

Partner SPIFF FAQ

Program Overview

We appreciate your partnership and look forward to working with you on this joint initiative! This document outlines customer engagements that qualify for the Customer Reference Partner SPIFF Program. For every customer reference activity, you can earn an Amazon voucher* worth 200 USD.

*Amazon voucher or similar voucher; can be paid directly to company where needed for corporate policies.

Criteria to Qualify

- ▼ Customer must be registered with the marketing team
- ▼ Customer Reference must be one of the activities listed below
- ▼ Must be a named success story to receive the SPIFF (written case studies can be anonymous)

How will I receive my reward?

The Vectra SPIFF manager will contact winners to facilitate the distribution of the Amazon voucher* or similar voucher. Vouchers will be sent after quarter end.

Who can participate?

Partner Sales rep and technical rep titles (such as SE and solution architect) in EMEA and APJ.

What customer reference activities qualify for the program?

1. IT Central Station Reviews

- a. Customers who interview with IT Central Station qualify as part of the SPIFF program.
- b. To schedule time for your customer to speak with IT Central Station, please send them this link: <https://calendly.com/itcentralstation-raas/it-central-station-product-reviews-vi-rs?month=2021-03>. The calendar invitation is for 30 minutes, but **the call can take as little as 10 minutes** depending on the customers availability. The call is between IT Central Station and the customer, partners and Vectra will not be on the call.
- c. **Partners who bring the most IT Central Station reviews are eligible for a joint Peer Story with Vectra.** Peer Stories are curated PDFs with joint branding that highlight our joint customers and their experience with Vectra and the Partner together. It's an excellent cobranded opportunity.
- d. Outreach email template for this request can be found here: <https://docs.google.com/document/d/1KQ9bf93VVJKaoVNVLzm6qvliB6pr6kiTs0ikOFbx8Tk/edit#>

2. Gartner Peer Reviews

- a. Customers who write an anonymous review on Gartner Peer Insights, qualify as part of the SPIFF program.

- b. Please send this link to your customer for the review: <https://www.vectra.ai/vectra-peer-reviews>. Customers must confirm their email address in order for their review to be approved by Gartner.

3. Video Interviews

- a. Customers who record and film a video discussing how Vectra has improved their security operations, qualify as part of the SPIFF program.
- b. This video can be anywhere from 30 seconds to 5 minutes long. Please confirm with the customer if this is something we can share on social media, on our website, and internally.

4. Written Case Studies

- a. Customers who participate in a written case study, **anonymous or public**, qualify as part of the SPIFF program. Once drafted, Vectra will format the case study for our website. If the case study is public, we will need the customer logo. Please also send us your logo so we can add it to the case study for visibility.
- b. Please see below for the case study questions we request you ask the customer:
 - i. Please state your title, the name of your company and what your company does (unless you are anonymous).
 - ii. What do you do for the company and how big is your team?
 - iii. How many SOC Centers do you have globally, if any?
 - iv. What are some of the key challenges you face today in protecting your organization against cyberattacks?
 - v. Describe your network environment and explain why you needed a solution like Vectra Cognito and where it was deployed. Who are you using for your SIEM and EDR solutions (if you have them)?
 - vi. Before Vectra, how did you detect cyberattacks inside your network and mitigate threats before they spread? Was the previous approach effective?
 - vii. Were you looking at other solutions before deciding to go with Vectra?
 - viii. What were the deciding factors that led you to choose our NDR solution?
 - ix. How has Vectra helped you to protect your organization and data against cyberthreats?
 - x. Tell us about some of the benefits you've experienced since deploying Vectra Cognito. What are you able to do now that you could not do before?
 - xi. After you deployed Vectra in your network, how long did it take for Vectra to begin adding value to your security operations?
 - xii. What significant changes have you noticed since deploying Vectra Cognito? Are there any use cases or specific examples you're able to share with us?
 - xiii. How many alerts were you getting before and after you deployed Vectra?
 - xiv. After you deployed Vectra in your network, how long did it take for Vectra Cognito to begin adding value to your security operations?
 - xv. How do you see Vectra helping your network cybersecurity and risk-reduction efforts in the future?
 - xvi. Any key integrations you're excited about?
 - xvii. Any wise words you can share about how Vectra has impacted you? We're looking for a "profound" quote!