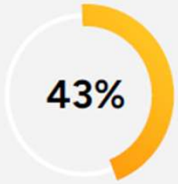


01. THE SMB MARKET OPPORTUNITY

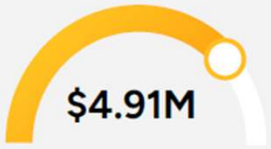
Enterprise-level threats are creating an $18B global market for right-sized security.

Smaller businesses face increasingly sophisticated attacks, but often have lean IT teams, limited security expertise and less capacity to recover. They need proven protection that is affordable, simple to buy, and manageable without an enterprise-sized team or budget.

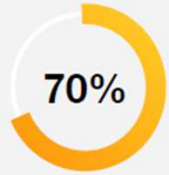
BY THE NUMBERS



of all cyberattacks target small businesses.
Source: SQ magazine



A single cyberattack can carry an outsized cost through downtime, data loss and reputational damage.
Source: Security Systems News



of the firewall market is mid- to low-end firewalls (<$50K) and attached security subscriptions—45% from devices under $10K. The largest share of the market aligns with the CVP portfolio.
Source: IDC

What this means for partner sales and marketing

Lead with the business stakes and resource constraints facing SMBs—prove they are not exempt from "big company" security concerns. Then show how Palo Alto Networks brings proven, enterprise-grade protection within reach. The Commercial Velocity Program (CVP) and accompanying campaign materials are designed to help you build awareness, generate leads and move qualified prospects into sales conversations.

paloalto NETWORKS | INGRAM MICRO



02. ABOUT CVP

A partner-led commercial model to create a faster, repeatable path from SMB opportunity to revenue.

For SMBs, AI-powered, enterprise-grade protection is now affordable, scalable and easier for lean teams to buy, deploy and manage. For partners, CVP makes Palo Alto Networks easier to do business with and creates a faster, more repeatable path from opportunity to revenue.

PROGRAM SCOPE

Eligible SMB opportunities spanning next-generation firewalls, cloud-delivered security services and support.

PARTNER VALUE PROPS

Bring enterprise-grade security to every SMB opportunity

Offer AI-powered protection that helps SMBs stop advanced threats, simplify operations and scale, without enterprise-sized resources.

Simpler to buy. Faster to sell.

Streamlined submissions, bundled solutions, partner-led quoting, preapproved discounts and fewer reviews reduce work and speed transactions.

Earn more, with support at every step

Access additional rebate potential, dedicated sales guidance, ready-to-use campaigns and technical assistance from prospecting through deployment.

Own, lead and grow the opportunity

Pursue eligible accounts and bring forward qualified prospects—with greater control of the customer relationship and sales cycle.



2.1 PROGRAM OVERVIEW & PROCESS

How it works in three steps

THE PROGRAM PROCESS

1. **Find & create:** Search for eligible accounts directly within the Partner Relationship Manager (PRM). Eligible accounts bypass standard deal registration, routing you directly to a simplified Opportunity Creation Form.

2. **Auto-approved discounting:** Pre-populated campaign codes automatically apply competitive CVP discounts, enabling instant quote approvals for high-velocity deals.

3. **Close & earn:** Deliver speed to your customers, close deals faster, and collect stackable rebates on every eligible transaction.

paloalto NETWORKS | INGRAM MICRO