be provided:

- To extend beyond 90 days (30-day extension):
    - Confirm that the deal is going to RFI/RFP/RFQ
    - Confirm that the deal is stuck in legal and/or approval process
- To extend beyond 120 days (an additional 30 days):
    - Confirm that the deal continues through the RFI/RFP/RFQ process, OR
    - Provide updates on where the deal is within the legal and/or approval process

Partners must provide the above points in the appropriate amount of time to keep deal registration approval. If the partner does not meet these timelines, the partner may lose the deal registration. Partners must register deals prior to an RFI/RFP/RFQ being made public. If a deal registration is submitted after an RFP/RFQ/RFI has gone public, the deal may be denied. Partners may be required to provide certification of or evidence of the above.

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Approval Status Notifications

We want to make sure you are informed at every step of the approval process, and we aim to confirm the deal within 1-2 business days. Partners may receive the following notifications based on the status of their deal registration:

- **Conditionally Approved:** Conditionally Approved status is the beginning of the approval process for deal registration. Deals will be conditionally approved if the deal is not already engaged with another entity AND all end-user information has been provided, including the product registered, plus at least 3 out of the 5 Opportunity Details provided with valid information. From the conditionally approved date, the partner will have 14 days to get the demo scheduled. The demo must be conducted within 30 days. Please note: If the partner receives conditionally approved status but has not yet provided 3 out of the 5 Opportunity Details in the deal registration, the partner will have 24 hours to enter this information through the portal. At the end of 24 hours, if 3 out of 5 Opportunity Details have not been provided, the deal registration will be denied.
- **Approved:** Deals will be approved once the demo has been conducted and the end user quote is sent. The partner must have provided all end user details, product registered, plus 3 out of the 5 Opportunity Details as noted in the above requirements. To keep the deal registration approval, partners must continue working the deal as designated by the timelines noted below.
- **Denied:** Deals will be denied when not enough information has been provided as per the requirements above or the deal is already engaged with another entity. The partner manager will be in touch to help guide the partner through why it was denied. Deals may be denied for other legitimate reasons, such as legal, financial, business, or compliance reasons. Clearly, this is not something that we take lightly, and we hate being the bearer of bad news.

Summary of Timelines

At KnowBe4, our average sales cycles are short, and we want to help you close the deal quickly. That's why we've implemented the specific timelines outlined below for deal registration. Deal registration is valid for 90 days from the approved date. For deals that have been conditionally approved, the partner will have 14 days from the initial conditionally approved date to schedule a demo, and conduct the demo within 30 days. Once the deal registration is confirmed with final approved status, the following timelines will go into effect:

Within 30 days:

- The quote sent to the end user
- All 5 Opportunity Details must be completed with valid information
- Provide updates and forward movement on procurement, legal, and/or approval process

Within 60 days:

- Provide updates and forward movement on procurement, legal, and/or approval process

To extend beyond 90 days (30-day extension):

- Provide updates that the deal is going to RFI/RFP/RFQ
- Provide updates that the deal is stuck in legal and/or approval process

To extend beyond 120 days (an additional 30 days):

- Provide updates that the deal is in the RFI/RFP/RFQ process
- Provide updates that the deal is stuck in legal and/or approval process

Partners must provide the above points in the appropriate amount of time to keep deal registration approval. If the partner does not meet these timelines, the partner may lose the deal registration.

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Renewals

We consistently see high renewal rates, and expect to see this from our partners. We provide generous discounts when you renew your customers. We provide first-class support from a dedicated channel customer success manager (CSM), your go-to contact for onboarding and working with you and your customers to set them up for continued success with the KnowBe4 platform. When you stay engaged with your CSM and your customers, your customers will be happy campers and will hopefully continue to renew. Below are guidelines and our recommended best practices to keep your customers renewing.

Renewal discount

The renewal discount is the same discount that was received on the original purchase order when the price is the same or higher than the original purchase and a partner holds the Preferred Partner Status as defined below (Example: If a partner wins a $10,000 deal at 25%, they will also receive 25% on the renewal if the deal renews at $10,000 or more and they hold Preferred Partner Status). If the renewal price is lower, the partner will take a reduced discount to share the decrease. If Preferred Partner Status is not held, the renewal discount is 10%.

Renewal of Existing KnowBe4 Customers

If a partner is quoting an existing KnowBe4 customer, the opportunity will be considered a passthrough at a 10% discount to the partner.

Program Levels

KnowBe4 partner program levels are evaluated on a quarterly basis. If all requirements of a higher level are met prior to the review process, partners may be eligible to advance to that level immediately. The partner should contact their partner manager to determine if they are eligible to advance. Additionally, KnowBe4 may accelerate any partners that may not have achieved all the requirements, but have demonstrated a level of commitment and success that justifies their advancement within the program. Partners may be moved to a lower level in the program if they have not been able to maintain the requirements of their current program level or have not demonstrated a level of commitment and success that justifies their advancement within the program. KnowBe4 completes an annual partner level review on January 1st, after which time partners can be moved to a lower level for non-compliance with program requirements. As partners move up or down in the program, any changes in partner discount will be effective on net-new deal registrations following the partner level change date.

Program Changes, Reservation of Rights and Termination

KnowBe4 reserves the right to alter or discontinue the KnowBe4 Partner Program at any time, including this Program Guide, and without limitation any conditions, requirements or benefits contained herein. All such changes shall be effective immediately. Any notice provided by KnowBe4 about changes to the Partner Program will be furnished via the Partner Portal. We encourage you to review these terms from time to time in order to stay up-to-date on any changes. If you disagree with any change or modification, you may terminate your participation in the program. Additionally, KnowBe4 reserves the right to suspend or terminate a partner's status or participation in the program if the partner does not maintain their good standing in the program, or fails to comply with KnowBe4 policies, including the Partner Code of Conduct. Each partner is required to have a valid agreement in place with KnowBe4, Inc. and/or one of its affiliates, in order to participate in the partner program.

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Thank You for Your Partnership

About KnowBe4

KnowBe4 empowers the modern workforce to make smarter security decisions every day. Trusted by more than 70,000 organizations worldwide, KnowBe4 is the pioneer of digital workforce security, securing both AI agents and humans. The KnowBe4 Platform provides attack simulation and training, collaboration security, and agent security powered by AIDA (Artificial Intelligence Defense Agents) and a proprietary Risk Score. The platform leverages 15-years of behavioral data to combat advanced threats including social engineering, prompt injection, and shadow AI. By securing humans and agents, KnowBe4 leads the industry in workforce trust and defense.

More information at www.KnowBe4.com.

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Access Your KnowBe4 Partner Portal

Robust yet easy-to-use, the KnowBe4 Partner Portal is your single source for all the sales, marketing and training resources available to help accelerate your business.



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