
Check Point Stars Partner Program FAQ

General

Q: What is the Check Point Stars Partner Program?

A: The Check Point Stars Program is the new partner program offered by Check Point. The Stars Partner Program is designed to dramatically accelerate your Check Point sales revenue. It provides more knowledge, additional financial resources and a strong collaboration between our teams.

Q: Who is the Check Point Stars Partner Program applicable to?

A: The program is applicable to all existing and new Check Point partners.

Q: When will the Stars program start?

A: The program will start on January 5th, 2015

Q: What is [PartnerMAP](#)?

A: [PartnerMAP](#) is Check Point's partner portal. In PartnerMap you can find resources that will give you the competitive edge, such as – Marketing materials, sales tools, training materials, etc...

Q: Who should I contact for further questions?

A: You can contact your respective Channel Manager / Field Marketing Manager / Sales Operations Desk Manager. You can also send email to CPP@checkpoint.com.

New Partner Tiers

Q: What are the new partner levels?

A: Check Point is revamping the current partner levels (Platinum, Gold, Silver and Bronze) into a new Stars level system.

2 Stars – Certified

3 Stars – Skilled

4 Stars – Expert

4 Stars Elite – By invite only

Q: When will I be notified about my new Star level?

A: Check Point will communicate the new levels to partners during December 2014.

Q: How can I be a 4 Stars Elite?

A: 4 Stars Elite is a prestige partnership level and is by invitation only. Check Point will initiate the invitation of these partners according to management discretion.



Q: What are the requirements for each partner level?

A: The requirements of 4 Stars Elite are as follows:

Tier Requirements

	★★	★★★★	★★★★★
Annual Products Growth	-	✓	✓
Technical Certifications CCSE*	-	2 (3**)	3 (5**)
On line Sales Certifications*	1	3	6
Reps/SEs at Joint SKO	1	3	5

* At least 80% of workforce
 ** For CCSP Partners

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Q: What are the benefits for 4 Stars Elite?

A: The benefits of 4 Stars Elite are as follows:

Exclusive for 4 Stars Elite Partners

- 

Business Preferred
Improved Discounts and Co-OP
- 

TAC Preferred Access
- 

Dedication
Dedicated Desk
- 

Partner President Club
C-Level

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Q: Will Check Point review partner's results?

A: Check Point will do an annual review of the partner's results and the requirements. Top partners will be nominated for promotion, low performers will be evaluated.

Education

Q: What is Sales Kick-Off?

A: Sales Kick-Off (SKO) is the event Check Point holds for its sales employees in the beginning of the year. The event includes training sessions for Sales Reps and SEs, collaboration with Check Point experts, and visionary direction from Check Point's CEO and President.

Starting in 2015, Check Point's partners are exclusively invited to participate in the event to receive the relevant training and updates with our employees!

Q: How can I access the new online Sales Certification training?

A: You can log in to [PartnerMAP](#) – Partner Tools – Sales Certification.

Q: What is the Partner TAC training?

A: Check Point's TAC (Technical Assistance Center) training for partners is a full week of training at Check Point TAC center with Check Point's best engineers. This will include Advanced Troubleshooting training and actual ticket solving with Check Point engineers.

Benefits

Q: What are the benefits of Check Point's Deal Registration program?

A: The program provides additional 6 points discount on top of the partner's default discount. In addition, only registered deals will be able to receive additional discount (NSP = Non-Standard Pricing).

Q: Do I need to register every deal?

A: Deal registration will apply for all deals (Products and Support) above \$20K list price. For deals less than \$20K list price, discount will be the total of both the product and deal registration.

Q: Can two different partners submit a Deal Registration request for the same business opportunity?

A: Yes. However, only one partner will receive approval from Check Point and receive the extra 6% discount and the ability to receive NSP.

Q: Will the current Deal Registration promotion for New Customers and Competitive Replacement continue in 2015?

A: Check Point will offer attractive promotions in 2015 – Stay tuned.

Q: What will be the new discount categories?

A: The current discount categories will be consolidated. All product discount categories (Categories - 1, 2, 3, 4, 5) will be consolidated into one category – "Products". Another category will be "Services and Support" (replacing Category S).

Q: Will the Support and Services default discount stay the same?



A: No. Check Point will offer new tiered Support and Services default discount. The higher the partner level you are, the higher the discount you are entitled to.

Co-op

Q: Which partners are eligible for co-op?

A: 3 Stars, 4 Stars and 4 Stars Elite partners are eligible for co-op.
2 Stars partners can utilize co-op funds through their distributor.

Q: How is the co-op budget calculated by Check Point?

A: The coop budget is based on Products and Bundled Blades bookings for 6 months (half-yearly budget).

Budget accruals: 3 Stars = 3%, 4 Stars and 4 Stars Elite = 4%, Distributor = 6%.

Q: How much reimbursement will I receive on my Marketing Activities?

A: 100% reimbursement will be offered on all marketing activities for all partner levels.

Q: Are 2 Stars partners eligible for co-op?

A: 2 Stars partners can utilize co-op through their distributor.

Q: Which Certification Trainings are reimbursed by coop?

A: All new Check Point certification trainings – CCSA, CCSE, VSX, CCTP (Threat Prevention), CCSWG (Secure Web Gateway), CCSM (Security Master) are funded by Coop.

Q: How much of the training cost does Check Point fund?

A: Check Point fully funds the training cost (100% cover). You must register through [PartnerMAP](#) in order to receive this benefit.

Q: If I register to a training independently and not through [PartnerMAP](#) will I still receive 100% funding by Check Point?

A: No. You must register through [PartnerMAP](#) in order to be eligible for this benefit.

Q: Will Check Point cover the technical certification exam cost?

A: YES! Once registered to the training through PartnerMAP, you will receive an exam voucher for one exam that is fully covered by Check Point.

Q: Do I need to pass the exam?

A: Yes. You must pass the exam within 60 days after the training is complete. Check Point will cover trainings only if the exam is passed.

Q: Are Demo units covered by Coop?

A: YES! Most of Check Point's Demo appliances are covered through Coop. The full list appears in the new coop system on [PartnerMAP](#).

Q: How much of my Coop budget can I use for Demo units?

A: Check Point covers additional 50% of the Demo unit's list price through coop up to a total of 85% discount off the Check Point list price.

Example: Regular appliance unit list price is \$1,000.

70% discount on Demo unit = \$300.

Additional 50% through Coop = \$150.

Total discount value = \$850.

