

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

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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/pdmgo



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

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

1. Hub

Partner Network Hub (Run Business)
Deals, Co-Sell/Services Reg, Tiers & Earningspartners.cloud.google.com/home

2. Enable

Partner Advantage (Pitch & Train)
Pitch Kits, Subprograms, MDF & Credentialspartneradvantage.goog

3. DRP

Delivery Readiness Portal (Certify)
100-Pt DRI Score (50+ Tier 1) & Project Taggingg.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/gcpsecal (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 campaignsda.gd/gcpfunds • goo.gle/partnermarketingstudio2 • DEAL REG LINK **Hub: Sales → Opportunities** — Choose GCP - Google SecOps, GTI, SCC or CEPpartners.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/sowdoc5 • REBATES (5% + 5%) **Hub: Earnings Hub** — Track 5% Quarterly Growth & 5% 6-Mo Ingestion Rebatesda.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).



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NEED HELP WITH A DEAL, SOW OR PORTAL?

Support & 1:1 with Warner Carrillo

• Partner Support Chat: da.gd/gcpsupport• Y26 Deal Reg QR Deck: da.gd/dealregqrg• Book 1:1 with PDM (Warner): da.gd/bookwarner