

CrowdStrike Fuels Partner Growth and Profitability with Expanded Accelerate Partner Program

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New incentives, tools, training and resources make it easier for partners to consolidate cybersecurity on the Falcon platform, driving larger deals and superior customer outcomes

AUSTIN, Texas & TAIPEI, Taiwan--(BUSINESS WIRE)--Mar. 10, 2025-- **APJ Partner Symposium** – [CrowdStrike](#) (NASDAQ: CRWD) today announced a major expansion to its [Accelerate partner program](#), marking the next evolution of partner-led go-to-market in cybersecurity. CrowdStrike is empowering its partner ecosystem with enhanced incentives, tools, training and resources to maximize profitability and deliver superior customer outcomes by consolidating cybersecurity on the [CrowdStrike Falcon@ platform](#).

CrowdStrike's global Accelerate partner program unites the cybersecurity partner ecosystem—service providers, distributors, resellers, ISVs, MSSPs, MSPs and more—to deliver the products and services their customers need to overcome challenges around consolidating costs, simplifying security and stopping breaches. The expanded program provides partners with enhanced revenue opportunities, exclusive discounts, rebates, training credits and frictionless, predictable pricing models.

With mounting go-to-market complexity across the cybersecurity landscape, partners often struggle to deliver seamless engagement and differentiation. CrowdStrike is tackling this challenge with a modern, scalable program that empowers partners to maximize value, maintain strong margins and outpace the competition. A key driver of this transformation is [Falcon Flex](#), which provides adaptable licensing for the Falcon platform's full portfolio of best-in-class modules, enabling partners to deliver greater value to customers by offering the flexibility to use what they need, when they need it. CrowdStrike also recognizes shared contributions through initiatives like CrowdStrike Volume Incentive Rebates (VIR) and CrowdCard, fostering collaboration through deal sourcing/origination, referrals, influence and services contribution to create a clear path to success for joint customers.

"Cybersecurity in an AI-accelerated demand environment is a high-stakes, mission-critical need—partners who embrace collaboration and innovation will win," said Daniel Bernard, chief business officer at CrowdStrike. "We expanded these programs to accelerate our ecosystem's success, enabling partners to move faster, drive deeper engagement, and maximize customer value with the Falcon platform. Our partners are on the front lines of stopping breaches, and we're giving them the tools to win in a market that demands relentless innovation and flawless execution."

The new Accelerate program introduces four purpose-built partner tracks, each designed to drive success through clear incentives, increased automation and exclusive benefits:

- **Reseller Partner Program** – Simplifies engagement with clear tiers, revenue-based incentives and streamlined pricing.
- **MSP Partner Program** – Empowers managed security providers with automation, VIR benefits and enhanced service delivery models.
- **Distribution Program** – Standardizes two-tier go-to-market execution and unlocks new growth rebates.
- **Technology Ecosystem Program** – Formalizes integration partners' ability to source, refer and influence deals, unlocking ecosystem-driven revenue opportunities.

Supporting Partner Quotes:

"As a long-standing CrowdStrike partner, I've seen their program evolve from a reseller model into a dynamic ecosystem that enhances our ability to deliver value across all routes to market," said Noel Allnutt, CEO at Sekuro. "This evolution has strengthened our partnership and reinforced our position as a trusted cybersecurity advisor, enabling us to better meet our clients' ever-evolving needs."

"CrowdStrike's new distributor partner program is transformational for Westcon and our partner ecosystem," said David Grant, CEO at Westcon-Comstor. "Its innovative pricing structure supports profitability across all channels, with automated discounts and competitive pricing parity between indirect and direct resellers. This strategic approach not only protects our margins but also drives true scalability for both Westcon and CrowdStrike."

"Zscaler's commitment to customer obsession drives everything we do, including how we engage with our partners. CrowdStrike's new influence policy is a strong example of what's possible when we prioritize collaboration to deliver zero trust everywhere," said Anthony Torsiello, SVP Worldwide Partners & Alliances at Zscaler. "By recognizing partners at every stage—from sourcing to delivery—they've redefined traditional ecosystem models, reinforcing an industry-standard emphasis on better customer outcomes. At Zscaler, we're proud to work alongside partners who share our passion for innovation and delivering seamless, secure experiences for our customers."

Partners can sign up for the Accelerate program [here](#).

About CrowdStrike

[CrowdStrike](#) (NASDAQ: CRWD), a global cybersecurity leader, has redefined modern security with the world's most advanced cloud-native platform for protecting critical areas of enterprise risk – endpoints and cloud workloads, identity and data.

Powered by the CrowdStrike Security Cloud and world-class AI, the CrowdStrike Falcon® platform leverages real-time indicators of attack, threat intelligence, evolving adversary tradecraft and enriched telemetry from across the enterprise to deliver hyper-accurate detections, automated protection and remediation, elite threat hunting and prioritized observability of vulnerabilities.

Purpose-built in the cloud with a single lightweight-agent architecture, the Falcon platform delivers rapid and scalable deployment, superior protection and performance, reduced complexity and immediate time-to-value.

CrowdStrike: We stop breaches.

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