

# The WatchGuard**ONE** Channel Partner Program

**ONE**<sup>®</sup> POWERFUL PARTNERSHIP<sup>™</sup>



## Profitability to the Core

Not all channel programs are created equal. You need a partnership that provides the flexibility to adapt to your unique business model and go-to-market strategy. You need a partnership that is simple to understand and easy to leverage. You need a partnership that truly values your business. At WatchGuard, we have built a channel program unlike any other.

WatchGuardONE is all about your profitability, and it's achieved through unsurpassed sales, marketing, and technical support, in addition to the most channel-savvy management team in the industry – but don't just take our word for it. WatchGuard is consistently recognized year-after-year for pushing the envelope and leading innovation in partner enablement.

### 100% Channel, 100% of the Time

Every deal made, every product sold, and every new customer gained is a win for both of us. WatchGuard is 100 percent channel-focused, as we have been for over 20 years. This means our entire organization is structured around your success, including how we design and develop products, package and sell services, and enable your business. Welcome to the big leagues in channel development.

### A True Value-Based Channel Program

Many channel programs out there are structured around the revenue you make for their business. We see that as the wrong approach. Instead, WatchGuardONE is structured around your investment in learning about WatchGuard, this industry, and the solutions we offer together. The more you invest in us, the more we invest in you. This value-based principle continues to pay off for WatchGuard's 10,000+ channel partners around the world.

### Supporting the Diverse Business Models of IT Solution Providers

No matter your company size and no matter your go-to-market strategy, the WatchGuard partnership values your business. Our channel community includes some of the world's most diverse IT solution providers, including resellers, VARs, consultants, system integrators, MSPs, MSSPs, and the many varying hybrid models in between.



# Choose Your Path, and Then Land and Expand

We offer three levels of participation: Silver, Gold, and Platinum. Each level unlocks greater overall benefits. We also offer multiple product family specializations, enabling you to enter WatchGuardONE and focus on the solutions you want to build your business around.

## Knowledge-Based Requirements

Sales performance will never change your status in WatchGuardONE. We care about your expertise across our solution portfolio and the needs of our joint customers. Whether you are a consultant managing just a few clients or a large reseller with thousands, our top priority is ensuring the highest quality of service for them – and that starts with equipping you with the needed knowledge and support.

REQUIREMENTS	PLATINUM	GOLD	SILVER
<b>Sales, Marketing, and Operations</b>			
WatchGuardONE Partner Agreements	•	•	•
Completed Partner Finder Profile	•	•	•
Submit Annual Business Plan	•	•	
WatchGuard Invitation	•		
<b>Certifications and Accomplishments</b>			
WatchGuardONE Onboarding Webinar	•	•	•
Purchase NFR Product	•	•	•
Sales Certified Individuals	3	2	1
Technically Certified Individuals	3	2	1
Accomplished Specializations	All	2	1

SALES SUPPORT	PLATINUM	GOLD	SILVER
Assigned Account Management Team	✓	✓	✓
On-Demand and Live Sales Trainings	✓	✓	✓
Sales Certifications for Individuals	✓	✓	✓
Product and Subscription Discounts	✓	✓	✓
Deal Registration	✓	✓	✓
Special Bid Eligibility	✓	✓	✓
Renewals Management Tool Access	✓	✓	✓
Not-for-Resale (NFR), Internal Use Licenses and Discounts	✓	✓	✓
Security Pays Incentive Program	✓	✓	✓
Eligible for WatchGuard Sourced Leads	✓	✓	✓
Volume-Based Rebate Opportunity	✓	✓	✓

## SALES SUPPORT

## TECHNICAL SUPPORT

### The Benefits Keep Coming

All WatchGuardONE partners gain powerful sales, marketing, and technical resources – among a wide range of benefits to grow your business.

TECHNICAL SUPPORT	PLATINUM	GOLD	SILVER
Technical Certifications for Individuals	✓	✓	✓
24x7 Support	✓	✓	✓
Beta Program Participation	✓	✓	✓
Priority Partner Support with Targeted Response Times	✓	✓	✓
Online Technical Support Resources	✓	✓	✓
Technical Training (online and in-person free of charge)	✓	✓	✓
Dedicated Platinum Technical Support Line	✓		



## MARKETING SUPPORT

MARKETING SUPPORT	PLATINUM	GOLD	SILVER
WatchGuard Logos Usage	✓	✓	✓
Partner Locator Listing with Customized Profiles	✓	✓	✓
Access to Marketing Campaign Kits	✓	✓	✓
Access to Marketing Automation Tools	✓	✓	✓
Volume-Based Co-Op Marketing Funds	✓	✓	✓
Access to Marketing Development Funds (MDF)	✓	✓	✓
Assigned Field Marketing Manager	✓	✓	
Eligible for the Digital Advertising Program	✓		
Corporate Marketing Support	✓		

## BUSINESS SUPPORT

BUSINESS SUPPORT	PLATINUM	GOLD	SILVER
Partner Portal and Support Center Access	✓	✓	✓
Partner Newsletter	✓	✓	✓
Learning Center Access	✓	✓	✓
WatchGuardONE Readiness Onboarding Program	✓	✓	✓
Unlimited free trials for endpoint security products and add-on modules	✓	✓	✓
Free access to Partner Center	✓	✓	✓
Quarterly Business Reviews	✓	✓	
Priority Account Management Support	✓	✓	
Assigned Executive Sponsor	✓		
Annual WatchGuard Executive Review	✓		
Invitation to Exclusive Platinum Networking Event	✓		

## Aggressive Incentives to Drive Business

Receive up-front discounts, back-end rebates, and tiered deal registration – enabling you to always offer the most competitive and most profitable price points. Leverage generous MDF and Co-Op marketing funds to build your brand, generate leads, and nurture your existing clients.

## Expert Technical and Account Support

Year-after-year WatchGuard is recognized for the overall channel support we provide to our partner community, from the technical knowledge and responsiveness from our 24x7 in-house team, to the breadth of sales and marketing individuals we assign to your account. We work alongside you to build plans, find opportunities, close deals, and keep your clients happy.

## Flexible Pricing Options

No matter how you deliver your service agreements to clients, including weighted up-front or evenly distributed across a recurring billing cycle, we provide flexible options for you to purchase products and services through WatchGuard FlexPay to best fit your business model. This includes fixed term pre-pay, fixed-term pay-as-you-go and zero commitment pay-as-you-go\*.

\*not available in all markets



## Self-Service Tools and Resources

Access the WatchGuard Partner Portal to gain insight into your business, download plug-and-play marketing campaigns, engage with other solution providers, manage renewals, enroll in live and on-demand trainings, and automate business processes across your sales and marketing initiatives. We truly provide a one-stop-shop in managing your relationship with WatchGuard.

**The Business Tracker** – Understand in near real time your WatchGuard sales, including sales targets, sales achievement, rebates and co-op funds accrual, and the granularity to view each transaction quarter-over-quarter and year-over-year.

**Leads Management** – Accept, manage, and convert leads to opportunities alongside WatchGuard using an interactive interface with built-in CRM functionality. Gain a better understanding of prospective customers through sales insights and lead scoring, including the web pages they viewed, events they attended, resources they downloaded, and much more.

**Deal Registration** - We reward the efforts of WatchGuardONE Partners who uncover and register new sales opportunities. Our Deal Registration tool enables you to better manage opportunities with price protection and additional sales assistance from WatchGuard. It's as simple as it seems.

**Marketing Funds Management** - Managing marketing development funds (MDF) and cooperative advertising funds (Co-Op) has never been easier. Gain complete visibility into the status of your funds with the ability to quickly request marketing projects and submit claims. Your assigned field marketing manager will work with you to build and execute your marketing plans.

**Renewals Watch** - Customer renewals are a critical part of your business. Our Renewals Watch tool provides you with the visibility and flexibility to quickly respond to your customers' evolving security needs and offer the license renewals they need.

**Marketing Campaign Kits** - Your official headquarters for getting the high-impact marketing and sales resources you need to build successful marketing programs. These creative marketing campaigns are solution-focused on industry trends, market verticals, and fun campaigns that contain a variety of resources that are easy to co-brand. The kits typically include web advertisements, eBooks, infographics and posters, email templates, web copy, and more.

**Marketing Automation Tools** - Get more leads faster through automating your marketing channels with engaging content that speaks directly to your customers. Our Marketing Automation Platform includes Content Syndication, Social Media Syndication, and the Collateral Brander to simplify your marketing efforts with WatchGuard.

**Unlimited Trials for Endpoint Security Products and Add-On Modules** - Keep your potential customers or existing ones engaged with our entire endpoint security portfolio. Assign new, full-feature trials at any time from the Partner Center (provided free of charge) and monitor their performance at client sites. This real-time insight allows you to easily engage with new customers and promote cross-sell opportunities to your existing customers, all at no cost.

**Partner Portal Home**

Welcome, Test User, Test Account

**Your Leads**

Available Leads: 49

Recent Pending Leads

Company	Lead Source
Vendor - Vendor Relationship	Event: Webinar
Customer - Website Content	Event: Webinar
Vendor - Vendor Relationship	Event: Webinar

**Your Renewals**

Expiration Count

Current Customer Relationships

Relationship Type	Count
Preferred Partner	161
Associated Partner	0
Claims Only	206

**Find It Fast**

- MSRP Commands
- Manage MSP devices
- Leads and Opportunities
- Deal Registration
- Learning Center
- Marketing Automation
- Renewals Watch
- Update My Profile

**Building Your Cyber Security Message in Industry 4.0**

Manufacturers who look to protect the equipment - and people - engaging their shop floors by way of enterprise-grade, plug-to-deploy solutions will find them with WatchGuard.

**Head of Selling the Wall**

Stop choosing between security and performance. WatchGuard solutions are the top-performing applications with all security services carried on white-wireless, encrypted traffic.

**Registering Up With Us Easy - Just Take It On**

These marketing campaign resources can help you find and engage with customers looking for IoT/OT/IoM products. WatchGuard's solution addresses the need to protect exposed IoT devices, IIoT and other locations from threats.

**Be Authentic**

Engage resources to help you sell AuthPoint in the new AuthPoint Marketing Campaign Kit: "Be Authentic." The kit includes a Partner Guide to MFA, an eBook that describes the benefits and the risk of using passwords, banner ads.

**WatchGuard AuthPoint**

These marketing materials are designed to make it easy for you to market AuthPoint. Use the marketing kit to communicate to your customers why they need AuthPoint MFA to keep their assets, accounts, and user identities.

**Eliminate Network Blindspots**

WatchGuard has the visibility solutions to provide clear insight into what's really happening within a network.

**The Resource Center** – Quickly search and filter through all our available sales and marketing resources. You instantly have access to thousands of brochures, datasheets, whitepapers, images, videos, and many more partner resources – including the ability to filter by language, asset type, paper size, and product family. We make it easy for you to find, download, and share the resources you need, when you need them.

**The Learning Center** – Access personalized educational paths in sales readiness, channel enablement, and technical trainings through a web-based learning environment that can be accessed at any time and from anywhere. Watch and learn.

**MSSP Command** – Gain complete management and visibility into your monthly subscriptions using MSSP Command. Pause-and-play services monthly per device, view available funds and expected spend for next month, and administer alerts and notifications to ensure you and your team stay ahead of your clients' subscription needs.

**The Profile Builder** - The Partner Finder is a powerful resource that enables you to leverage watchguard.com to generate business. Available to all WatchGuardONE Partners, this is how customers find your business based on name and location. Leverage the Profile Builder tool in the Partner Portal to customize your Partner Finder profile, including images, descriptions, areas of expertise, contact information, and more.

**The Support Center** – Get the support you need, when you need it. Access the technical knowledge base, submit and track support cases, activate products, download software and firmware updates, and engage with other technical-minded professionals on our user forums to share experiences and learn from each other.



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“The reason I chose to partner with WatchGuard over 10 years ago is simple – they value their channel partners unlike any other company in the industry. The level of support I get from WatchGuard – including the account management team, the technical and sales trainings, channel enablement tools, and so much more – is truly a game-changer for my business.”

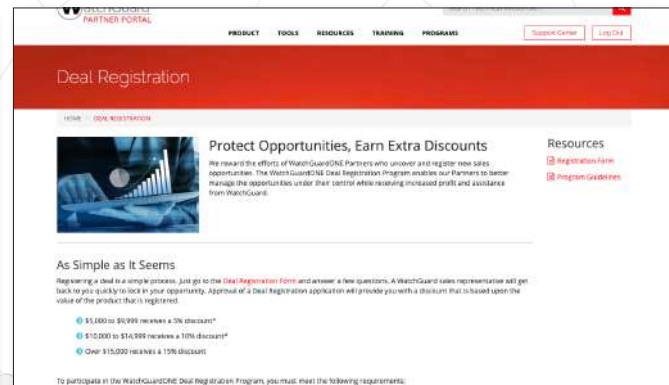
**Don Gulling, CEO, Verteks Consulting**

“WatchGuard’s commitment to training and certification is significant. Their WatchGuardONE Channel Partner Program is a win for the reseller, the customer, and WatchGuard.”

**Rory Sanchez, CEO, True Digital**

“Our customers don’t just want a partner that has sales-sheet knowledge. They want an expert that truly understands the challenges facing their business. It’s always a challenge when working within a vendor’s channel program, trying to balance sales versus training. At the end of the day, these programs are designed around volume, but that’s not the case with WatchGuardONE. A new bar has been set that allows us to lead with expertise and be the go-to resource for our customers. And the best part, the more training we complete, the more WatchGuard rewards our effort.”

**Lesleigh Watson, COO, BlackPoint IT**



## You Can Do Better. Let Us Help.

Whether you have already added a cybersecurity offering to your portfolio or are looking to take the first step, we are here to make your transition as smooth and as profitable as possible. We have been enabling IT solution providers for over 20 years with great success. Contact us today to talk about how you can do better for your business, employees, and clients.

### Getting Started with WatchGuard

1. Create a free account by completing the Become a Partner Form: [www.watchguard.com/join](http://www.watchguard.com/join)
2. Your future account management team will reach out to set up an in-person or phone meeting
3. Immediately begin receiving all the benefits as you work towards program status

### Making the Ramp-Up Quick and Profitable

Our Status Match Promotion and WatchGuardONE Readiness programs provide you with a clear path to success. Receive up to 90 days of program status while you accomplish the requirements and begin selling and implementing WatchGuard solutions. Our highly skilled technical and account management teams are here to help you make a successful transition to becoming a WatchGuardONE Partner.

### Continue Exploring This Powerful Partnership

Take a deeper dive into how we enable your business through our products, programs, and ecosystem of technology integrations.

Visit <http://www.watchguard.com/partners> for more information.



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