

yubico

Partner Program & Yubico Academy



Yubico Academy Certification Series

Login: [Partner-Portal](#) | Login: [Yubico Academy](#)

100 Essentials

Yubico, the need for phishing-resistant MFA, and the benefits of selling Yubico products.

200 Sales

How to position YubiKeys, YubiKey as a Service, target markets, the competitive landscape, and ideal customer profile.

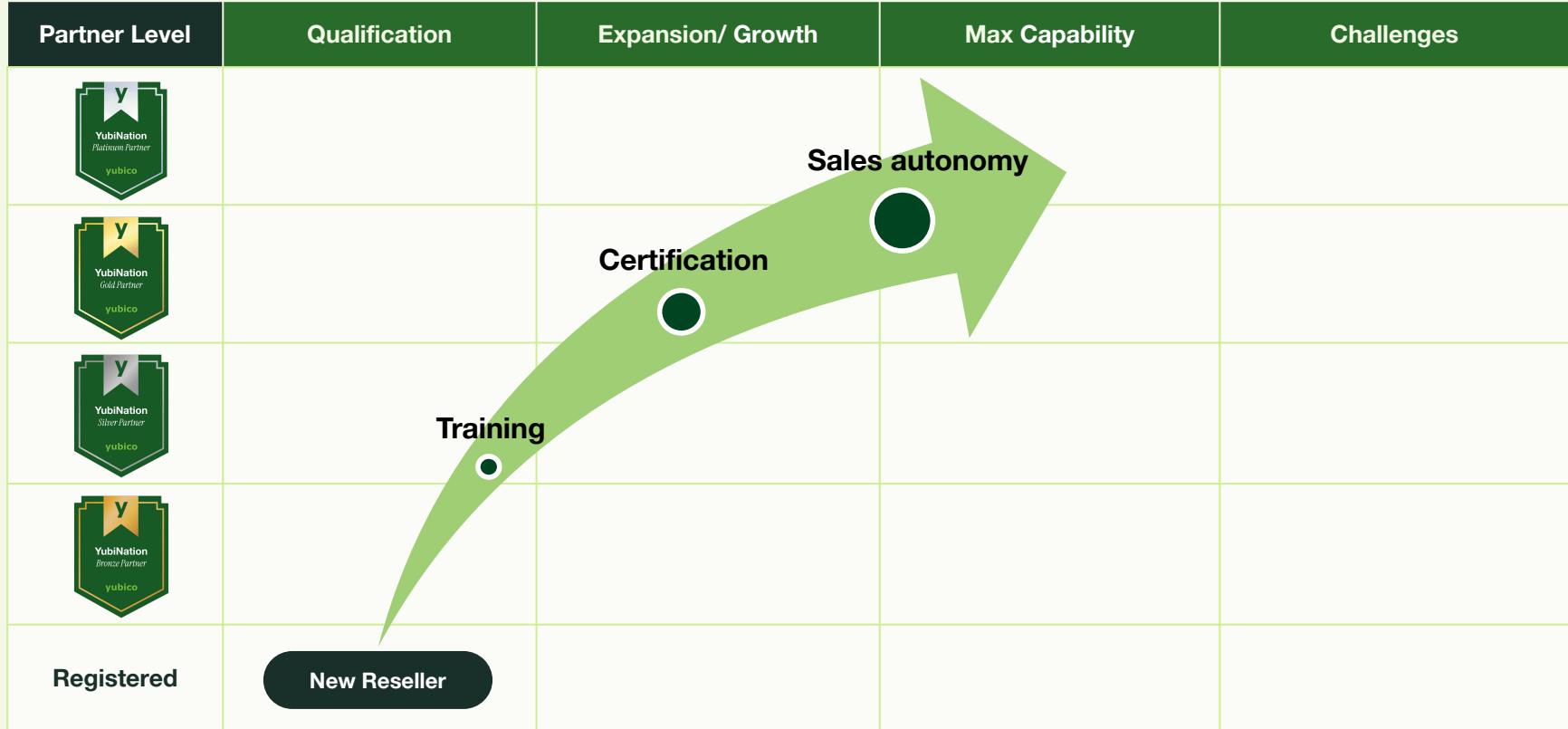
300 Technical Sales

Develop hands-on technical expertise: in-depth product capabilities, technology partners, and solution guidance across diverse environments.

400 Professional Services

Targeted operational + technical guidance: strategy/planning, best practices, project management, deployment, advanced implementation and integration.

Focus - Maximizing Capability



New Partner Tiers 2026

- Global consistency: clear requirements, attractive benefits
- Simplified names: Gold, Silver, Bronze
- Addition of Platinum tier:
 - YubiKey as a Service focus
 - Professional Services certifications



Requirements and Benefits

Bronze Partner



Requirements	Benefits
• Complete partner registration form via Yubico.com • Register with official Yubico distributor • Yubico Academy certifications: ○ 1 x 100-series ○ 1 x 200-series ○ 1 x 300-series	• Access to Yubico Academy • Supported by local distributor • Privileged for deal registration process

Requirements and Benefits

Silver Partner



Requirements	Benefits
• Complete partner registration form via Yubico.com • Register with official Yubico distributor • Yubico Academy certifications: ○ 3 x 100-series ○ 3 x 200-series ○ 2 x 300-series • Pipeline generation: ○ Approved deal registration: 3/quarter <i>or</i> ○ 2000 keys/quarter • Co-sell: 1 x closed deal/quarter • Revenue growth (local): 20% YoY growth • Lead generation: 1 x activity/quarter • Half yearly business plan review	• Access to Yubico Academy • Supported by Yubico Channel Manager and local distributor • Privileged for deal registration process • Access to Yubico Channel SE • Access to MDF* • Listed on Yubico Partner Locator • Lead sharing • Co-sell support: 200+ users • Invitation to Yubico Channel Summit • Discounted keys for internal use

Requirements and Benefits

Gold Partner



Requirements	Benefits
• Complete partner registration form via Yubico.com • Register with official Yubico distributor • Yubico Academy certifications: ◦ 5 x 100-series ◦ 5 x 200-series ◦ 3 x 300-series • Pipeline generation: ◦ Approved deal registration: 5/quarter ◦ or 4000 keys/quarter • Co-sell: 2 x closed deals/quarter • YaaS: 2 opportunities/year (deal reg/co-sell) • Revenue growth (local): 25% YoY growth • Lead generation: 2 x activities/quarter • Quarterly business plan review	• Access to Yubico Academy • Supported by Yubico Channel Manager • Privileged for deal registration process • Access to Yubico Channel SE • Priority access to MDF • Access to Professional Services certifications • NFR allocation: up to 25 keys/quarter • Tailored enablement sessions • Invitation to Yubico Channel Summit • Listed on Yubico Partner Locator • Lead sharing • Co-sell support: 200+ users • Discounted keys for internal use

Requirements and Benefits

Platinum Partner



Requirements	Benefits
• Complete partner registration form via Yubico.com • Register with official Yubico distributor • Yubico Academy certifications: ○ 10 x 100-series ○ 10 x 200-series ○ 3 x 300-series ○ 2 x 400-series • Pipeline generation: ○ Approved deal registration: 5/quarter ○ or 4000 keys/quarter • Co-sell: 3 x closed deals/quarter • YaaS: 4 new opportunities/year • Revenue growth: 30% YoY growth • Lead generation: 2 x activities/quarter • Quarterly business plan review	• Access to Yubico Academy • Supported by Yubico Channel Manager • Privileged for deal registration process • Access to Yubico Channel SE • Direct access to MDF • NFR allocation: up to 50 keys/quarter • Tailored enablement sessions • Invitation to Yubico Channel Summit • Listed on Yubico Reseller Locator • Invitation to Yubico SKO • Lead sharing • Co-sell support: 200+ users • Discounted keys for internal use

Deal Registration

Requirements	Advantages
● Perpetual Deal Reg. >200 YubiKeys or 10 HSM's ● Subscription Yubikey as a Service (YaaS) >200 User* ● New customers with a project previously unknown to Yubico ● Existing customers starting net-new project ● Opportunity must be based in the reseller and distributors assigned region ● Required Information ○ End user details- company name, website, address and primary contact ○ sourcing type- partner sourced or co sell ○ Business case ■ Total number of users (account potential), and required YubiKeys/HSMs/YaaS licences for the specific opportunity. ■ Deal type (Perpetual vs. Subscription). ■ Authentication protocol (e.g., FIDO, PIV, Smart Card). ■ Primary integration backend (e.g., Microsoft Entra ID, Okta). ■ Project pain points and expected close date.	● Exclusive project price (Best Price) for 90 days - extendable (30 days) ● Customized support from Yubico Sales & PreSales ● Easy registration via Yubico Partner Portal Exceptions - public tenders: Deal Registration is not available for public RFPs, however, a Yubico Distributor may request a customized quote for a public RFP through the Deal Registration process. For these deals, Yubico cannot guarantee exclusivity on pricing.

*>200 in EMEA and APAC >500 in Americas

yubico

The Key to Trust