

# Channel Edge<sup>®</sup> Reseller Program



## Profitability through Partnership

The Webroot<sup>®</sup> Channel Edge<sup>®</sup> Reseller Program enables VARs, system integrators, and IT solution providers to profitably sell Webroot SecureAnywhere<sup>®</sup> security solutions. The Channel Edge program is purpose-built to support and grow partners' businesses across the globe by delivering competitive margins, dedicated sales support, and innovative sales and marketing tools. As our valued partner, you will have access to sales and technical tools, training, and marketing resources that will help open doors and close deals.

The modern threat landscape is increasingly more sophisticated and complex, with new malware emerging daily, even hourly. Your customers expect security solutions and services that protect them with minimal impact on business operations. With superior, cloud-based security solutions from Webroot, you can protect your customers, improve customer satisfaction and grow your business.

## Why Partner with Webroot

- » **Growth, Reward, Support** – Healthy margins, sales tools and co-brandable, customizable marketing resources help you identify existing opportunities and generate new business. Qualifying partners receive incentive programs, lead rewards, enhanced margins and joint personalized market development support.
- » **Predictable, Recurring Revenue** – With the highest customer satisfaction rating in the industry, organizations that choose Webroot renew year after year and have fewer complaints about system performance.
- » **Competitive Advantage** – Modern, award-winning cloud security solutions give partners a competitive edge by delivering unrivaled protection against today's sophisticated malware and targeted attacks, without annoying system slowdowns on customer endpoints.
- » **Improved Productivity & Uptime** – Webroot solutions install and protect in seconds, run alongside other protection software and are optimized for virtualized environments, allowing your customers to reclaim IT time and better manage their resources.
- » **Easy to Support** – Real-time, cloud-based threat protection means your customers never have to wait for signature updates and you never have to manage costly on-site patches.



## Innovative and Comprehensive Marketing Tools

The Channel Edge Partner Toolkit offers an innovative set of sales and marketing tools designed to help you effectively grow your business by supporting you at every stage of the sales cycle, from customer education and prospecting to successful deal closure.

- Web Content Syndication delivers product content, trial software and whitepapers directly on to your website. Your customers and prospects can educate themselves on Webroot solutions and initiate a trial that links back to your company, all from your site. Best of all, the information is updated automatically, so you can set it and forget it.
- The Resource Center provides a wide range of pertinent sales and marketing materials directly to the desktops of your sales and marketing teams, giving them instant access to the information they need when they need it—all without the hassle of remembering login information.
- Social Syndication empowers you to become a savvy security thought leader and influential voice in promoting security solutions and services. Through this syndication module, it's easy for you to push fresh content and communicate with potential buyers through multiple social media sites, supplementing your social contributions with Webroot-provided information.

## Giving You the Edge

The Webroot Channel Edge Reseller Program is tiered to recognize our partner's unique capabilities and commitment to selling and supporting Webroot security solutions.

## Registered Resellers

Once you join the Webroot Channel Edge Reseller Program, you are automatically enrolled as a Registered Reseller. Registered Resellers have access to self-serve training, sales tools and marketing resources.

## Elite Resellers

Partners committed to working with Webroot and meeting the minimum quarterly revenue attainment are enrolled as Elite Resellers. Elite partnerships require quarterly revenue commitment, as well as executive/sales sponsorship, training, joint business planning with Webroot Channel Account Managers, and regular reporting. Partners in this tier receive additional benefits to help develop and expand their Webroot business.

## Distribution Partnerships

Resellers can purchase Webroot solutions directly or through one of our regional distribution partners worldwide.

Channel Edge® Program Benefits	Registered Reseller	Elite Reseller
Channel Edge Toolkit Access	X	X
Self-serve Marketing Collateral & Campaigns	X	X
Partner Newsletter	X	X
Dedicated Trial Link for Lead Gen	X	X
Social Media and SEM Guides	X	X
Webroot Partner Community Access	X	X
Qualified Leads Reward Program		X
Speaking Engagements and Joint Seminars		X
Quarterly Business Planning & Review		X
Market Expansion Programs		X
Technical & Sales Support	Registered Reseller	Elite Reseller
Technical Training	X	X
Pre-sales Engineering Support	X	X
Product Training	X	X
Dedicated Channel Account Manager (CAM)		X
Sales Enablement	Registered Reseller	Elite Reseller
Competitive Intelligence	X	X
Product Collateral	X	X
Sales Training	X	X
Joint Sales Calls		X
Sales Incentives		X

### About Webroot

Webroot® is the market leader in cloud-delivered security software as a service (SaaS) solutions for consumers, businesses and enterprises. We have revolutionized internet security to protect all the ways you connect online. Webroot delivers real-time advanced internet threat protection to customers through its BrightCloud® security intelligence platform, and its SecureAnywhere™ suite of security products for endpoints, mobile devices and corporate networks. Over 7 million consumers, 1.5 million business users and 1.3 million mobile users are protected by Webroot. Market leading security companies, including Cisco, F5, gateprotect, Palo Alto Networks, RSA, SOTI, Telenor, and others choose Webroot to provide advanced internet threat protection for their products and services. Founded in 1997 and headquartered in Colorado, Webroot is the largest privately held internet security company in the United States – operating globally across North America, Europe and the Asia Pacific region.

We offer local support by real Webroot employees around the world, in your time zone, and in over 60 languages. Webroot cares about total customer satisfaction, and we're never more than a click away.

For more information and to keep up on the latest news in the Webroot® Channel Edge® Reseller Program, visit: [webroot.com/us/en/partners/reseller](http://webroot.com/us/en/partners/reseller), or follow us on Twitter: [twitter.com/WebrootChannel](https://twitter.com/WebrootChannel)

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