

# 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 provides Smarter Cybersecurity™ solutions. We provide intelligent endpoint protection and threat intelligence services to secure the Internet of Everything. By leveraging our cloud-based collective threat intelligence platform, computers, tablets, smartphones, and more are protected from malware and other cyberattacks. Our award-winning SecureAnywhere™ intelligent endpoint protection and BrightCloud® threat intelligence services protect tens of millions of consumer, business, and enterprise devices. Webroot technology is trusted and integrated into market-leading companies including Cisco, F5 Networks, HP, Microsoft, Palo Alto Networks, RSA, Aruba and many more. Webroot is headquartered in Colorado and operates globally across North America, Europe, and the Asia Pacific region. Discover Smarter Cybersecurity solutions at [www.webroot.com](http://www.webroot.com).

#### World Headquarters

385 Interlocken Crescent  
Suite 800  
Broomfield, Colorado 80021 USA  
800 772 9383

#### Webroot EMEA

6th floor, Block A,  
1 George's Quay Plaza  
George's Quay, Dublin 2, Ireland  
+44 (0)870 1417 070

#### Webroot APAC

Suite 1402, Level 14, Tower A  
821 Pacific Highway  
Chatswood, NSW 2067, Australia  
+61 (0) 2 8071 1900

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