🛡️ SIDE 1 (FRONT) • GOOGLE CLOUD SECURITY PARTNER DEVELOPMENT PLAYBOOK

Architecting Your Google Cloud Security Practice

Building High-Velocity Capability, Pipeline & Stackable Profitability Across Every Stage of Your Business

GLOBAL PARTNER DEVELOPMENT
Warner Carrillo & Shae Pacheco
Your Practice Architects (PDMs)

3x Win Rate	Higher close rate when co-selling with Pre-Sales Workshops, Assessments & POVs
Up to 10x	Services-to-SaaS revenue multiplier across Migration, Advisory & Managed Services
$110M+	Invested in Partner Incentives across MDF/PPF, Pre-Sales DAF, PSF & Rebates

01 • PARTNERS — AREAS WHERE WE CAN HELP YOU GROW:

🔄 Flip to Side 2 (Back) for exact Partner Hub & Partner Advantage portal links

AREA 1 • BUILD CAPABILITY

Practice Readiness & Enablement

Certify your bench & unlock direct delivery

- **Authorize & Certify:** SecOps Sub-Program entry & **Google SecOps Certification** roadmaps.
- **Delivery Readiness (DRP):** Achieve **DRP Tier 1** status (50+ DRI score) to unlock direct delivery & funding.
- **Multi-Team Alignment:** Structured step-by-step enablement across your Sales, Pre-Sales & Delivery teams.

AREA 2 • GENERATE DEMAND

Co-Sell & Pipeline Generation

Map target accounts & source new pipeline

- **Joint Account Mapping:** Align priority accounts directly with Google Security Sales Specialists.
- **Co-Funded Demand Gen:** Unlock **MDF & PPF** for joint workshops, roadshows & Deal Registration.
- **2026 Sales Plays:** Turnkey playkits for **SIEM Migration**, **Agentic SOC** & **AI Protection**.

AREA 3 • WIN & EXPAND

Deal Acceleration & Scale

Close deals faster & drive repeat expansion

- **Try Before You Buy (DAF):** Fund customer Workshops, Threat Assessments & POVs to prove value fast.
- **PSF Request - SecOps Compete:** Displace legacy SIEMs (Splunk / QRadar) with competitive displacement programs.
- **Customer Success (PSF):** Deliver high-CSAT deployments that drive renewals, expansion & Advanced Competency.

🎯 **WHERE DO YOU NEED SUPPORT?**
Your Partner Development Manager (PDM) is your Channel guide across these and more practice areas.

SEE SIDE 2 FOR ALL LINKS ➔

02 • STACKABLE INVESTMENT THROUGHOUT THE SALES MOTION

In exact deal-execution order: Market ➔ Register Deal ➔ Pre-Sales DAF ➔ Post-Sales PSF ➔ Rebates*

1 • TOP OF FUNNEL	**Generate Demand**	— Co-funded marketing campaigns, workshops & demand generation	MDF & Pipeline Funds (PPF)
2 • DEAL REGISTRATION	**Register & Protect Deal**	— Register partner-sourced deals early to lock in margin	10% Deal Reg Discount (Initial Term)
3 • PRE-SALES ($25K / $100K MIN)	**Deal Acceleration Funds (DAF)**	— Funded Workshops, Assessments & POVs	Up to 5% of Year 1 ARR ($50K Cap)
4 • POST-SALES ($25K / $100K MIN)	**Partner Services Funds (PSF)**	— Funded deployment & SIEM migration	10% Y1 ARR (Up to 25% SecOps Compete)
5 • EXPANSION	**Retain & Scale***	— Quarterly Incremental ACV Growth & 6-Mo Ingestion Rebates	5% Growth & Adoption Rebates*

⚡ **Stackable Process Order: Combine Deal Reg (10%) ➔ Pre-Sales DAF (5% Y1 ARR) ➔ Post-Sales PSF (10%–25% Y1 ARR) on qualifying deals ($25K Y1 ARR / $100K TCV min).**

💰 **DAF & PSF Deal Minimums: $25,000 USD Year 1 ARR & $100,000 USD Total Contract Value (TCV) (Incremental Spend)** • ***Wiz: Eligible for Pre-Sales DAF; Excluded from PSF.***

***Program Source:** 2026 Google Cloud Security Partner Advantage Incentive Guide & **Partner Earnings Hub** — includes 5% Security Business Growth Rebate (paid quarterly on incremental ACV growth) and 5% Services Adoption Rebate (when customer ingests 25% of Year 1 contracted data within 6 months; $50K cap).

03 • INTERACTIVE CHECK-IN, INSTANT PDF DOWNLOAD & PRIZES

Scan QR #3 to check in, win table prizes & download this 2-page Playbook with live links!

🏆 FASTEST TABLE PRIZE • 💡 BEST WRITE-IN • 📥 INSTANT DIGITAL PLAYBOOK

Scan QR #3: Check In & Download Digital PDF (EN / ES / PT)

Scan QR #3 to open our **Interactive Check-In App**, select your focus areas, and tap **Submit** to unlock instant 1-click PDF downloads (with live hyperlinks) in English, Spanish, or Portuguese!

- ☐ **[1] Practice Readiness:** SecOps Certifications, DRP Tier 1 & Multi-Team Roadmaps
- ☐ **[2] Co-Sell & Pipeline:** Specialist Account Mapping, MDF/PPF & 2026 Sales Plays
- ☐ **[3] Deal Acceleration:** Deal Reg (10%), Pre-Sales DAF (5%) & Post-Sales PSF (10%–25%)
- ☐ **[4] Write-In / Other:** Submit your own custom question or topic (💡 Best Write-In Prize!)

QR #3 • CHECK IN & DOWNLOAD PDF!
da.gd/pdmhub

QR #1 • AI SOW PRE-CHECK
Gemini SOW Analyzer
Pre-validate custom Pre-Sales DAF & Post-Sales PSF SOWs in 60 seconds before submitting.
tinyurl.com/sowanalyzer

QR #2 • FIELD CO-SELL MAPPING
Security Specialist Lookup
Instantly find the Google Cloud Security Sales Specialist aligned to your target accounts.
tinyurl.com/cloudspecialist-lookup

Your Global PDM Team: Warner Carrillo (warnercarrillo@google.com) • Shae Pacheco (shaepacheco@google.com)

🔗 SIDE 2 (MIRRORED DIRECTORY) • CLICKABLE PARTNER PORTAL & NAVIGATION GUIDE

Where to Click: Exact Portal Links & Navigation Paths

1:1 Mirrored Directory for Side 1 — Every Resource Mapped to Partner Network Hub, Partner Advantage & DRP

BOOK 1:1 WITH PDM — WARNER
da.gd/bookwarner ↗
Warner Carrillo's Calendar

1. Hub ↗ — Partner Network Hub (Run Business)
Deals, Co-Sell/Services Reg, Tiers & Earnings
`partners.cloud.google.com/home`

2. Enable ↗ — Partner Advantage (Pitch & Train)
Pitch Kits, Subprograms, MDF & Credentials
`partneradvantage.goog`

3. DRP ↗ — Delivery Readiness Portal (Certify)
100-Pt DRI Score (50+ Tier 1) & Project Tagging
`g.co/cloud/deliveryreadiness`

01 • MIRRORED PORTAL LINKS BY PRACTICE AREA (CLICKABLE + PRINTABLE SHORT URLS):

Exact menu paths & direct short URLs matching Area 1, Area 2 & Area 3 on Side 1

AREA 1 LINKS • BUILD CAPABILITY
Readiness, Certs & DRP Links
Where your Technical & Alliance teams click

- **SecOps Sub-Program & Tiers:** Select (4 DRP), Premier (10 DRP) & Diamond (20 DRP) — *DRP card rolling out to Hub UI Q4 2026.*
  `partners.cloud.google.com/tiers/overview ↗`
- **Competencies & Renewals:** Click *"Request"* or *"Renew"* (90 days prior to expiration).
  `partners.cloud.google.com/competencies ↗`
- **Delivery Readiness Portal (DRP Tier 1):** 50+ DRI score, tag Security projects & map Partner Account.
  `g.co/cloud/deliveryreadiness ↗`
- **Partner Learning Center (PLC):** Use individual corporate email so certs sync in 12–24h.
  `da.gd/gcptrain ↗`

AREA 2 LINKS • GENERATE DEMAND
Co-Sell, MDF & Pitch Kit Links
Where your Sales & Marketing teams click

- **Security Specialist Lookup:** Instant warm email intro to the Google Security Specialist on your account.
  `tinyurl.com/cloudspecialist-lookup ↗`
- **MDF & Pipeline Funds (PPF):** Submit marketing claims & co-funded workshop requests.
  `da.gd/gcpfunds ↗`
- **Partner Marketing Studio:** Co-branded campaigns (or Hub: `Resources → Marketing`).
  `goo.gle/partnermarketingstudio ↗`
- **2026 Security & AI Pitch Kits:** Customer decks, battlecards & Partner Network Live.
  `da.gd/gcpsol (Solutions) ↗` • `da.gd/gcpsecai (AI) ↗`

AREA 3 LINKS • WIN & EXPAND
DAF, PSF, SOW & Rebate Links
Where your Deal Desk & Delivery teams click

- **Gemini SOW Analyzer (60-Sec Check):** Pre-screen custom DAF & PSF SOWs before submitting.
  `tinyurl.com/sowanalyzer ↗`
- **Google DAF / PSF SOW Template:** Optional reference structure (any format accepted if complete).
  `da.gd/sowdoc (SOW Template Doc) ↗`
- **PSF Request - SecOps Compete (Up to 25%):** Submit Services Reg in Hub (`Sales → Registrations`).
  `partners.cloud.google.com/home (Registrations) ↗`
- **Earnings Hub & Incentives:** Track 5% Growth & 5% Adoption Rebates + propensity CSVs.
  `da.gd/gcpinc ↗` • `Hub: Earnings Hub ↗`

📊 **DATA HUB & BIGQUERY SYNC (PARTNER HUB → DATA)**
Partner Admins can export 22+ live CSV reports or configure daily BigQuery sync (`partner_hub_reports`) at partners.cloud.google.com/home (`Data` tab).

02 • EXACT PORTAL PATHS THROUGHOUT THE SALES MOTION & DEAL REG MAPPING

Click any bar to open the portal • Never select "GCP - Other" on Security deals!

1 • DEMAND GEN LINK	**MDF & Marketing Studio**	— Submit MDF/PPF claims & launch campaigns	da.gd/gcpfunds • goo.gle/partnermarketingstudio ↗
2 • DEAL REG LINK	**Hub: Sales → Opportunities**	— Choose `GCP - Google SecOps, GTI, SCC or CEP`	partners.cloud.google.com (Sales → Opportunities) ↗
3 • PRE-SALES DAF	**Hub: Sales → Registrations**	— Submit Co-Sell Reg *before* Stage 4 Won ($25K/$100K min)	tinyurl.com/sowanalyzer • Hub: Registrations ↗
4 • POST-SALES PSF	**2-Party SOW + POE**	— Services Reg in 6 mos (SOW, Signed CAF & DRP IDs)	tinyurl.com/sowanalyzer • da.gd/sowdoc ↗
5 • REBATES (5% + 5%)	**Hub: Earnings Hub**	— Track 5% Quarterly Growth & 5% 6-Mo Ingestion Rebates	da.gd/gcpinc • Hub: Earnings Hub ↗

🚨 **PNH Deal Reg Rule (Step 4b `Product category`): Always select the specific Security category below — never select `GCP - Other`! (`Opportunity Type`: New, Upsell, or Cross-Sell).**

✅ **PNH Security Product Categories:** `GCP - Google SecOps` • `GCP - Google Threat Intelligence` • `GCP - Managed Defense` • `GCP - Managed Hunt` • `GCP - SCC` • `GCP - Chrome Enterprise Premium` • `Services - Mandiant Consulting Services` **(submit consulting separately from SaaS).**

03 • FRICTIONLESS SOW EXECUTION PROTOCOL & 4 GOLDEN COMPLIANCE RULES

Eliminate approval delays and protect 100% of your deal margin & funding

⚠️ **#1 GOLDEN RULE: ZERO RETROACTIVE WORK (WAIT FOR SYSTEM APPROVAL EMAIL!)**

4 Non-Negotiable Rules for Deal Desk, Sales & Delivery Teams

Signing a SOW or starting delivery **before** receiving the official system Approval Email permanently voids 100% of DAF/PSF funding eligibility.

1. **Wait for System Approval Email:** Wait for the automated email sent directly from Partner Network Hub to your Partner Contact (PDM/Sales emails are not approvals).
2. **2-Party SOW + POE:** SOW between Partner & Customer only (deliverable-bound) + Proof of Execution (POE) & DRP Tier 1 IDs.
3. **Co-Sell vs. Services Timing:** Attach Pre-Sales Co-Sell Reg *before* Stage 4 Won; submit Post-Sales Services Reg + Customer Acceptance Form (CAF) within 6 mos.
4. **3-Year Due Diligence (Aravo):** Keep Legal Entity Due Diligence active at partners.cloud.google.com/home (`Account ⚙️ → Legal Entities`).

DIRECT PDF DOWNLOAD (EN / ES / PT)
Download Clickable 2-Page PDF ↗
Scan or type `da.gd/pdmbook` (ES: `da.gd/pdmbookes` • PT: `da.gd/pdmbookpt`) for instant direct PDF download.
`da.gd/pdmbook`

NEED HELP WITH A DEAL, SOW OR PORTAL?
Support & 1:1 with Warner Carrillo
- Partner Support Chat: da.gd/gcpsupport ↗
- Y26 Deal Reg QRG Deck: da.gd/dealregqrg ↗
- Book 1:1 with PDM (Warner): da.gd/bookwarner ↗

Your Global PDM Team: Warner Carrillo (warnercarrillo@google.com) • Shae Pacheco (shaepacheco@google.com)