



Netsurion Partner Program

As threats continue to evolve, collaboration with security-minded partners is an integral part of our mission to secure merchant data networks.

The Value of Partnership

Netsurion's partners provide merchants with a comprehensive suite of solutions for companies of all sizes. They help distributed enterprises accelerate innovation while reducing complexity by combining connectivity, threat, and compliance management into a single suite of managed network solutions.

Our partners set themselves apart from the competition by showing they take data security seriously and are capable of providing a more comprehensive solution set for merchants. Netsurion partners are able to either refer or resell the services to take advantage of market opportunities and generate new recurring revenue.

Cybercrime is growing — internal and external threats alike are changing the way merchants need to manage their business and secure their data. Even the IT solution providers that support merchants can be held liable in the case of a data breach.

As a Netsurion partner you can be sure that we are committed to your success by securing your customers' data and mitigating your risk. Named the RSPA Vendor of Excellence in Reseller Support Services, we provide the latest in technologies, education, resources and support to help you lead and grow despite the threats posed by cybercrime.

Why Join?

Netsurion partners minimize their risk and maximize their revenue by receiving training and marketing resources necessary for success, along with leading pricing and support.

As a partner, your technology solutions will include a layer of much-needed security and compliance that protects everyone involved – the consumer, the merchant, and you, the merchant technology provider.

Netsurion is a partner-channel-focused company because we realize the best way to safeguard consumers, merchants, and businesses alike is to deliver comprehensive integrated solutions. The result is affordable, enterprise-level technology and support to improve network performance, ensure business continuity, and neutralize cyber threats.



Program Benefits

Each partner relationship is unique and as such we realize the need for graduated levels of commitment to best fit each organization. In addition, the Netsurion Partner Program offers a wide range of benefits designed to help you engage customers in higher value conversations, win business, and increase your profitability. While no two partners are alike, many share some of the same requirements and want support in similar areas.

The Netsurion Partner Program offers three levels of competitive differentiation that provide incremental business benefits:



Certified: For partners that have a trained employee with basic knowledge of the Netsurion solutions, and meet the requirements of the Certified Partner level.



Gold: For partners that have trained employees with comprehensive knowledge of the Netsurion solution and customer needs, and meet the requirements of the Gold Partner level.



Platinum: For partners that have more in-depth expertise in Netsurion solutions, that support a large number of customers, and meet the requirements of the Platinum Partner Level.

Partners can enjoy the following benefits:



Partner Portal Access: An online resource that contains the latest news, training, marketing materials, and tools.



Website Partner Profile: Every partner is represented on our website with a profile, including company name, logo, partner level, summary, and a link to partner's website.



Partner News Email Digest: A monthly newsletter focused on updates within the partner program, as well as cybersecurity and network insights to arm your team with knowledge to better support your customers.



Partner Level Badge: A web-ready image is provided to each partner displaying their partner level designation which is posted on the partner website and links to the Netsurion Website Partner Profile.



On-Demand Training Webinars: A recorded version of our sales training series allows you to train at your convenience.



Marketing Materials: Netsurion brochures, service data sheets, and other collateral to help communicate the value of network security, Wi-Fi, and PCI compliance.



Co-Branded Marketing Materials: We work with our partners to develop co-branded materials that communicate the combined value of our organizations and Netsurion services, all tailored to your sales and marketing efforts.



Quarterly Live Team Training Sessions: Whether via web conference or in person, our partner enablement team will schedule training sessions for your team.



Joint-Marketing Plan: Collaborate with the Netsurion Sales and Marketing team to customize a joint-marketing campaign that best suits your situation and your customers' needs. We create an initial campaign plan that we discuss with your team, resulting in a multi-channel campaign plan in which we develop message strategy, creative design, and a project schedule.



Netsurion Certified Professional Designation: In this step, we verify that your team is prepared and can perform at a certain level of self-sufficiency. A post-training test is provided to designate experienced security professionals.



Market Development Fund: We're serious about collaboration...Netsurion will share the cost of initiatives that market Netsurion solutions alongside our partners. These initiatives may include jointly hosted seminars, webinars, tradeshow sponsorships, and more.



Revenue Margin and Model: Netsurion provides Certified Partners with a referral fee for each signed contract in which the partner first introduced Netsurion. Gold and Platinum Partners receive discount pricing by which the services can be resold at a price determined by the partner.

Are you ready to become a strategic partner with Netsurion?



Next Steps

Our partner onboarding process is created to be as easy as possible, yet systematic to ensure we consistently enable our partners to be as successful as possible with incorporating security into their merchant technology solutions.

Steps to becoming a Netsurion Partner:

1 **Apply**

Organizations interested in becoming a Netsurion partner can get started by completing the brief application form at www.netsurion.com/partners. Our channel team will reach out to align expectations and agree on next steps.

2 **Onboard**

Once the partnership is accepted, the onboarding process begins. This consists of several behind-the-scene setups (i.e. portal access accounts, newsletter subscription, accounting setup) and scheduling a partnership kick-off meeting.

3 **Enable**

Initiated by the kick-off meeting, we will review the tools and benefits available to you and define action items surrounding such topics as training dates, co-branded materials, and joint-marketing efforts. During this timeframe, we will be in close communication as these action items are completed.

4 **Go-to-Market**

Once the enablement steps are complete, we should have a clear vision of how we go to market together. We will have defined our objectives and expectations to deliver your solutions and better data security to merchants. A partnership, like any relationship, needs routine checkpoints to make sure both parties are meeting each other's expectations, including identifying areas of improvement. We schedule a routine Partner Relationship Checkpoint every year at the very minimum to see how our relationship can be improved.



www.netsurion.com

Contact our team to learn how
Netsurion can help your business.

713.929.0200 | netsurion.com/learnmore

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