

Cloudflare's Services Partner Program

We're building a better Internet and enabling MSP & MSSP partners to build security solutions to expand their paths to revenue with Cloudflare

At Cloudflare, we've disrupted the security industry. Customers no longer need to cobble together point products from different vendors. Cloudflare's integrated cloud security platform protects anything connected to the Internet —teams, applications, infrastructure—without having to compromise either performance or reliability.

SASE isn't just a buzzword, but an industry game changer and MSP's & MSSP's are on the frontline to deliver this critical transformational need. Couple that with 54%¹ of organizations seeing higher security incidents in 2021, there is both an urgent need but also a uncertainty with any new technology.

At Cloudflare, we have an ambitious goal to help create a better internet and along this journey customers will increasingly rely on trusted advisors to help them navigate the changing landscape. This is the motivation behind our goal to deliver a world class Services Partner experience because we know that this investment will be how we create a faster, more reliable and more secure internet. Together.

To better support the needs of our partners and their customers, we offer two new tracks under the Services Partner Program: Authorized Service Delivery Partners (ASDP) and Authorized Managed Service Providers (AMSP).

Authorized Service Delivery Partner Track:

The ASDP track is designed for approved partners who provide professional services, highly technical services such as Application Modernization via Cloudflare Workers development, Implementation and Migration Services, and Security Assessments. To achieve the ASDP designation, partners must undergo a rigorous technical validation process and demonstrate a track record of delivering excellent customer experiences with in-depth knowledge of our services. These partners adhere to best practices and have a proven track record of delivering Cloudflare services to end customers with a strong focus on security, performance, and reliability.

Authorized Managed Service Provider Track:

Cloudflare's Managed Service Provider Track provides partners with the tools and resources to embed Cloudflare's extensive platform into their service offerings and deliver unique, outcome-based SASE and Zero Trust solutions to their customers. This program is designed to support partners that provide managed IT security services for small to midsize organizations as well as global partners that possess resource-intensive engagement in IT consulting, advisory, and large scale services in the Large Enterprise segment.



Innovation Leadership

Forrester, Gartner and IDC have all recognized Cloudflare as a top innovator in the SASE and Zero Trust Space.



Integrated Cloud Security

As a Cloudflare partner, you gain the full suite of integrated security, performance and reliability products your customers need.



Growing Routes to Revenue

Our goal is to support Partners' growth with Cloudflare across all facets of their service portfolio.

1: According to <https://blog.cloudflare.com/zero-trust-not-a-buzzword>

Partner Type & Program Tier	Benefits	Requirements
MSP Elite	<ul style="list-style-type: none"> • 35-40% Enterprise licensing discount¹ • Named Partner Success & Services resource • L3 support • Joint GTM 	<ul style="list-style-type: none"> • \$100k MRR commitment • Min. 5 ACE² & 5 ASA³ • Available customer-facing technical & account management resources (e.g.: SOC)
MSP Advanced	<ul style="list-style-type: none"> • Up to 30% Enterprise licensing discount • Shared Partner Success & Services resource • Online instructor-led training • Exclusive access to MSP Business licensing plan 	<ul style="list-style-type: none"> • \$5k MRR commitment • Min. 3 ACE² & 3 ASA³ • AMSP curriculum completion • L1/L2 support certification
Services Only	<ul style="list-style-type: none"> • Partner Services Fund (Up to 15% of Services deal⁴) • Badge and Program logos • Assigned Cloudflare Partner Service Delivery Experts • Professional services lead routing • Access to exclusive training and quick deploy packages 	<ul style="list-style-type: none"> • Two (2) recent case studies demonstrating successful delivery of Cloudflare solutions⁵ • 2 or more people to complete relevant Cloudflare training and get certified.⁶ • Complete Service Delivery and Technical Validation Session⁷

 **Committed to your Success**

“Partners are integral to Cloudflare’s business and continued growth” stated Matt Harrell, Global Head of Channel and Alliances at Cloudflare. “Thus we are investing heavily in specialized enablement and services delivery capabilities for partners to build profitable services practices with Cloudflare.

 **Join Us!**

Learn more about getting started as a Cloudflare Services Partner today. Contact us at partners@cloudflare.com. **Contact us at partners@cloudflare.com.**

1. Maximum discounts presume deal is partner sourced and include a 10% deal registration bonus
 2. ACE = Accredited Configuration Engineer
 3. ASA = Accredited Services Architect
 4. Capped at \$15K per deal, Deal must be greater than >\$250K for Core or >\$100K for CF1, Deal must be advanced stage with close date of current quarter + 180 days, Single funding (no stacking of PSF), subject to review & approval
 5. Case studies should include architectural diagrams, specific tools and services used in the solution. Partners should be able to answer following questions for each case study: Name of the customer - Problem statement/definition - Architectural diagrams - Project timeline and critical milestones (projects that started within the past 24 mo. are accepted) - Lessons learned
 6. Trainings to be completed → Minimum 2 people from the region partner is applying from should complete the required training and get certified. Each person should complete the available course for the applied ASDP category (Zero Trust, Application Services, Network Services, Edge Services) and Deployment and Project Management Add-On Module.
 7. Details: https://www.cloudflare.com/static/16d21a3680c5673df2c243d3741c5f9e/Authorized_Service_Delivery_Partner_Track_for_CF1.pdf. Partners in the program will be re-validated every 18 months.