

GO BIG



Agenda

Welcome! Why Go Big!

- The power of Go Big Champions

The Go Big Story – Powering Partner-led Growth

- How new ISR & BDR roles and smarter PANW incentives fuel your success

Go Big with Inflow Technologies Pvt Ltd

- Tools, training, SPIFF and support to help you scale fast

Next Steps → Let's go Big!

- Commit. Engage. Go Big!

Welcome to *Go Big!*



Welcome to *Go Big!* — We're delighted to welcome you to the **Palo Alto and Inflow Support Program** — a strategic initiative designed to empower our partners. You were **handpicked by Inflow Technologies Pvt Ltd** because we see in you the **potential to champion growth** in your market — Your partnership is invaluable to us, and we're committed to supporting your success every step of the way.

Go Big! is more than a campaign; it's a **movement to accelerate Commercial growth** through empowered partners.

Together, PANW, Inflow Technologies and you — our **Go Big Champions** — will lead the charge to secure more businesses, faster, and with greater profitability.

Cybersecurity Market Trends and TAM in Commercial (MM + SMB)

In India, IT budgets allocated to cybersecurity more than doubled over 5 years - **from 6% to 13.0%**

Cyber budget as % of revenue

13.0%

Top 3 areas in India where cybersecurity spend will increase more than 10%



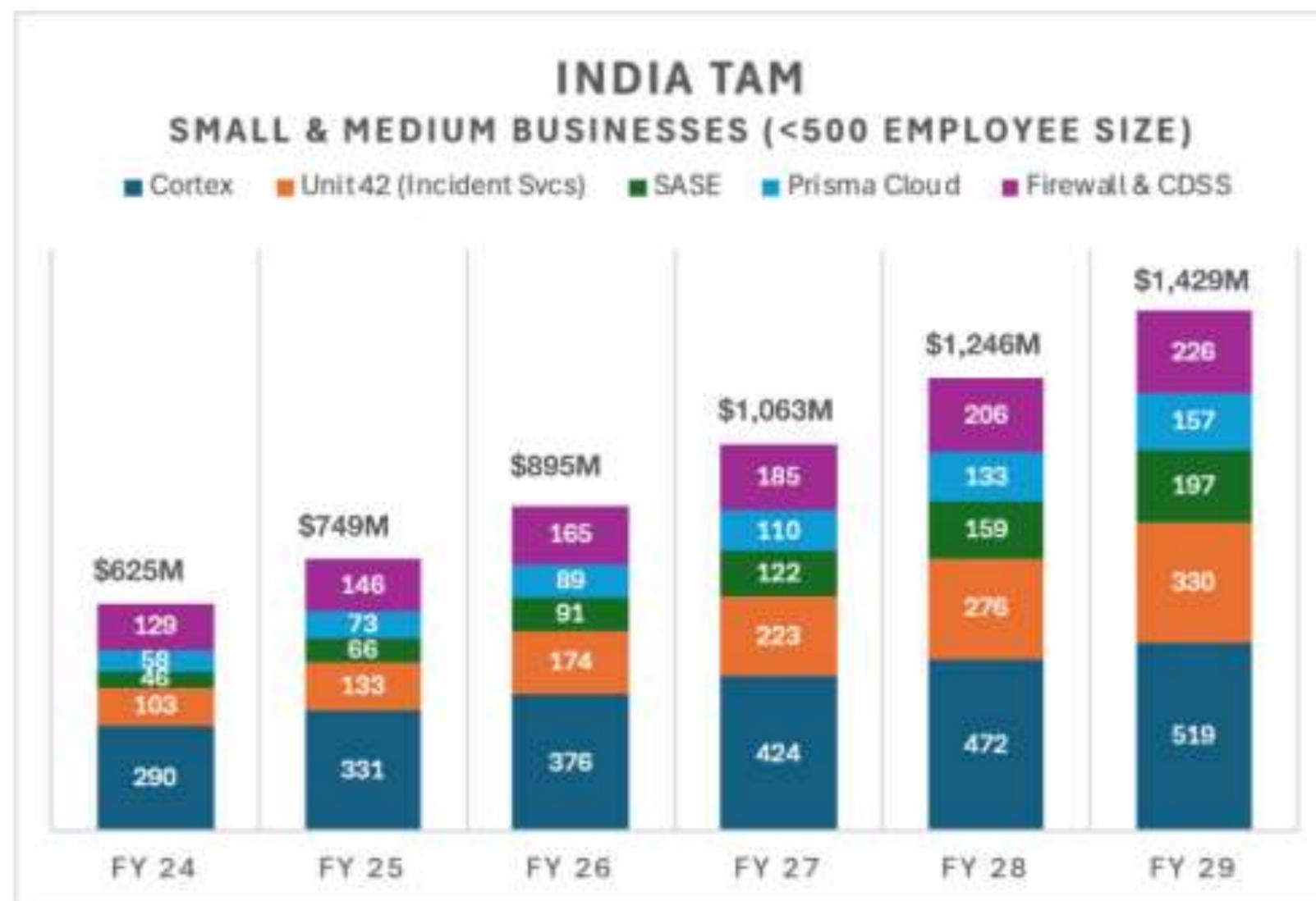
Source: Cybersecurity Resilience in Mid-Market Organizations, The 2025 Benchmark Study, Tech Research ASia

India's SB & MM TAM:

3-Yr CAGR of 26%, FY25 **20% YoY**

Palo Alto's Commercial:

FY25: **26% YoY Commercial, 35% YoY SMB**



PANW is on a mission to reach \$0.5B in JAPAC Commercial Business by FY27 - and we're doing it together with our partners



Building a Partner-led Engine

To scale and win in Commercial, we've built new roles and capabilities that empower you to go faster and bigger:

- Inside Sales Representatives (ISRs)
- Business Development Representatives (BDRs)
- Auto-DR for <50K



Stronger Together - New levers for Growth

We're transforming growth by:

- Improving partner profitability via better incentives and enablement.
- Unlocking faster-growing TAM in SMB & MM.
- Empowering distributors and partners with tools and support for more frequent transactions.



Go Big: Our Commitment to Your Success

Go Big is our strategy for PANW's next wave of success.

With your Disti, we'll provide support to help you outperform competitors, including pulse checks, competitive webinars, and sales & Marketing tool & enablement office hours.

Let's Win and Go BIG together!

The Go **Big** advantage - Bigger Rewards, Bigger Reach, Bigger Impact



Registered

Start-up Rebate

Start-up Rebate (earn up to \$6K cap to 5 deals in a year)

Deal Size	StartUp Rebate Payout
\$5,000-\$14,999	US\$200
\$15,000-\$24,999	US\$600
\$25,000+	US\$1,200

Sell 3 Qty x 440 Precision AI bundle or 1 Qty x 1410 Precision AI bundle to earn US\$200



Registered with \$50K bkg or \$100K pipeline

Start-up Rebate + Leads

- Start-up Rebate (earn up to \$6K cap to 5 deals in a year)
- PLUS** BDR BANT qualified leads for Veloci Sales Play
- Get [FW specialisation](#) with CBC guidance :
 - 2 x HW FW Sales Product Specialist exam (free)
 - 1 x Technical exam US\$200 (PSE: NetSec-Pro)
 - 20 engagement pts



Innovator with HW FW specialisation

NGFW Expertise + NNL + Tech Lift rebate

- ISR coverage to drive white space acquisition
- HW FW Expertise Rebate : 2% for HW+3 CDSS
- New Customer Rebate 2% for Firewall Closed-Won Deals (for [innovators+](#))
- Tech Lift Rebate : 2% on the product portion where you have delivered a Security Lifecycle Review (SLR) or Customer Evaluation

Earn up to US\$100 for every 1 x 440 Precision AI bundle sold to a new customer



Innovator + With NGS Specialisation

NGS Expertise rebates

More back-end rebates as you expand your capability to PANW NGS portfolio

- Plus 5% rebate for NGS expertise: Software Firewall, Prisma SASE, Prisma Cloud, Cortex XDR, Cortex XSOAR, [Cortex XSIAM](#)

Top 2 Partners (each for Registered/ Innovator) for FY26Q2 PA400/1400/500 performance will receive Marketing fund investment for Q3. Top 3 Individual Contributor will also receive recognition

SMB Sales Rep Team



Li San Ng
JAPAC SMB GTM Lead

ASEAN
(ID/MY/TH/VN)

INDIA
(NE/S/W)

GC
(TW/HK)

KOREA



Swastik Das
India (North East)



Yogesh Reddy
India (South)



Neha Agrawal
India (West)

Account / Territory Mgmt

- Own SMB accounts
- Drive new customer acquisition (partner-led)
- Drive refresh and cross-sell in installed base

Channel Engagement:

- Regular cadence with distributors and focus SMB partners
- Identify, engage and drive GTM with top 6–8 partners for SMB coverage and growth

SMB Opportunity Mgmt

- Sales progression on MQLs/SQLs via marketing, partners, and customer outreach
- End-to-end ownership SMB accounts of all deal sizes from lead to close
- Scale run rate opportunities through programmatic offers (e.g., Veloci)

◆ Inflow Helps Partners With Structured Enablement Paths and Certifications

Why Inflow Technologies?

Excellence through defined SOPs.

ENABLEMENT SALES

- Empower Sales Team and ISRs with strong scripts and pitch skills.
- Mentor on Sales Certifications.
- Boost confidence through mock sessions.

ENABLEMENT TECHNICAL

- Make sure we help them complete their Certifications.
- Hands on training for Tech team.
- Tech support on POC, UTD, Demo SLR and Solution Design to partners.

Device - We have 15 Demo devices available for POC's exclusively for commercial segment (PA400, PA 1400 and PA3000 series)

◆ **Inflow facilitates on go-to-market initiatives:**

- Webinar on Specific technologies to customers.
- Co - Branded Customer Round Table Events.
- Customer Meetings along with Partners.

◆ **Personalized support from our dedicated Ten Sales and Eight Tech Engineers covering the entire Geo.**

◆ **We have a dedicated team of 10 Post-sales support Engineers and a TAC team for partner and customer support.**

◆ **We help on Yearly Business Planning and Calendar of Demand Gen Activities to build funnel.**

◆ **Market intelligence on the complimenting solutions.**



Benefits of Secure Success Campaign

SPIFF on PA 400,1400 Series and VM series

- PA 400 Series Starts @ **79,999/INR**
- PA1400 Series Starts @ **8,49,999/ INR**
- VM Series (Min 200 Users) starts @ **1,54,999/INR**



*Ready stocks available for quick delivery

*Applicable for White Space commercial segment

Call to Action

INFLOW TECHNOLOGIES WILL CALL YOU TO DISCUSS ON:

- 25 Min call with Palo Alto ISR
- Business Plan with soft Targets
- Account Interlock session
- Demand Gen Activities

FROM PARTNER :

- APPOINTMENT for the discussion with Palo Alto ISR
- SPOC for the activities and review
- Time to discuss on the Business Plan, Enablement, Demand Gen Activities with timelines

CHANNEL BUSINESS CENTRE WILL CONTACT YOU IN THE FOLLOWING WEEK TO GO THROUGH:

- How to set-up to receive rebate payment
- How to view your rebates in PRM
- What is expected when you receive a BDR lead
- How to upgrade from Registered to Innovator to earn more \$\$

Call to Action

INFLOW TECHNOLOGIES WILL CALL YOU TO DISCUSS ON:

- 25 Min call with Palo Alto ISR
- Business Plan with soft Targets
- Account Interlock session
- Demand Gen Activities

FROM PARTNER :

- Date for the discussion with Palo Alto ISR
- SPOC for the activities and review
- Time to discuss on the Business Plan, Enablement, Demand Gen Activities with timelines

**Together, we'll *Go Big* - in business, in skills, in Success
to capture the Commercial growth in Next-Gen Firewall!**