



MSSP PARTNER PROGRAM 2026

Partner Success Program

Run C9Lab as **your own**
managed security service.

OVERVIEW

The C9Lab MSSP Partner Success Program lets service providers resell or run C9Lab products as their own managed service, and earn more as they grow. It gives partners the platform, pricing, training and field support to win and keep clients in every market they serve.

2	5	1	1 day
Products under one agreement	Partnership models	Console to run every client	To get a client live, no hardware

01 Introduction

What is the program?

A single partner program for service providers who want to add digital risk protection and human-risk services to their portfolio. Partners resell C9Lab licences or run the platform as their own managed service, and earn more as they grow.

C9Lab gives partners the platform, pricing, training and field support to win and keep clients in every market they serve.

Why partner with C9Lab?

One partner agreement covers external risk (QSafe DRPS) and human risk (C9Phish).

Multi-tenant partner console: every client from one login, with data kept separate per client.

White-label or co-branded dashboards, alerts and PDF reports.

Agentless SaaS: a client can be live in a day, with no hardware.

A dedicated partner team and responsive support for every partner.

02 What partners deliver

QSafe DRPS

MANAGED DIGITAL RISK PROTECTION

Brand impersonation and lookalike domains

Fake social profiles and apps

Dark web and credential leak monitoring

External attack surface monitoring: asset discovery, exposed services, certificate and DNS issues

Automated takedown requests, raised in a few clicks and handled end to end by C9Lab

C9Phish

MANAGED PHISHING SIMULATION AND AWARENESS

Phishing campaigns and templates

Click and report tracking

Awareness training

Human-risk reports

WHO IT IS FOR

MSSPs and MDR providers · SOC-as-a-Service providers · MSPs · Value-added resellers · System integrators · Distributors · Technology partners

03 Partnership models

Partners join through the model that fits the way they go to market.

MSSP Partner MSSPs, MDR and SOC-as-a-Service providers	Runs QSafe DRPS and C9Phish as its own managed service from the multi-tenant console, under its own brand.
Value-Added Reseller Resellers and IT solution providers	Resells C9Lab licences under its own contract and handles first-line client contact.
Referral Partner Consultants, auditors, MSPs new to security	Introduces a client; C9Lab sells and delivers; the partner earns a referral fee.
Distributor Regional distributors	Recruits and manages resellers in a territory.
Technology Alliance SIEM, SOAR, ticketing and security vendors	Integrates with C9Lab through APIs for joint solutions.

04 Partner benefits

Everything a partner needs to sell, deliver and grow a C9Lab practice.

Partner discount off list price	Deal registration protection
Not-for-resale (NFR) demo tenant	Multi-tenant partner console
White-label or co-branded reports and dashboards	API and SIEM integration access
Automated, one-click takedown requests	Training and train-the-trainer in the Partner Portal
Presales help and a sales engineer for POCs and demos	Named partner manager and business reviews
Marketing development funds for joint campaigns	Joint events and webinars
Listing in the partner directory on c9lab.com	Incentive program, roadmap and beta access

05 Financial benefits

Partners earn in four ways: discounts off list price, extra discount on registered deals, incentives, and the service revenue they add on top.

Partner discount

Discount off C9Lab list price on every sale.

Deal registration bonus

Extra discount on a deal the partner registered first.

Volume pricing

Lower per-client price as the number of managed clients grows.

Referral fee

One-time fee on the first-year contract of a referred client.

Renewal protection

Partner keeps its discount on renewals of its own clients.

Incentive program

Quarterly rewards for new-logo wins and revenue growth.

Bundle incentive

Extra discount when a client buys QSafe DRPS and C9Phish together.

Marketing development funds

Funding for joint campaigns and events, on approval.

Your service revenue stays yours.

MSSPs price their own managed service on top of the C9Lab licence, for example alert triage, monthly reporting, phishing campaign management and client reviews. C9Lab does not take a share of this revenue.

BILLING

C9Lab invoices the partner, and the partner invoices the client. Partner pricing is shared on request after signing.

06 Partner enablement

All training is online and on demand in the C9Lab Partner Portal, with live sessions from C9Lab's presales team.

SALES TRACK

Market training	Digital risk and phishing threats, buyer personas, compliance and regulatory drivers (for example, ISO 27001)	Video, 1 hour
Value selling	Discovery questions, building the business case, pricing a managed service	Video + quiz
Prospecting and objection handling	Using a free brand-risk scan to open a deal, common objections, competitor positioning	Live session
Proposals and licensing	Licence types, tenant sizing, renewals, deal registration	Video + quiz

TECHNICAL TRACK

Platform demo	Running a QSafe DRPS and C9Phish demo end to end	Live session
Tenant setup and configuration	Adding clients, assets, brands, keywords and user groups	Hands-on lab
Alert triage and takedowns	Reading alerts, false-positive handling, raising a takedown	Hands-on lab
Admin training	User roles, access control, report schedules, white-label settings	Video + lab
Integrations	APIs, SIEM and ticketing connections	Documentation + lab
Train the trainer	Preparing a partner trainer to onboard the partner's own analysts	Live, 2 days

ALL IN THE C9LAB PARTNER PORTAL

Learn Every sales and technical module, on demand, plus live session bookings.	Sell Deal registration and tracking, price lists, and sales and marketing assets.	Get support Raise and follow support tickets with the C9Lab team in one place.
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07 Sales and marketing support

C9Lab helps partners find, open and close deals, from the first client meeting to the signed contract.

Close deals faster

Opportunity registration

Register a deal in the portal; C9Lab confirms within 2 business days.

Free brand-risk report for prospects

C9Lab scans a prospect's brand and domains; the partner presents the findings.

Demo and POC support

A sales engineer helps set up a 14-day POC tenant and joins the results call.

Proposal help

Pricing, solution write-ups and security questionnaire answers.

Executive connect

C9Lab leadership joins key client meetings on strategic deals.

Sales and marketing kit

Product datasheets (QSafe DRPS, C9Phish), pitch deck, battlecards and case studies.

Email and LinkedIn templates, co-branded one-pagers and a white-label sample report.

Social media post templates and campaign landing pages partners can use under their own brand.

Grow your business

Joint events

Co-hosted CISO roundtables, trade-show presence and webinars.

Co-marketing campaigns

Paid through MDF, with C9Lab providing the content and design.

Product updates

Monthly partner newsletter and quarterly roadmap briefing.

Partner directory

Listing on c9lab.com so clients in your region can find you.

08 Deal registration

The first partner to register a qualified deal is protected for **90 days** and gets the registration bonus if it closes.

- 1 Submit the deal in the partner portal: client name, domain, contact, products, expected value and close date.
- 2 C9Lab checks for conflicts and approves or rejects within 2 business days.
- 3 Once approved, the deal is protected for 90 days. The partner can ask for one 30-day extension if the deal is still active.
- 4 The partner runs the POC and proposal with C9Lab's help.
- 5 When the deal closes, the registration bonus is applied to the partner's invoice.

RULES

A deal qualifies if there is a named decision-maker, a budget or buying timeline, and a meeting has taken place.

A deal is rejected if the client is already a C9Lab customer, is in an active C9Lab sales cycle, or was registered by another partner.

When two partners register the same client, the first approved registration wins.

Renewals stay with the partner that closed the original deal, as long as it remains in good standing.

09 Onboarding and program reviews

Every new partner follows the same four-phase onboarding over the first 90 days, and each phase ends with a check before the next one starts. A partner that misses a gate gets a catch-up session, not a penalty.

QUARTERLY

Business review: pipeline, wins and losses, client health, marketing plan.

HALF-YEARLY

Partner review of revenue, trained staff and active clients against the business plan.

YEARLY

Program update with new benefits, price list and incentive rules, with 60 days' notice.

10 Technical and delivery support

The partner handles first-line support for its clients. C9Lab handles the platform, takedowns and anything the partner escalates.

TASK	PARTNER	C9LAB
Client onboarding and tenant setup	Leads	Helps on the first 3 clients
Alert review and client communication	Leads	Available on escalation
Takedown requests	Raises it in a few clicks from the console	Submits and tracks it automatically with registrars, hosts, social platforms and app stores until the content is down
Phishing campaign design and running	Leads	Templates and advice
Platform uptime, updates and security	—	Owns
Client reports	Sends under own brand	Generates on schedule
Level 2 and 3 technical support	Escalates	Resolves

Support response targets

P1 Critical [1 hour] Platform down, active phishing site targeting a client	P2 High [4 business hours] Takedown stuck, alerts not arriving	P3 Normal [1 business day] Configuration or report question
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First-response times. Support runs during business hours by email and the partner portal. [Confirm P1 cover outside business hours.]

ESCALATION PATH	Support ticket → Named partner manager → Head of customer success → CTO
DATA RESIDENCY	Partners with clients that need data kept in a specific region should raise it at deal registration.

11 Partner requirements

In return for the benefits, partners commit to trained staff, a real pipeline and responsible use of the platform.

Signed agreement and NDA

A signed partner agreement and non-disclosure agreement with C9Lab.

Trained people

Sales staff who have completed C9Lab partner training, plus trained technical staff for partners who deliver a managed service.

Active pipeline

Register opportunities regularly and share a pipeline forecast with C9Lab.

Joint business plan

Agree a yearly plan with C9Lab for targets, clients and marketing.

First-line support

Support its own clients and escalate to C9Lab when needed.

Paying clients

Build and maintain a base of active, paying clients on C9Lab products.

All partners must also

Use C9Lab names, logos and claims only as set out in the brand guidelines.

Get written consent from the client before running phishing simulations or monitoring brands and domains.

Handle client data in line with the data processing agreement and the data protection laws that apply to the client.

Not resell to a client already registered by another partner or by C9Lab directly.

12 Frequently asked

Is there a fee to join?

No. Partners pay only for the licences they sell or use.

Can we sell in any region?

Yes, after agreeing the territory with C9Lab at signing.

What happens to our clients if we leave?

Clients can move to another partner or to C9Lab, and client data stays with the client.

Can we start with one product?

Yes. Sell only QSafe DRPS, only C9Phish, or both, and add the other later.

Can we fully white-label the platform?

Yes. Partners can run white-label or co-branded dashboards, alerts and reports.

Do we need our own SOC?

No. A SOC helps MSSPs add triage services, but the platform and takedowns run without one.

Interested in **partnering** with us?

Apply online and a partner manager will get in touch.

c9lab.com/partners/mssp-program

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