



PARTNER PROGRAM GUIDE

Breakwater Partner Program

Sell, deploy, and profit from the only OT security platform built for the channel.

30-40%

WHOLESALE DISCOUNT

10-20%

REFERRAL COMMISSION

Recurring

LIFETIME REVENUE

Why OT Security. Why Now.

Industrial organizations are under pressure to secure their operational technology — but 80% lack the internal expertise. That's your opening.



Massive Market Gap

Over 70% of manufacturing and critical infrastructure organizations have no dedicated OT security program. The market is wide open for partners who can deliver.



\$21.6B Market by 2028

The OT security market is growing 15%+ annually. Regulatory pressure (NIST, IEC 62443, TSA directives) is accelerating adoption across every industrial sector.



Recurring Revenue

Breakwater is subscription-based. Whether reselling at wholesale or earning referral commissions, your revenue recurs every month the customer pays.



Low Barrier to Entry

No upfront investment. No inventory. Referral partners need zero technical skills. Managed partners get training, pre-configured hardware, and deployment runbooks.

💡 The Partner Advantage

Your customers already trust you with their networks. Adding Breakwater to your portfolio means delivering OT security without building the tooling yourself — and earning 30%+ margin on every deal.

Choose Your Model

Managed partners own the customer relationship and set their own margins. Referral partners earn without the overhead.

MANAGED PARTNER

Systems Integrators & MSPs

Deploy, manage, and support Breakwater for your customers. You own the relationship — Coastal provides the platform at wholesale pricing.

- ✓ Multi-tenant management dashboard
- ✓ 30–40% below list pricing
- ✓ Technical certification program
- ✓ Quarterly business reviews
- ✓ White-label with your brand & domain
- ✓ Set your own customer pricing
- ✓ Priority 4-hour engineering support
- ✓ Beta access & roadmap input

REFERRAL PARTNER

Consultants & Advisors

Introduce qualified prospects. When they sign up, you earn recurring commission on revenue — for the lifetime of the customer.

- ✓ 10–20% recurring commission
- ✓ Quarterly ACH/check payouts
- ✓ Co-branded marketing materials
- ✓ Coastal handles everything post-intro
- ✓ 90-day deal exclusivity protection
- ✓ Real-time deal tracking portal
- ✓ No technical requirements
- ✓ Dedicated partner manager (Authorized+)

Wholesale Pricing

Purchase Breakwater subscriptions at a significant discount. Your margin is the spread between wholesale and what you charge customers.

PLAN	LIST PRICE	YOUR COST	PER ADD'L DEVICE	MARGIN
Breakwater View	\$399/mo	\$279/mo	\$52/dev (list: \$75)	30%+
Breakwater Defend	\$699/mo	\$489/mo	\$91/dev (list: \$130)	30%+
Breakwater Omni	\$1,019/mo	\$713/mo	\$136/dev (list: \$195)	30%+

💰 Example: 10 Customers on Defend (avg 15 devices each)

Your wholesale cost: ~\$14,000/mo → Bill at list: ~\$20,000/mo → **Monthly margin: ~\$6,000 (\$72K/yr)**

Add your own deployment, consulting, and value-add services for additional margin on top.

Wholesale Terms

Net-30 Invoicing

Coastal bills you monthly based on total device count across your customer base.

Low Minimum

1 customer / 5 devices to start.
Volume discounts at 50+ devices (up to 40% off).

Annual Prepay

Additional 10% off wholesale.
Gateway hardware at cost (\$449/\$749/\$1,099).

🔑 No Per-Seat Licensing

Manage unlimited users on your internal team — no extra cost. Gateway hardware ships pre-configured and provisions automatically.

Earn More as You Grow

Advance through tiers based on deal volume and customer success. Higher tiers unlock better rates and more resources.

10%

REFERRAL

Entry tier — open to all approved partners

- ✓ Recurring commission on all revenue
- ✓ Deal registration portal
- ✓ 90-day deal protection
- ✓ Co-branded materials
- ✓ Monthly commission statements
- ✓ Email partner support

15%

AUTHORIZED

3+ closed deals or \$5K+/mo referred

- ✓ Everything in Referral, plus:
- ✓ Dedicated partner manager
- ✓ 2 demo environments
- ✓ Sales training & deep-dives
- ✓ Quarterly pipeline reviews
- ✓ Co-marketing & case studies

20%

PREMIER

10+ deals or \$15K+/mo referred

- ✓ Everything in Authorized, plus:
- ✓ Unlimited demo environments
- ✓ Joint go-to-market planning
- ✓ Annual partner summit
- ✓ Early access to features
- ✓ MDF (case by case)

Recurring Revenue, Not One-Time Fees

Unlike most programs that pay a one-time bounty, Breakwater commissions recur for the lifetime of the customer. A single Defend customer at 20 devices generates **~\$140/mo in commission** at the Premier tier — every month, as long as they pay.

Already Have Customers?

You can register existing relationships as deals during onboarding. If a prospect hasn't already engaged with Coastal directly, we'll honor the registration. The fastest way to start earning.

What You're Selling

Five integrated modules — one unified view of your customer's OT security posture.



Helm

Network monitoring, topology mapping, device health dashboards, and real-time alerting.



Manifest

OT asset inventory with firmware tracking, lifecycle management, and compliance posture.



Lookout

CVE intelligence, CISA KEV tracking, threat actor mapping, and ICS-CERT advisories.



Forecast

Business impact analysis, risk quantification in dollars, and regulatory exposure scoring.



Channel — Secure Remote Access

Zero-trust remote access via encrypted WireGuard tunnels. Session recording, RBAC, approval workflows, full audit logging. No VPN required.

Breakwater Gateway Hardware

BW-100

Small sites · 4-port GbE

\$599

Partner: \$449

BW-200

Mid-size + IDS · 6-port GbE

\$999

Partner: \$749

BW-400

Enterprise + IDS · 6-port 2.5GbE

\$1,499

Partner: \$1,099

All models include Collector agent, Channel SRA, and automatic provisioning. BW-200 and BW-400 include Coastal IDS for passive network threat detection. Ships pre-configured — plug in and start monitoring.

Four Steps to Revenue

From application to your first deal in as little as two weeks.

1

Apply

Complete the partner application. Tell us about your company and which track interests you.

2

Onboarding

30-minute kickoff call. Review the program, answer questions, align on strategy. Most apps reviewed in 48hrs.

3

Portal Access

Receive partner portal credentials, demo environments, and your co-branded marketing kit.

4

First Deal

Register a deal or onboard a customer. Your partner manager supports the process end-to-end.

Deal Registration & Protection

90-Day Exclusivity

Register a prospect and get 90 days of exclusive protection. No other partner can claim the same account.

Same-Day Approval

Submit via the portal. Most deals approved same-day. Extensions available for long sales cycles.

Inbound Protection

If a prospect contacts Coastal directly AND you registered them, we honor your registration.

Clear Resolution

First to register wins. Disputes resolved within 5 business days. No ambiguity.



Ready to Get Started?

Apply online or reach out directly. We'll get you set up fast.

APPLY ONLINE

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