

Palo Alto Networks Education Services Training Credits

EDUCATION SERVICES TRAINING OVERVIEW

Palo Alto Networks Education Services provide the knowledge your customers need to establish and maintain an effective security posture. Our team of training experts and vast partner network ensure customers can fully leverage the power of their Palo Alto Networks solutions.

Education Services encompass a wide range of cybersecurity topics, including installation, implementation, configuration, optimization, operation, and maintenance. We offer a complete suite of products and solutions for all our security platforms.

When combined effectively, the Education Services portfolio of training, digital learning, and certification offerings support users at every stage of their cybersecurity journey.

Instructor-Led Classroom Training (ILT)

- Delivered by Authorized Training Partners (ATPs).
- Public class (open enrollment).
- Private (onsite) class.
- Virtual instructor-led training—live classes delivered online (public or private).
- Customers can purchase Training Credits and redeem them within a year for ILT.

Digital Learning

- Extensive free digital learning courses that cover all areas of our products and technology.
- Help customers' cybersecurity teams maintain skills and optimize performance.

Certifications & Microcredentials

- Awarded to employees for completing a specific learning journey and supporting professional development goals.
- Validate knowledge and skills while helping customers build a team of in-house experts.
- Help employers close the skills gap.
- Estimated ROI for each credentialed employee = \$10K.*

* 2021 IT Skills and Salary Report, Global Knowledge, November 11, 2021, <https://www.globalknowledge.com/us-en/content/salary-report/it-skills-and-salary-report/#gref>.

SELLING EDUCATION SERVICES TRAINING

Why Sell Education Services?

- Higher customer satisfaction and stronger customer relationships.
- Trained customers renew 92% more often than untrained customers, and training increases self-sufficiency, reducing support requests by 87%.*
- Palo Alto Networks sales teams recognize quota retirement and commission draws.
- Project success is improved by 80% when 1.5% of the project cost is applied to training. Successful projects lead to higher customer satisfaction, stronger relationships, and increased annual revenue recognition.
- You spend less time answering post-sales and support-related questions. Six times more support is required for untrained vs. training users.

What to Sell: Education Services Training Credits

- Palo Alto Networks Training Credits give customers a fast, convenient way to budget for and purchase training.
- Redeemable by employees within an organization for a 12-month period.
- Redeemable only for ATP-delivered Palo Alto Networks authorized training, including public and private in-person, instructor-led and virtual training events, and technical certifications.
- Auto attached in the Callidus quoting tool.
- Global Education Services manages credit balances and consumption.
- ATPs set prices based on local market rates.

Training Credits SKU	
SKU	Price
PAN-EDU-Training-100	US\$100

General Attach Guidance			
Opportunity	SKU	QTY	Extended
\$1M+	PAN-EDU-Training 100	500	\$50,000
\$501K-\$1M	PAN-EDU-Training 100	350	\$35,000
\$251K-\$500K	PAN-EDU-Training 100	150	\$15,000
\$100K-\$250K	PAN-EDU-Training 100	75	\$7,500
\$50K-\$100K	PAN-EDU-Training 100	50	\$5,000

Note: For more specific attach guidance, reference the [Training Credits Program Guide](#).

Estimated Number of Training Credits Per Instructor-Led Courses				
Course	Product	Duration	Public Seat (Estimated Suggested Retail Price*)	Private Event** (up to 12 students) (Estimated Suggested Retail Price*)
EDU-210 Firewall Essentials: Configuration and Management	NGFW	5 Days	\$5,000 Qty 50	\$35,000 Qty 350
EDU-220 Panorama: Managing Firewalls at Scale	Panorama	2 days	\$2,000 Qty 20	\$14,000 Qty 140
EDU-330 Firewall: Troubleshooting	NGFW	3 days	\$3,000 Qty 30	\$21,000 Qty 210
EDU-238 Prisma SD-WAN: Design and Operation	Prisma SD-WAN	5 days	\$5,000 Qty 50	\$35,000 Qty 350
EDU-318 Prisma Access SASE Security: Design and Operation	Prisma Access	4 days	\$4,000 Qty 40	\$28,000 Qty 280
EDU-260 Cortex XDR: Prevention and Deployment	Cortex XDR	3 days	\$3,000 Qty 30	\$21,000 Qty 210
EDU-262 Cortex XDR: Investigation and Response	Cortex XDR	2 Days	\$2,000 Qty 20	\$14,000 Qty 140
EDU-380 Cortex XSOAR: Automation and Orchestration	Cortex XSOAR	4 days	\$4,000 Qty 40	\$28,000 Qty 280

Training Courses by Role				
Customer Role		Product	Recommended Courses	Total Training Days
Network Security	Administrators	NGFW	EDU-210	5
	Enterprise Level	NGFW and Panorama	EDU-210 → EDU-220	7
	Engineers	NGFW and Panorama	EDU-210 → EDU-220 → EDU-230	10
	Remote Access Admin/Remote Security Engineers, NOC	Prisma Access	EDU-318 (for NGFW experts)	4
		Prisma Access	EDU-210 → EDU-220 → EDU-318	11
		Prisma SD-WAN	EDU-238	5
SOC and SOAR	Cyber Security Analyst	Cortex XDR	EDU-260 → EDU-262	5
	SecOps or SOAR Engineers	Cortex XSOAR	EDU-380	4

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OBJECTION HANDLING

“Training costs too much.” or “My budget was just cut.”

Quality training is generally required at some point to achieve the best security outcomes. Investing upfront in training credits gives you a full year to decide who needs training and the area of focus. The cost of this vital investment is far less than the cost of downtime, support engagements, and unrealized security potential if you aren’t trained to use all the features.

“My team is geographically spread out.” or “We can’t travel.”

Virtual, instructor-led training combines live interactive lectures with hands-on labs to re-create the classroom experience without the travel requirements. What’s more, Training Credits allow you flexible options while safeguarding your training budget. You can also arrange private training for your organization, allowing team members from multiple locations to learn together.

“My employees can learn from other team members or online.”

On-the-job training and forums are convenient, but you learn only what those around you know or what you find online, which may include incorrect or inefficient practices. Formal authorized training teaches the product’s full feature set and best practices from instructors who have worked with hundreds of customers in real-world settings.

CUSTOMER BENEFITS

Improve Security

- Equip practitioners with the necessary skills to ensure the strongest security posture.
- Provide customers with the knowledge and resources to maximize product features and capabilities benefits.
- Improved security posture achieves faster time-to-value and increases ROI.

More Convenience with Training Credits

- Easy, up-front budgeting allows customers to protect training budgets and minimize ad hoc training purchases.
- Access to right-sized training from day one.
- Convenient and efficient way to get the team trained across product lines.
- Highly skilled ATPs are located in all [regions](#).
- Simplified ordering and tracking process—all managed by Palo Alto Networks.

Increased Flexibility

- Flexible delivery formats and 12-month consumption period.
- Learning programs crafted specifically to customer budget and requirements.

START THE CONVERSATION

“Do you want to be self-sufficient in day-to-day operations or be more knowledgeable even if contracted with an MSSP?”

- Quote the recommended quantity of PAN-EDU-TRAINING-100, or the amount suited for their specific needs.
- Purchasing Palo Alto Networks Training Credits means no additional PO requests for a year. Training Credits can be redeemed as training needs arise.

“Are your teams sufficiently skilled to manage a security incident?”

- ATPs can provide private training specific to your team’s needs and skill levels.
- ATPs offer publicly and privately scheduled classes in major markets and local languages around the world.

“Has your team changed as a result of new hires, acquisitions, or departures?”

- Training minimizes time spent on the phone with TAC and mitigates the impact and efficiency loss due to attrition.

“Do you build certification or training into annual employee plans?”

- Training prepares practitioners for Palo Alto Networks certifications—and the estimated ROI for each credentialed staff member is \$10K.*
- Training investment creates employee loyalty and job satisfaction. Sixty percent of IT professionals who are satisfied with their job are unlikely to look for a new position.* This is important as employers compete for cybersecurity professionals.
- Continuous learning increases productivity, improves the quality of work, decreases errors, and raises employee engagement levels.

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We’re here to help you and your customers be successful. Contact us to complete your customers’ solutions.

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Learn at Your Own Pace

An expansive library of free digital learning develops cybersecurity knowledge on your own schedule.



Digital Learning

Enable Rapid Response to Threats

Instructor-led training provides real-world, hands-on knowledge to ensure solutions continually meet business needs.



Instructor-Led Training

Deepen Product Expertise

Validate your expertise in thwarting bad actors, protecting valuable data, and providing accurate security recommendations.



Certification and Credentials