



Managed Security Service Provider Program

This program is suited for System Integrators and Service Providers and is designed to help grow your cybersecurity business with minimum effort. By bundling our Internet Threat Protection service in combination with your own portfolio of enterprise security offerings, you can extend the overall business value and accelerate the ability to be market leaders and game changers in the developing field of Internet security.

Baffin Bay Networks offers MSSP partners the opportunity to create customized propositions, leveraging existing managed services expertise with our cloud-based Internet Threat Protection services. We provide an AI powered, fullstack solution without

any upfront investments, and a pay-as-you-go pricing model. Set up is easy and effective. After a short introductory session, where we help you get familiar with the partner portal, you're ready to onboard new customers.

Our easy-to-use partner portal is entirely branded with your own graphic profile to seamlessly integrate with your current range of services. It offers full white-labeling functionality. You can customize anything from logos and color schemes to end-customer dashboards.. If you wish, your customers can have instant access to their customer portal where they have full insight into their traffic flow, network map and threat situation.

Why Partner with Baffin Bay Networks?

Enterprise customers increasingly invest in Internet security as more and more assets are hosted online, where they are vulnerable to Internet attacks. Many companies completely rely on Internet-based applications for their core business. downtime can be devastating for profit, customer experience and reputation. Meanwhile, the complexity and integration

of the necessary cybersecurity tools together with scarcity of competence drives a demand for managed solutions and trusted partners. Organizations need to off-load the least critical functions to optimize the use of their staff and competence. Most customers are looking for security innovators who can offer more than point products and incident response. →

Value

- Grow your business into the fast-growing cloud delivered security segment
- Differentiate by combining your competence and security offerings with a threat protection service
- Predictable high margins without major investment in products and training
- Forget Total Cost of Ownership analysis, investments cycles, support contracts or pricy consultant hours

Control

- You are in control - our MSSP partners can independently activate and manage customers via the partner portal
- Access to a full production test environment with all services available via the partner portal
- Possibility to provide live demonstrations and offer your customers Proof of Concept
- 24x7 operations and support center

Synergy

- Priority access to feature roadmaps, promotions, and technical training
- Expert pre-sales and design support
- Build a pipeline with access to qualified leads
- Opportunity to boost brand awareness through joint marketing activities

Partner Requirements

We expect partners to:

- Have a recognized security competence
- Be complementary in product and service portfolio
- Have established sales coverage for their target territory
- Be forward looking and prioritize Security-as-a-Service business
- Drive market activities to promote brand and lead generation
- Be prepared to develop a joint Go-To-Market Plan with a mutual revenue expectation

Interested in becoming a partner?

Reach out to us! Specify your field of industry and include a short message about your organization and why you would like to partner with Baffin Bay Networks. Our partner team will contact you for next steps, including an invitation for a follow-up discussion. Contact us at partners@baffinbaynetworks.com