Check Point’s Co-Op Program FAQ and How-To

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Co-Op dashboard access and permissions

Which Partners can see the Co-Op dashboard?

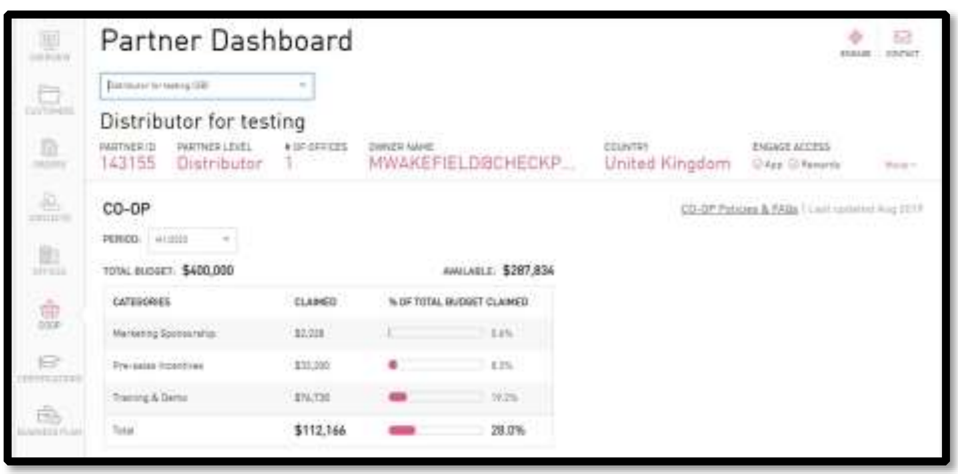
Professional, Premier, Elite and Distributors who are active in the Check Point partner program can access the Co-Op dashboard.

How do I access the Co-Op Dashboard?

PMAP is your Check Point Partner Portal. User Center user email login and password are used to access PMAP. The Co-Op dashboard is part of the partner dashboard within the PMAP and provides access for authorized Partners to:

- View status of their Co-Op funds
- Enter projects for Co-Op Check Point approval
- Submit Co-Op claims for reimbursement

Each partner has a PMAP admin who can provide the appropriate level of access to employees, including additions, changes, and deletions to member access. The admin chooses who in their organization has view, edit, or no access to the Co-Op dashboard. This is also done in the partner dashboard under the contacts section.



Who gets notifications from the Co-Op system?

Partners who submit Projects and claims will receive notifications of their approval status. The notifications are sent automaticity via e-mail from the Check Point Co-Op system. Notification are sent only to contacts who have edit permissions to the Co-Op dashboard.

Budget and Funds

Q How is Co-Op budget earned?

a) As of January 1, 2025, Co-Op budget will be earned as follows:
   - 0.4% on annualized bookings of New Business (as defined in the 2024 Partner Program)
   - 0.2% on annualized bookings of installed base renewals.

b) $1,000 threshold for eligibility is applied to the budget for all partners and Distributors.

d) Distributors will earn Co-Op based on sales via advanced partners.

c) Only partners and Distributors who have achieved year-over-year business growth will be eligible to earn Co-Op on their renewals.
   For example: Partners and distributors whose overall performance grew in 2024 compared to 2023 will earn Co-Op on renewals booked during 2025.

Q What is the frequency of budget updating to the Co-Op dashboard?

On the beginning of each month Co-Op funds are calculated based on the previous month's bookings. Bookings made during the months of January–June will be loaded into the following H2 budget half after each month ends. In the beginning of July, H2 funds are final. Bookings made during the months of July– December will be loaded into the following H1 budget half after each month ends. At the beginning of January, H1 funds are final. Bookings in H1 calculate H2's Co-Op budget. Bookings in H2 then contribute to the following year's H1's Co-Op Budget.

Q What is classified as a "New Business"?

"New Business" means bookings of Check Point's products solely from the CloudGuard, Harmony and Quantum product families, excluding renewals and less operational costs.

Q What is classified as a "New Annualized Bookings"?

First purchase of a subscription or product by a customer. Since the entire "Product" portion of a deal is calculated in the first year, the full amount will qualify as "new". Subscriptions will only be "new" in the first year.

Q What time-period does the Co-Op funds cover?

The Co-Op half-year budget must be used to fund activities that take place within the same half-year. Any funds that are not utilized by the end of the half-year, will not roll to the following half's budget.

Do funds expire?

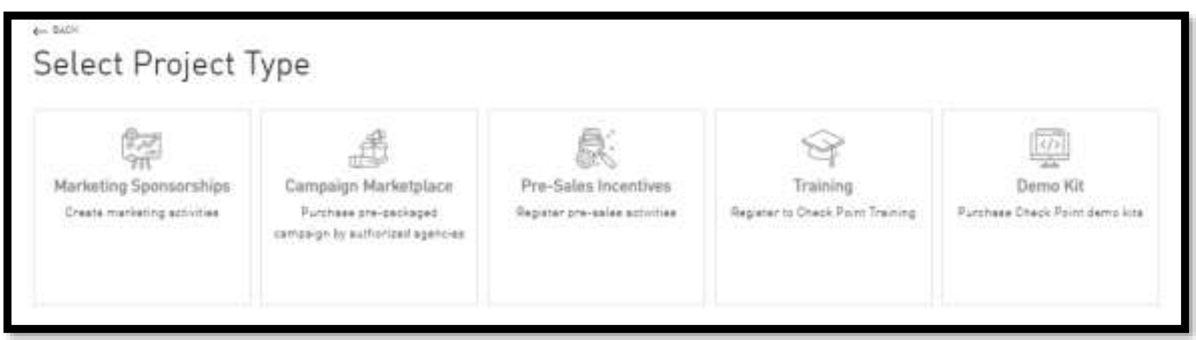
Yes, funds do expire at the end of each budget period (Dec 31 and June 30). Each budget period is for six months. At the end of each sixth month period, funds will expire if no claims have been submitted against the approved projects. H1 funds expire on June 30, and H2 funds expire on Dec. 31. If a claim hasn't been submitted, the project will be removed from the dashboard 45 days after activity date. Once your Co-Op funds expire, they cannot be reinstated.

Managing Co-Op Projects and Claims

How to submit a new Co-Op project?

Click on 'create new project'

Select the relevant project type from the available options: Marketing Sponsorships /Campaign Marketplace /Pre-sale /Training/Demo



1) Marketing Sponsorship

Co-Op can be used to fund many types of activities targeted at: Lead Generation, Brand awareness, Partner and Customer events, collaterals and promotional items. When submitting a project the information required should provide details on the activity content, cost, dates, target audience etc.

- Complete the details required for submission
- Upload supporting documents if available
- Press save and submit and the Project will enter the approval cycle

Q What are the various stages of Co-Op activity?

STATUS	DESCRIPTION	PENDING ACTION OF:
Project in approval cycle	Project submitted for approval and pending approval	Check Point
Project requires clarification	Project not approved, will need to be revised and resubmitted for approval	Partner
Project Approved	Project approved and funds earmarked. After activity execution claim can be submitted.	Partner
Claim in approval cycle	Project completed; claim submitted for approval	Check Point
Claim requires clarification	Claim not approved, will need to be revised and resubmitted	Partner
Approved claim	Claim has been approved for reimbursement	Accounting / Collection teams
Claim paid	Payment or credit has been completed	

Q How do I know the status of my Project/Claim?

Project/Claim status is displayed in the dashboard for each Project/Claim. In addition, the Co-Op system will send notifications to all Co-Op admins when there is a change in status to a Project/Claim.

Q Can I change the date or the value of an approved Project/Claim?

A Project date, amount and details can be changed as long as a claim has not been submitted for the project and the project date is in the future. Any change to the project will restart the approval cycle.

Q What do I have to do if I entered an activity in advance, but did not do the activity?

If the project was not claimed it can be deleted directly from the Coop dashboard. Find the project you wish to cancel and select the delete option from the action menu. The project will be removed and the budget will be returned to their original budget half.

Q How long before the activity must I submit the Project for approval?

The Project request must be submitted at least 30 days before the activity is due to take place in order to ensure sufficient time to review and approve it. Events that take place before final approval is received, will not be eligible for reimbursement.

Q Under what circumstances would Check Point *not* approve a project?

- If the marketing activity is not focused on Check Point products or markets we address
- If the marketing activity is not directed to our target audiences
- If the marketing activity is not priced competitively
- If the marketing activity will not yield sufficient results
- If the marketing activity does not comply with Co-Op policies

Q How do I submit my claim for reimbursement?

Click on ‘complete claim’ button from the action menu in the Co-Op dashboard and copy the following details from your invoice to Check Point into the relevant fields: Invoice number, invoice date and amount. Attach a copy of the invoice along with required supporting evidence, and submit for approval.

Q How long do I have to complete my claim?

Following the date of the activity in the project, you will be able to submit the claim reimbursement for up to 45 days, after which if the claim is not completed – The project will be deleted from the system and the funds will be lost.

Q What paperwork is required for completing a claim?

a) **Invoice to Check Point:** Should be issued in USD on your company's letterhead. Be sure that your invoice is for the exact amount of the Co-Op claim amount; otherwise it will not be processed.
b) **Proof of expenses:** Third-party invoices are required as proof of expenses, we require clear identification that the invoice is billed to the partner name and a clear description that it is for the relevant Check Point activity. We do not accept credit-card receipts or bank statements.
c) **Proof of performance:** Differs per type of activity. It should show what was created/achieved. This can be an image of an ad, invitation, leads, attendee lists from seminars, and so on. A Lead template is provided within the Co-Op dashboard to be used for all activity types that require a leads list as proof of performance.

Q How can I attach more than three (3) documents to my claim?

If there are multiple documents, please zip them into one file before attaching to a claim.

Q Can a claim be edited?

A claim can be edited only when it is in status requires clarification.

Q What is Check Point's payment method for Co-Op claims?

Direct partners and Distributors will get a credit note that they can deduct from their payments due to Check Point. Indirect partners will get payment by bank transfer. In order to do so, please ensure that an updated bank statement (An official bank statement must indicate your company name, banking account number and the bank's logo) or a void check has been sent to the following alias:
ap_center@checkpoint.com (International)
accountsPayable@checkpoint.com (US & Canada)

Q When will the claims be paid or the credit memo issued?

Payments are made twice a month, and will be paid in the next possible payment schedule following the final approval of the claim. If your approved claim has not been approved after 15 days, please E-Mail Coop@checkpoint.com to receive an update.

2) Campaign Marketplace

Co-Op can be used to purchase pre-packaged campaigns by authorized agencies that focus on lead generating per Check Point pillars.

- Select the package from the list
- Select up to 15 additional languages for the campaign translation
- This project type requires no approval.
- Work directly with the agency on the campaign planning and exception.
- Check Point pays the agency fees directly so there is no reimbursement for the project.

3) Certification Training

Co-Op can be used to take certification training classes our ATC's offer. The student details are required in the project.

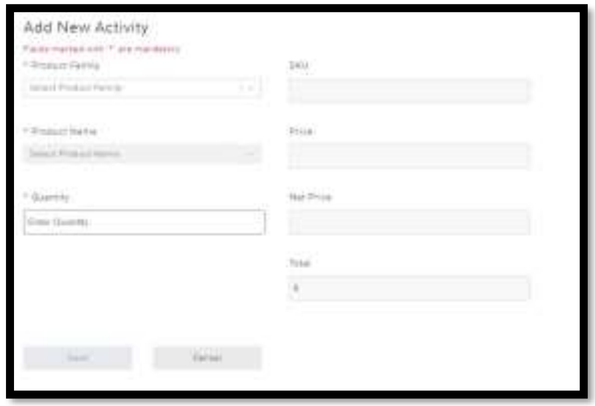
- Select the course of choice
- Select the Course Location and Time
- Update the attendee's personal details for Registration
- A voucher for participation in the course and an exam voucher will be sent directly to the attendee
- The cost of the training certification will be deducted automatically from your available Co-Op budget
- This project requires no approval
- Since the Co-Op voucher is used for the class, payment there is no reimbursement for the project.

4) Demo Equipment discount voucher

Co-Op can be used to purchase discounted demo equipment.

Check Point provides a 70% discount on equipment that is used for customer demonstrations, built in to Demo SKUs that can be found in the product catalogue. In addition this discount, Co-Op funds can be used to cover an additional 50% off the Demo unit's list price, for a total of 85% off the original appliance list price. The Demo claim number is your discount voucher and this discount voucher must be indicated on the PO submitted to Check Point to enjoy the discount.

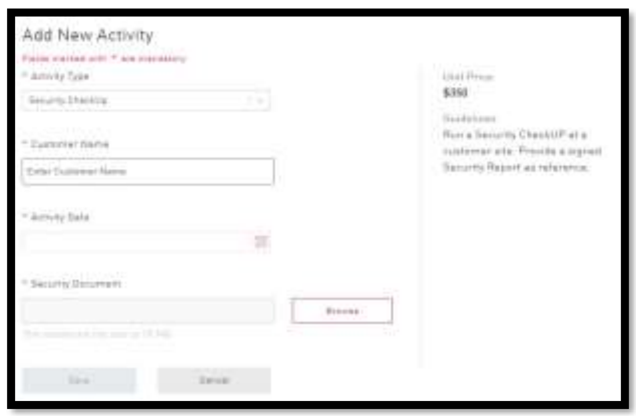
- Select the Appliance you would like a voucher for
- Enter the quantity
- The price will be displayed
- If you press save – The amount will be deducted automatically from your available Co-Op budget
- On the PO to Check Point, manually edit the discount of the Demo Appliance to 50% and include the voucher number and the discount will be approved automatically
- This project requires no approval
- Since the Co-Op voucher is used as a discount on PO, there is no reimbursement for the project



5) Pre-Sales Incentives

Co-Op can be used to get paid for successful completion of a Pre-Sales activity - the amount is relative to the activity completed and the partner program level.

- Select the activity type (Security Check Up)
- Enter the Customer Name – Make sure this matches the details on the document you attach to the project.
- Activity Date - Make sure this matches the attached document exactly
- Attach required documentation and press "Submit"
- The project will be approved automatically
- To start the payment process choose 'complete claim' from the action menu.



Q What is the value of the pre-sale activity?

The value is fixed and determined by the program level:

Payment type	Distributor	Professional	Premier	Elite
Security Checkup	$400	$350	$350	$450

Contact us!

For any questions or assistance, please reach out to: **Coop@checkpoint.com**

For payment information:

- Resellers in EMEA, Asia Pacific, and Latin America: ap_center@checkpoint.com
- Resellers in Canada and US: accountspayable@checkpoint.com
- Direct partners and Distributors in EMEA, Asia Pacific, and Latin America: collection@checkpoint.com
- Direct partners and Distributors in Canada and US: credit-collections@checkpoint.com