

Ontinue

PARTNER PROGRAM GUIDE

# Bringing Together Best-In-Class Services





**Tim Wheatley**  
VP, Channel & Alliances

**Ontinue**

# Welcome to the Ontinue Partner Program!

We are thrilled to have you join. At Ontinue, we are a partner-focused and partner-friendly provider of managed extended detection and response (MXDR) services. Our partners share a common vision – to provide the industry’s best service to protect our mutual Microsoft customers to deliver services with speed and accuracy to stop cyberthreats so that your customers can focus on nonstop growth and innovation. This is only possible with NonStop SecOps from Ontinue.

Ontinue’s philosophy is to maintain a smaller number of high value-add symbiotic relationships that drive sustainable, complementary growth. We believe the combination of a partner’s unique expertise, their differentiated services, and the Ontinue Partner Program will maximize growth and increase mutual revenues.

Ontinue is committed to your success, and provides:

- Access to Sales, Marketing and Executive resources
- Access to tools and enablement
- Opportunity protection for partner-led opportunities

Together, we will drive our mutual Microsoft customers with always-on, continuous protection and prevention of cyberthreats. According to Gartner, the MDR market is approaching a \$3B global market growing at 50%. You will benefit from growing your new business security practice by aligning to Ontinue’s growth in 2023.

We will provide you a Get Started Guide and Enablement Kit. The Get Started Guide will provide simple steps for you and your team to ramp quickly from business planning, enablement, deal registration to joint demand generation.

**We look forward to a successful and rewarding partnership.**



# Our Vision for the channel.

## About Ontinue

Born in the cloud. Built to be the best. Engineered to deliver. And backed by the newest technology and the sharpest minds. Ontinue is all of this ... and so much more.

### What We Do

We're devoted to serving as the most trusted, reliable, around-the-clock security solution provider for companies that don't have their own 24/7 SOC. Empowering you to proactively reduce risk and uncertainty. By getting faster at detection and response. And by optimizing for efficiency. So you can operate more strategically and securely. Because at our core, we believe a fully secure environment is a more innovative environment.

### Our History

Our expansive roots in full-service managed detection and response services run as deep as our passion and expertise, with our industry-defining MXDR DNA serving as our foundation. This foundation is bolstered by Microsoft-centric services, best-in-class data science, and the introduction of game-changing, automated managed security services. Ontinue is AI-Powered MXDR.

**“Today, we have a more professional service, with 24x7 support and we have faster decision-making thanks to the threat intelligence we are getting.”**

**—Chief Information Security Officer**

**69**

**Net Promoter  
Score**



# Why you would love partnering with Ontinue

## Get unrivaled cybersecurity and Microsoft expertise

Ontinue is winner of the Global MSSP Award, MXDR verified and has Microsoft Advanced Specialization in Threat Protection and Cloud Security.

## Accelerate your Microsoft sales

Drive dramatically more consumption of Azure resources while minimizing investment in a partner-owned SOC and extend the Microsoft 365 E5 Security stack.

## Increase customer renewals

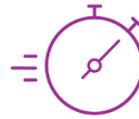
Maximize the value customers get out of E5, ensuring renewals and standardization.

## Align to a growth industry

Benefit from a market that is growing 49% YoY. By 2025, 50% of companies will use MDR for threat monitoring, detection and response. (Gartner)



Get Unrivaled Cybersecurity and Microsoft Expertise



Accelerate Your Microsoft Sales & Deployments



Maximize your Profitability & Drive Incremental Services



Increase Microsoft 365 Customer Renewals



Align to a Growth Industry



Get Credit for MAU Sooner

# Benefits with Ontinue

## Relationship:

- Executive sponsors
- Joint business planning
- Roadmap
- Pre-sales engineering support

## Sales:

- Sales teaming and alignment
- Sales discounts
- Deal registration discounts
- Referral awards

## Marketing:

- Market Development Funds (MDF)
- Joint marketing activities

## Enablement:

- Technical training
- Sales training



## CONTACT US

### North America HQ

450 Maple St.  
Redwood City, CA 94063  
+1 800 853 7064

### European HQ

Räffelstrasse 29  
8045 Zurich, Switzerland  
+41 58 100 10 10

### UK Office

9 Holborn  
London, EC1N 2LL,  
+44 800 538 5231

### APAC Office

Max Towers, 16th floor,  
Sector 16B  
DND Flyway, Noida (201301)  
India

### Bern Office

Effingerstrasse 47  
3008 Bern, Switzerland

### Düsseldorf Office

Speditionstraße 21  
40221 Düsseldorf, Germany

### Vienna Office

Mariahilfer Straße 36/6  
1070 Wien  
Vienna, Austria

### Toronto Office

6060-3080 Yonge St  
Toronto ON M4N 3N1



Ontinue ION is the MXDR service of choice for Microsoft security customers that want to accelerate MTTR, proactively reduce risk, and reduce costs. ION combines a cloud-native platform, AI-driven automation, and designated security and Microsoft expertise to get faster at detection and response, prevent threats, and optimize Microsoft security tools.

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