

PARTNER GROWTH BLUEPRINT



Last year, 23 of our partners doing more than \$1 million in business with us grew

100%

That's right, they

DOUBLED

their revenue with us.

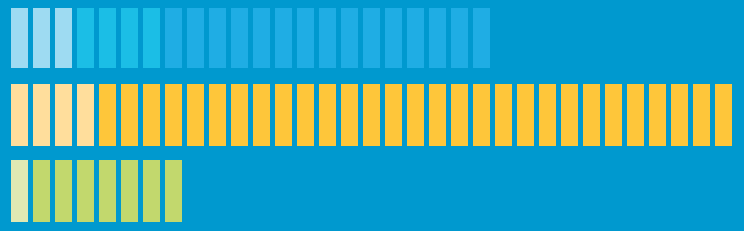
You can do the same by following this Partner Growth Blueprint.

INVEST IN PALO ALTO NETWORKS

Build value by building your capacity and your capabilities



The 23 Partner Growth Blueprint Partners average 22 ACEs, 33 ASEs and 8 CNSEs, which is 8x higher than the average of all other partners



DEVELOP A COMPREHENSIVE PLAN

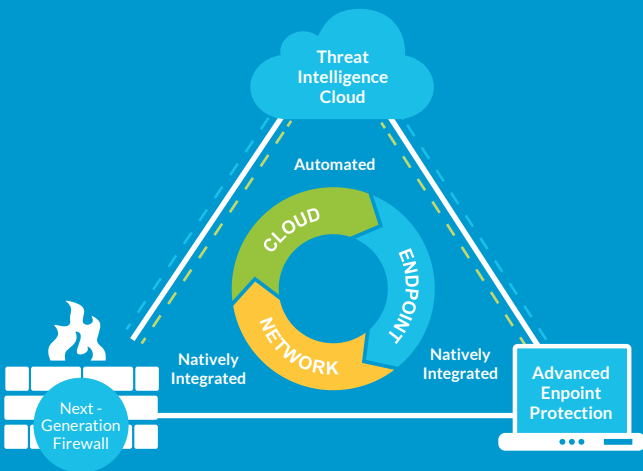
This isn't just an account planning exercise.

We're talking about a **comprehensive partnership plan** that covers enablement, marketing, services, AND account planning.

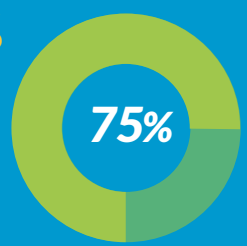


FOCUS ON DIFFERENTIATING

Sell the next generation security platform to increase your Lifetime Value



75% of Partner Growth Blueprint partners are **Traps Specialized** and have an average **Lifetime Value that is 25% higher** than the average of all other partners



HUNT NEW BUSINESS

+5%

Growth Blueprint Partners on average drove **5% more net new business** than the average of all other partners

SELL SUBSCRIPTION SERVICES

+6%

Growth Blueprint Partners average **Wildfire attach rate is 6% higher** than the average of all other partners

BECOME THE NEXT MEMBER OF OUR ELITE \$1M DOUBLE CLUB!



To learn more contact nextwave@paloaltonetworks.com