



Flare VAR Program

REDUCE COSTS | ACCELERATE REVENUE | EMPOWER YOUR TEAM



Flare VAR Program Summary

Welcome to the Flare reseller program guide! On this page you will find everything you need to know about the program at a high level. Each subsequent page will discuss important aspects of the program like pricing, the free trial process, etc. in more detail.

Program Benefits

- Position a cutting edge consolidated solution to your customers in a highly active and growing market segment.
- Scalable, easy to understand service bundles suitable for SMBs to Enterprises.
- Deal registration with price protection, offering up to 30% off list pricing.
- A unique and differentiated free trial process.
- Easy-to-use partner portal with the latest collateral and pricing details.
- First right of refusal on renewals for deals originally transacted by the partner.
- Joint marketing opportunities to support business growth.

Requirements

- Signed Partner Terms and Conditions agreement.
- Designated primary contact for communication.

Relationship Management and Onboarding

Once requirements are met, a dedicated Flare Channel Account Manager (CAE) will be assigned as the primary contact.

Other deliverables include:

- A custom Slack channel (#flare-(partner)) will be set up for communication.
- The CAE will provide partner team access to the Flare Partner Portal at partner.flare.io.
- Training for sales and pre-sales technical teams will be delivered by the CAE and a Solutions Engineer (SE).

Transacting with Flare

- Flare's list pricing is available on page 4 of this guide and on the Flare Partner Portal.
- Authorized resellers can quote directly based on standard pricing and discount frameworks without prior approval from Flare.

What is Continuous Threat Exposure Management?

Continuous Threat Exposure Management (CTEM) is an emerging strategic security program that integrates cyber threat intelligence (CTI), digital risk protection (DRP), external attack surface management (EASM) and other functions. This convergence enables organizations to proactively identify, prioritize, and respond to the types of exposure threat actors most commonly leverage to attack companies. A CTEM platform serves as the focal point for integrating exposure management throughout security functions, creating continuous risk reduction.



“By 2026, organizations prioritizing their security investments, based on a continuous threat exposure management program, will realize a two-thirds reduction in breaches.”

- Gartner eBook, Top Strategic Technology Trends 2024

Key Flare Platform Features That Enable CTEM	Benefits
Unified CTI, DRP, and EASM	Increased efficiency by consolidating siloed security functions
AI-Powered Reporting	Generate actionable and contextual intelligence at scale
Robust API and Integrations	Seamlessly integrate with core security systems and improve ROI on existing investments
Takedowns	Take remediation actions against external threats and reduce risk

Partner Portal

Deal Registration

If you have a new opportunity in your clientbase, deal registration is the fastest way to get Flare sales support. Simply fill in the registration form and a Flare representative will be in touch with you!

Branding

Here you will find documents such as Flare's brand guidelines, logos, press releases, banners, and more.

Collateral

Read the latest data sheets, white papers, and customer success stories to help you demonstrate Flare's value and make progress in your deal cycles.

Training

Watch recorded enablement webinars, product training videos, and influencer-created content to keep you up to date on the latest Flare platform features.

Demand Generation

Discover and participate in Flare's latest demand generation campaigns. This section will be updated with email templates, webinar links, social media post templates, and more.

The screenshot displays the Flare Partner Portal interface. On the left is a navigation sidebar with the Flare logo and 'PARTNER PORTAL' text, and links for Home, Flare Platform, Community, and Logout. The main dashboard area is titled 'Welcome, Mark' and contains five large buttons: Branding, Demand Generation, Training, Collateral, and Deal Registration. A 'Deal Registration' modal window is open on the right, containing two sections: 'Partner Information' and 'Deal Information'. The 'Partner Information' section includes fields for 'Your Company Name*', 'Your First Name*', 'Your Last Name*', 'Your Email*', and 'Your Phone Number*'. Below these are radio buttons for 'Are you a Reseller or MSSP?' with options 'CM Reseller' and 'CMSSP'. The 'Deal Information' section includes fields for 'Customer Company Name*', 'Expected Close Date*', 'Number of Identifiers' (with a 'Please Select' dropdown), 'Notes', and 'Other information'. At the bottom of the form is a 'Partner Deal Type*' dropdown (with 'Please Select') and a 'Submit' button.

Seamless Deal Registration & Free Trial Process

Flare offers a highly unique and differentiated free trial and deal registration process. The process and the benefits to your sales team are all summarized below.

Deal Registration

Register your opportunity in the Flare Partner Portal. Registrations are automatically checked for conflicts. Unless noted otherwise, all registered deals will place customers in Flare's free trial.

Customer Decision

After the trial, customers can choose the plan that best fits their needs.

Free Trial Process

Managed by our sales development team, with the option to include you for visibility.

The trial lasts 7 days, with an option for a 14-day POC, including sales engineer support.

#1 Free Trial in Cybersecurity

Flare is one of the only vendors that offer a genuine free trial experience for customers

50+%

Of current customers went through our free trial process

Benefits

Deal Protection

By registering opportunities in the Flare Partner Portal, your deals are automatically checked for potential conflicts, ensuring your leads are secured and protected.

Streamlined Free Trial Management

Flare's sales development team manages the free trial process, saving you time while ensuring your customers receive the necessary guidance and support. You can stay involved for visibility without having to handle every detail.

Increased Focus on Customer Fit, Reduced Product Training

In the complex cybersecurity industry, training on new products can be time-consuming. This process allows you to focus on finding the right fit for your clients while the platform "sells itself" during the free trial.

Increased Close Potential

With a structured 7-day trial or an extended 14-day POC supported by sales engineers, your customers can fully experience the value of Flare on their own terms, increasing the likelihood of a successful conversion and sale.

Gartner
Peer Insights

4.9 ★★★★★

AICPA
SOC 2
TYPE II
Thotopass

[Free Trial →](#)



flare.io

hello@flare.io