




Small Business Partner Pathways

The CrowdStrike SMB team brings tailor-made modern cybersecurity products to small business customers through the scale and reach of our Partners. Across our available channels, there are three core Partner pathways that we can support: Referral Partner, Strategic Partner and Long-Term Strategic Partner. We have a separate model for two-tier Distribution Partners (see final paragraph for more details).

	Referral Partner	Strategic Partner	Long-Term Strategic Partner
			
	Foundation Low-touch	Growth Medium-touch	Elite High-touch
Description	<p>The Partner refers the end user (SMB) to crowdstrike.com/products or associated web properties via a mutually agreed URL and receives a standard percentage revenue share determined by CrowdStrike.</p>	<p>The Partner purchases a block of CrowdStrike one- to three-year licenses at a wholesale rate. CrowdStrike provides the Partner with a promo code to distribute to the end user (SMB).</p>	<p>The Partner purchases a block of CrowdStrike licenses at wholesale rate and sends ongoing orders to CrowdStrike on behalf of the end user (SMB). More varied support and ongoing renewal options.</p>
User Experience	<ul style="list-style-type: none"> The Partner provides the end user (SMB) with a URL and/or promo code for the checkout page. If the mutually agreed URL is custom, it may be set up for tracking. The SMB uses its credit card to check out on the crowdstrike.com/products checkout page. The SMB is sent a welcome email post-purchase. The Partner is provided bulk revenue share payment on a periodic basis. 	<ul style="list-style-type: none"> The Partner may provide the end user (SMB) with a URL for a mutually agreed landing page, which redirects to a CrowdStrike checkout page. The checkout page URL is set up for tracking, and it may have a pre-populated promo code. The SMB uses its credit card to check out. The SMB is sent a welcome email post-purchase to kick off account setup. 	<ul style="list-style-type: none"> The Partner calls the CrowdStrike API to set up an account for an end user (SMB). A welcome email is sent to the SMB to set up its account. The Partner has the ability to turn on/off subscriptions and manage subscriptions.

Benefits

- ✓ The SMB end user receives access to the CrowdStrike Falcon® Go UI, which is designed for small businesses.
- ✓ This is a simple, straightforward path to starter partnership, leveraging CrowdStrike's checkout flow.
- ✓ The Partner receives ongoing revenue share.
- ✓ Quarterly meetings connect the Partner with key team stakeholders.

- ✓ The SMB end user receives access to the Falcon Go UI.
- ✓ The Partner's license pre-commitment level leads to stronger unit economics for the Partner (vs. Referral Partner path).
- ✓ The Partner has the ability to review the CrowdStrike Strategic Collaboration Agreement.
- ✓ The Partner has the option for a custom CrowdStrike landing page to set up checkout flow.
- ✓ Go-live is fast (can be <7 days once the contract and commercials are closed).
- ✓ The Partner has a monthly meeting cadence with the team and a biannual partnership review.

- ✓ The SMB end user receives access to the Falcon Go UI.
- ✓ The Partner receives fulfillment API access.
- ✓ The Partner's license pre-commitment level leads to strongest unit economics for the Partner (vs. Referral Partner path).
- ✓ The Partner has the ability to review the CrowdStrike Strategic Collaboration Agreement.
- ✓ The Partner has access to the CrowdStrike Common Partner Gateway.
- ✓ The Partner has the option for mutually agreed UI co-branding.
- ✓ The Partner has close integration with CrowdStrike, including a named Partner account team representative and product roadmap reviews.
- ✓ The Partner has quarterly business reviews (QBRs) with the team, a biweekly meeting cadence and CrowdStrike executive sponsorship.
- ✓ Potential for additional reporting
- ✓ Potential for deeper customer support relationship

Considerations

- × Most limited unit economics for the Partner
- × The Partner must accept CrowdStrike form referral agreement
- × Most limited tracking for Partner post-purchase or at renewal
- × No fulfillment API access
- × Limited marketing and GTM support

- × \$250K minimum license commitment
- × Limited ability for the Partner to manage post-purchase and renewal
- × No fulfillment API access
- × Limited marketing and GTM support

- × \$500K minimum license commitment
- × Longer Partner onboarding to support deeper relationship

Account Ownership

Ownership determines who can access the user's account without additional authorization.

The SMB owns the account

The SMB owns the account

Option of the Partner owning the account or the SMB owning the account

Merchant of Record

Which entity processes payment?

CrowdStrike

CrowdStrike

Partner

Payment Process

- The SMB uses its own credit card at checkout.

- The Partner pre-purchases a license block from CrowdStrike at a wholesale rate.
- The Partner decides level of economic savings to SMB (0-100%), which is reflected in the promo code.
- The SMB uses its own credit card at checkout (if needed).

- The Partner pre-purchases a license block from CrowdStrike at a wholesale rate.
- Ongoing drawdown, ongoing purchase and renewal processes are defined by the contract.

Support Model

- CrowdStrike provides customer support.
- CrowdStrike provides payment support, including for renewal.

- CrowdStrike provides customer support.
- CrowdStrike provides payment support, including for renewal.

- CrowdStrike provides customer support, but the Partner may be able to provide front-line (Tier 1) support by leveraging CrowdStrike certification programs.
- The Partner provides payment support, including for renewal.

Please note that if you have existing, established procurement relationships with preferred resellers or distribution partnerships, CrowdStrike can leverage those relationships to simplify your procurement process.

Two-Tier Distributors

If you're already a CrowdStrike Partner (must already be certified by CrowdStrike), we do have SMB opportunities for you. We can provision a user experience through which you offer SMB customers the Falcon Go UI. This is managed through the fulfillment API process, which speeds up time to closed-won. If this is something you're interested in, please reach out to rob.harrison@crowdstrike.com.

Partner Pathways Marketing Support

CrowdStrike leverages multiple partner marketing motions to support our partners' GTM needs. Specific marketing channel support recommendations and activity provided by CrowdStrike are tailored, ensuring the resources and strategies best suit your business goals. We will collaborate closely with you to identify and deliver specific marketing activities, which are determined on a case-by-case basis to maximize impact and success. This flexible approach ensures that your unique needs are met with targeted, effective support.