



Check Point Valued Partner Program 2004 Frequently Asked Questions



Program terms, conditions and guidelines are subject to change at the sole discretion of Check Point at any time. In the event of conflicts in the terms of any program, Check Point shall retain the exclusive right of interpretation.

Q. What is Check Point announcing?

- A.** Check Point is announcing changes to its partner program. The changes include:
- i.** Simplified program structure
 - ii.** New designation categories
 - iii.** Service Specializations indicating specialized skills or security Sales Focus areas indicating solution knowledge
 - iv.** Changes to program benefits and requirements
 - v.** More distinct positioning of program elements around Check Point's push to offer intelligent perimeter, internal and web solutions for every market segment and size of business worldwide

Q. What are the highlights for the new program changes?

A.

Simplified structure	7 programs reduced to 1 covering Distribution and VAR's. This structure creates 5 core program designations
Creation of new program designations	Gold, Silver and Bronze
Program certifications	Partners who have invested in specialized skills like managed services, training centers, support and consulting will have these skills recognized as certifications along with their core program designation assignment for enhanced acknowledgment of their investment
Benefits and requirements	Please refer to the program designation tables for details

Q. Do these changes affect all designations?

- A.** Yes, all current Check Point partner designations will be affected by these changes.

Q. What is the implementation schedule for the changes?

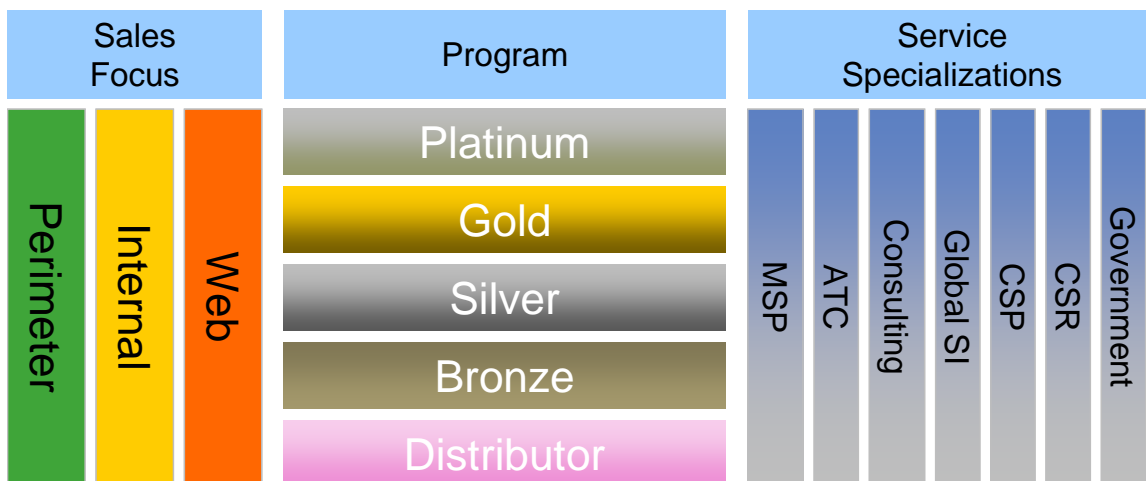
- A.** Program changes will be rolled out in phases throughout 2004 and piloted in select regions. Check Point estimates a 6-month transition period for partners to meet new program requirements. Program changes are estimated to be fully implemented by the end of 2004.



Q. How does the new structure compare with the old?

- A.** The old structure had 7 programs. The new structure eliminates Solutions and Service categories and reduces the number of programs to 1 and creates Specializations for those Partners offering value added services or a special security sales focus.

Simplified Structure / 1 Program



Q. I am currently in the Premier VASP, CSP and ATC programs. How will the new structure affect me?

- A.** Provided you meet the new requirements of a gold level partner, you will most likely qualify for a main program designation of Gold. You will need to qualify for the CSP and ATC Service Specializations attached to your Gold Program tier.

Q. Will current partners be automatically transitioned to one of the programs in the new structure?

- A.** No, each partner will be reviewed by Check Point to make sure their business line and expertise are within the corresponding designation and meets the requirements for the new program designations and the Specializations attached to the main program. Your local Check Point's sales rep will lead you through this process.

Q. How will these changes help me as a Check Point Partner?

- A.** The changes will:
- Simplify programs and add a positioning benefit for you in areas you are focused.
 - Provide better differentiation for each program level.
 - Enhance the ability to provide distinctive benefits and requirements for each program level.
 - Your new designation and its positioning will enhance your Check Point solutions selling advantage for every market segment and size of business worldwide.



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Q. Where can I go for more information?

- A.** You can learn more by contacting your territory manager, channel manager or partner alliance manager. You can also login to PartnerMAP for ongoing updates or email us at cpp@checkpoint.com

Q. What are the new benefits and requirements for each designation?

- A.** Main changes to Benefits & Requirements are:

Platinum Partner Designation Main Changes to Benefits & Requirements	
<p>Benefits Highlights</p> <ul style="list-style-type: none"> - Designation specific product sales recognition - Incentive programs (when available) - Free on-line Sales Training - Priority order processing - Early sales access - Early NFR & demo units - Channel ranking - Co-op reimbursement on periodic activities 	<p>Requirements Highlights</p> <ul style="list-style-type: none"> - Perimeter, Internal & Web Security Sales Focus - Channel ranking - Min use of co-op funds - Lead generation activities - Meet Check Points index - Customer satisfaction survey - Demo facilities - Offer either CSP or CSR Service Specialization - Min of 5 CCSE

Gold Partner Designation Main Changes to Benefits & Requirements	
<p>Benefits Highlights</p> <ul style="list-style-type: none"> - Designation specific product sales recognition - Incentive programs (when available) - Free on-line Sales Training - Priority Order Processing - Early sales access - Early NFR & demo units - Channel ranking - Co-op reimbursement on periodic activities 	<p>Requirements Highlights</p> <ul style="list-style-type: none"> - Perimeter, Internal & Web Security Sales Focus - Channel ranking - Min use of co-op funds - Lead generating activity - Meet Check Points index - Customer satisfaction survey - Demo facilities - Offer either CSP or CSR Service Specialization - Min of 3 CCSE

Silver Partner Designation Main Changes to Benefits & Requirements	
<p>Benefits Highlights</p> <ul style="list-style-type: none"> - Designation specific product sales recognition - Incentive programs (when available) - Free on-line Sales Training - Channel ranking - Marketing Funds 	<p>Requirements Highlights</p> <ul style="list-style-type: none"> - Perimeter, Internal & Web Security Sales Focus - Channel ranking - Meet Check Points index - Customer satisfaction survey - Min of 2 CCSE

Bronze Partner Designation Main Changes to Benefits & Requirements	
<p>Benefits Highlights</p> <ul style="list-style-type: none"> - Designation specific product sales recognition - Incentive programs (when available) - Free on-line Sales Training - Channel ranking - Marketing Funds 	<p>Requirements Highlights</p> <ul style="list-style-type: none"> - Small Business / Medium Business Perimeter, Internal & Web Security Sales Focus - Channel ranking - Meet Check Points index - Customer satisfaction survey - Min 1 CCSBP (under development)



Distributor Partner Designation Main Changes to Benefits & Requirements

- | Benefits Highlights | Requirements Highlights |
|--|---|
| <ul style="list-style-type: none"> - Designation specific product sales recognition - Incentive programs (when available) - Free on-line Sales Training - Early sales access, early NFR & demo units (for Platinum & Gold) - Co-op reimbursement on periodic activities | <ul style="list-style-type: none"> - Min use of co-op funds - Lead generation activities - Meet Check Points index - Reseller satisfaction survey - Demo facilities - Offer either CSP or CSR Service Specialization - Min of 5 CCSE |

- Q.** Will I get a different Program designation for each of my offices?
- A.** No. The partner will be qualified and assigned a program level by company. Each office location will be assigned the same designation as the company.
- Q.** What are Service Specializations and how will I receive one?
- A.** Service Specializations are for partners who offer managed services, consulting, operate training centers, have a current back line support contract and more. Those awarded Specializations will need to meet requirements in order to qualify. Partners who qualify will be given specific benefits in addition to their base program. Specializations will be attached to a partner's main program designation and partner office location(s).
- Q.** How can partners sign-up for the new program designations and Specializations to receive benefits?
- A.** Your Check Point representative will work with you on the most suitable program designation and Specialization available for your company under the new program. A complete list of the new benefits and requirements by program designation will be posted on PartnerMAP. Check Point estimates a 6-month transition period for partners to meet new program requirements.
- Q.** What will happen to partners in the Licensed VASP and Small Business VASP programs?
- A.** These programs will be retired during 2004. Partners in these designations will be reviewed as all other partners and be transitioned to one of the 5 core designations based on capabilities and meeting program requirements.
- Q.** Can a partner have a CSR and a CSP Service Specialization?
- A.** No. CSR Service Specialization is only for partners who promote Check Point's support offerings and do not offer their own front line support to end users.



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Q. Will there be new benefits?

A. Yes. As the new program unfolds and according to new product releases and periodic promotions, a range of new and revised benefits will become available to partners based on their designation level.

Q. Can you briefly describe each Specialization?

A.

Service Specializations

Authorized Training Center (ATC)	Offers security professionals high quality training based on all Check Point solutions.
Certified Support Provider (CSP)	Certified and trained to offer front line technical support directly to end-users and maintains a back line direct support relationship with Check Point.
Certified Support Reseller (CSR)	Certified to sell Check Point standard and premium support offerings to end-users. (Does not include subscription support.)
Consultant	Provides end users with business strategy consulting, security design, assessment and security implementation management.
Global Systems Integrator	Provides the expertise to offer security implementations throughout the world.
Government (US Only)	Solution Providers that offer the expertise and experience to deliver solutions to the government sector.
Managed Service Provider (MSP)	Solution Providers that have the expertise and infrastructure to offer outsourced, centralized security management to end users based on Check Point's SMART architecture.

Sales Focus

Perimeter	Qualified to offer solutions for Attack Protection, Secure Office Connectivity, Remote Employee Access and Controllable Internet Access
Internal	Qualified to offer solutions for Threat Containment, Network Compartmentalization, Desktop Protection, Server Protection and Data Center Security
WEB	Qualified to offer solutions for User Access, Unified Front-end, Integrated Access Control and Content Verification

Q. Will Check Point or Distributors restrict product access based on program levels?

A. No. Check Point or Distribution will not restrict product access. Check Point will continue with an open distribution model.



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Q. Can you explain the new benefits?

Designation specific product sales recognition (All)	Access to incentive programs when available (All)	On-line sales training (All)	Priority order processing (Platinum & Gold)	Early sales access to newly launched products (Platinum & Gold)
Early access to demo & NFR units (Platinum & Gold)	Channel ranking range per country / area (All)	Marketing Funds (Silver & Bronze)	Eligible for co-op reimbursement on periodic authorized activities (Platinum & Gold)	

A. Designation specific product sales recognition. This benefit provides official recognition of partners' capability and product experience level for each program designation.

Access to incentive programs when available. From time to time Check Point will make available non-recurring incentives. These incentives could include spiffs, flexible co-op guidelines for high ROI project plans or special focus programs where applicable.

On-line sales training. Partners will have access to free, Web-based solution sales training to enhance selling skills. This knowledge transfer is designed to efficiently and productively prepare your sales force to sell Check Point's new solutions in every market segment and size of business worldwide. It will reduce your sell cycle and close business faster.

Priority order processing. This benefit speeds up order processing for Platinum and Gold designations at peak ordering times.

Early sales access to newly launched products. Provides Platinum and Gold designations the benefit of first sales availability on select newly launched products for a specified period of time after a product launch.

Early access to demo & NFR units. This provides Platinum and Gold Partners the benefit of first priority to NFR (not-for-resale) and demonstration equipment for newly launched products for a specified period of time.

Channel ranking range per country / area. This benefit allows partners to specify their position relative to other tiers in the program. For example partners will be able to market themselves as the top or middle percent of Check Point partners in the program.



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Marketing Funds. Marketing Funds will be set aside for market development projects that benefit Silver and Bronze partners at the local, regional or national level.

Eligible for co-op reimbursement on periodic authorized activities. Sets the reimbursement percentage for non-recurring co-op funded marketing activities.

Q. Will there be new requirements?

- A.** Check Point has enhanced program requirements to better differentiate program tiers and recognize that partners have developed different levels of sales and technical capabilities. Some of the new requirements include:

Perimeter, Internal and Web Sales Certifications	Channel Ranking Range per Country / area	Minimum Use of Annual Co-op Funds on Check Point Only Activities	Minimum Number of Quarterly Lead Generating Activities	Check Points Index
Customer Satisfaction Survey	Demonstration Facilities (Distributor Platinum and Gold Only)	Meet CSP or CSR Guidelines (Distributor Platinum and Gold Only)	Enhanced Technical Certifications	

Q. Can you explain the new requirements?

- A. Perimeter, internal & Web security Sales Focus.** Partners will need to choose 1 to 3 security Sales Focus areas depending on program designation. These security focus areas confirm solution providers possess skills to sell, use and support solutions based on Check Point's market leading intelligent perimeter, internal and Web security architecture.

Platinum	Gold	Silver	Bronze
3 Sales Focus areas	2 Sales Focus areas	1 Sales Focus area	SB / MB Sales Focus area

Channel ranking range per country / area. Program designations will fall in a percentage range relative to the number of all partners in the program. Check Point will manage this based on dollar value of partner contribution and soft metrics including marketing investment, certification requirements, Check Points Index and local consideration.

Minimum use of annual co-op funds on Check Point only activities. This element defines the requirement to use a minimum percent of co-op accrual on Check Point only marketing activities during the year.

Minimum number of lead generating activities. A minimum number of Check Point only marketing activities will be required during each quarter.



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Check Points Index. Eligibility for each designation will be based upon accumulating Check Points. Points will be awarded for meeting program requirements and performing marketing activities. The required number of Check Points for each program designation will be posted on PartnerMAP.

Customer satisfaction survey. Check Point will implement a customer satisfaction survey as a measure for partner program and designation eligibility.

Demonstration facilities. As a way to showcase a partner's security experience, Platinum, Gold and Distributor partners will need to have demonstration facilities to support selling solutions.

Meet CSP or CSR guidelines. Partners providing front-line, end-user support or Distributor Partners providing support to Check Point Partners will need a Certified Support Provider (CSP) Service Specialization and contract. Those partners who do not sell their own support and sell Check Point support as a significant focus of their business model will need a Certified Support Reseller (CSR) Service Specialization.

Enhanced technical certifications. This main program requirement has been enhanced to provide greater differentiation to each program tier distinguishing technical investment levels.