



# ThreatGEN Partner Program – Nov. 2025

This program is structured across four tiers, moving partners from **transactional fulfillment** (Base/Authorized Resellers) to specialized **System Integrators (SI)** who deliver mandatory, high-value cybersecurity simulation services<sup>1</sup>. Partner compensation (discount) is directly linked to the operational commitments and performance metrics transferred to the partner (quota and service commitments).

## Channel Program Structure

Partner Tier	Annual Quota (ARR)	Discount Rate (Margin)	Minimum First Purchase	Strategic Function / Core Mandates
Reseller	\$20,000	12%	\$5,000	Transactional Volume, Basic Referral
Authorized Reseller	\$50,000	20%	\$10,000	Increased Volume, Entry-Level Fulfillment
VAR	\$100,000	25%	\$20,000	Value-Added Reseller (VAR) – Implementation, Customization, <b>Mandatory 1 Certified Facilitator</b>
SI	\$200,000	35%	\$50,000	Strategic Integrator (SI) focus – Deep Integration, Retention, <b>Mandatory Multiple Facilitators</b>

## Annual Recurring Revenue (ARR) Definition

The primary performance metric is **Annual Recurring Revenue (ARR)**.

- ARR includes only **contractually committed, fixed subscription fees**, normalized to a one-year period.
- One-time fees, such as initial setup charges, are **excluded**.
- Standard, short-term Professional Services (PS) are generally **excluded** from ARR quota credit.

## Tier Structure and Value-Added Requirements

These tiers are designed for resale and volume fulfillment. The margins reflect the minimal operational burden transferred to the partner:

- Reseller (12% Discount):** Aligned with the cybersecurity industry's transactional resale margin.
- Authorized Reseller (20% Discount):** Requiring a moderate ARR commitment (\$50,000).

The Value-Added Reseller (VAR) tier shifts focus to high-quality implementation, demanding a mandatory specialization:

- Strategic Role:** VAR responsible for implementation, customization, and training.
- Facilitation Mandate:** Requires **at least one certified facilitator on staff**. This ensures the partner can deliver core simulation services (tabletop exercises) that drive product adoption.
- Discount (25%):** Compensates for the required investment in certified staff and service creation.

The Systems Integrator (SI) tier is reserved for strategic partners, requiring the highest commitment, premium margins, and non-negotiable performance on retention:

- Strategic Role:** SI is responsible for deep, multi-system integration, high-touch account management, and organizational change for large enterprises.
- Facilitation Mandate:** Requires **multiple certified facilitators on staff**.
- Discount (35%):** A premium margin compensates for the substantial operational risk transferred to the partner and their mandatory investment.