Netsurion Partner Program

Netsurion™

Powering Secure and Agile Networks

Your customers place a high priority on the hassle-free security, protection, and flexibility of their network security/connectivity, compliance support, and advanced threat protection. Netsurion has designed a program to help you stand out from your competitors, including tools to make the most of every sales opportunity. Our goal, through sales and marketing resources, financial incentives, training, and our technical support, is to provide you with the infrastructure to promote and support your business.

Netsurion services add value to the solutions you offer—and Netsurion brand leadership and quality inspires your customers' confidence in you. Through this mutually beneficial relationship, we believe that you and your customers will enjoy the unique solutions we offer.

We recognize your importance and are committed to earning your loyalty and rewarding you for it. We aim to prove our value to your business with deep discounts, meaningful resources, and opportunities to help grow your business. We believe that the more closely we work together, the more successful we'll both be.

Welcome to the Netsurion team!

Sincerely,

Guy Cunningham
Vice President of Channel Sales and Alliances

Contents

FOR 30 YEARS, Netsurion has been a trusted partner focused on keeping data secure and preventing data theft.

Thank you for joining the Netsurion Partner Program

As a Netsurion Partner, be assured of our commitment to giving you what you need to succeed. This program guide gives you a comprehensive overview of how our Partner Program can help you out-pace your competition, solve your customers' security challenges, and win even more new business.

Why Netsurion

Netsurion powers secure and agile networks for highly distributed and small-to-medium enterprises. In such environments, the convergence of threat protection and network management are driving the need for greater interoperability between the NOC (network operations center) and the SOC (security operations center) as well as solutions that fuse technology and service to achieve optimal results. To this end, Netsurion has converged purpose-built network hardware, innovative security software, and flexible managed services.

Our security operations platform, EventTracker, has been recognized for 11 years by Gartner on the Magic Quadrant for SIEM and is specifically designed for mid-market organizations. Our software-defined branch (SD-Branch) orchestration and security solution, BranchSDO, drives reduced cost and complexity coupled with increased scalability and security for branch locations.

Serious About Partner Commitment

Because channel partners are integral to our overall success and in delivering an excellent customer experience, we intend to be a trusted, consistent partner in all aspects of our relationships.

Products Available to Partners

Whether you're interested in our SD-Branch solution, BranchSDO, or our Security Information and Event Management (SIEM) solutions, we're here to make it easy for you.

Easy to Sell, Deploy, and Manage

Our solutions are easy to sell, deploy, and bundle with your other professional services and solutions. The easy-to-use partner portal provides you with tools, enablement plans, and training to be successful quickly.

Profitable and Engaging Partner Program

Take advantage of some of the highest renewal rates, marketing support, and 24/7/365 tech support. The low-entry costs and minimal training required make it easy for you to join the program, start selling, and achieve even higher levels of benefits.

Comprehensive Set of Features

Netsurion makes SD-Branch and SIEM solutions affordable for customers of all sizes. When your customer's requirements are paired with our scalable services, backed by our own network security analysts, you'll be able to provide your customers with unparalleled network security and compliance solutions.

Partner Types

Value Added Reseller (VAR)

Netsurion's products and services are available to Value Added Resellers (VAR) as annual subscriptions. Our sales teams will support the VAR in its engagement with the end user. VARs receive a standardized discount off the suggested list price and can resell to an end user at a price determined by the VAR. A VAR's discount increases as their sales increase.

Sales Agent

Netsurion's products and services are available to Sales Agents as annual subscriptions. Our sales teams will support the Agent in its engagement with the end user. After the conclusion of a sale, Sales Agents will receive a standardized commission based on the sales price to the end user.

Managed Service Provider (MSP)

MSPs can subscribe to Netsurion's multi-tenant hosted solutions, which will provide a flexible monthly fee based on actual usage. Netsurion will support the MSP in their delivery of managed services to their end user. An MSP's discount increases as their number of customers increase.

Partner Program Framework

The Netsurion Partner Program includes two tiers of participation for VARs based on investment and associated benefits.

Gold Partner

Gold-level partners have met revenue goals and invested in training, while actively promoting Netsurion. The distinction comes with product discounts and alignment with Netsurion.

Platinum Partner

Platinum-level partners have met demanding revenue goals, closed major deals, and invested significant time in training, while actively promoting Netsurion. Platinum partners receive the deepest product discounts and dedicated resources.

Netsurion™
Gold **Partner**

Netsurion™
Platinum **Partner**

Requirements and Benefits

The following tables list the specific requirements and obligations for partners as well as particular benefits a partner has access to.

Program Requirements

Partners are required to achieve the following requirements:

Requirements	
Completed Program Application	■
Signed Netsurion Partner Agreement	■
Primary Contact Assigned	■
Promoted Partner Website	■
Maintain Updated Profile	■
On-Demand Training Webinars	■
Training Webinars	■
Completed Certification Quiz	■
Annual Partner Relationship Checkpoint	■

Program Benefits

Partners are eligible to receive the following benefits:

Benefits	
Partner Portal Access	■
Partner News Email Digest	■
Partner Level Badge	■
Press Release	■
Marketing Materials	■
Opportunity Registration (for Resellers and Sales Agents only)	■
Netsurion Certified Partner Designation	■
Account Manager	■
Co-branded Marketing Materials	■

Further benefits might be available based on partner type and revenue results.

Description of Benefits

Partner Compensation and Discounts

Netsurion partners are critical to our continued revenue and growth. As such, we want to reward our partners' investment into product knowledge and opportunity identification. Partner compensation is dependent upon the partner's type.

Partner Portal Access

Every partner is granted access to the Partner Portal which contains training, marketing materials, and tools.

Individual user accounts will be created for those staff members deemed appropriate. Users will be able to change their password and should bookmark the URL for future use. The portal is also mobile-friendly for easy access anytime.

Partner Newsletter

A monthly email newsletter keeps our partners informed of updates in the Partner Program, as well as informed about cybersecurity insights to arm your team with knowledge to better support your customers.

Portal users are also subsequently subscribed to this once-per-month email newsletter, which provides timely cybersecurity thought leadership through blogs and industry news that may help you engage your prospects.

Partner Badge

Available via the Partner Portal, a web-ready image is provided to each partner who wishes to display their partner designation on their website.

Press Release

Our partner relationships are something both organizations should be proud of and ultimately deliver added value to our customers. In some cases, Netsurion's public relations team will craft a release that describes the partnership and includes quotes from both organizations. Upon your review and approval, the release may be published on the partner's and Netsurion's websites, and in some cases, distributed via news wire.

Marketing Materials

Available via the partner portal, Netsurion brochures, service data sheets, and other collateral are provided to help communicate the value of our range of services and solutions. Our marketing team continually evaluates what new messaging and stories will best convey the value these services bring.

Opportunity Registration

Reseller, MSP, and Sales Agent partners can register an opportunity through the partner portal. Upon approval, we will work with that partner exclusively on that opportunity.

Co-branded Marketing Materials

In addition to a library of our relevant collateral, we work with our partners to develop co-branded materials that communicate the combined value of our organizations, and communicate Netsurion services tailored to your sales and marketing efforts.

Description of Requirements

Completed Program Application

All partners must complete a program form via netsurion.com/partners and keep an updated profile in order to join and remain in the program.

Signed Netsurion Partner Agreement

All partners must agree and accept the terms of the applicable Netsurion Partner Agreement. Netsurion Partner Agreements will be automatically renewed until either terminated by Netsurion or the partner.

Primary Contact Assigned

All partners must identify a primary contact to support the relationship with Netsurion.

Promoted Partner Website

We encourage all Netsurion partners to promote their alliance with us on their websites with a partner badge. Your partner badge can be found on the partner portal.

Product Training Webinars

Available via the partner portal, an on-demand training series allows you to train your team at your convenience. Training is mandatory for Platinum Partners and encouraged for Gold Partners.

Completed Certification Quiz

To verify successful enablement of your team and ensure a certain level of self-sufficiency, a post-training certification quiz is provided. After passing, a Platinum partner employee is designated a Netsurion Certified Professional, which must be retained to remain in the program.

Training Sessions

Training materials are provided in recorded format and also conducted live during the enablement stage of partner onboarding.

Sales Presentation Training

Partner reps are walked through the Netsurion sales presentation to understand how to deliver the presentation and what variations may be more relevant for different customer types.

Order Processing Training

To ensure customers experience a smooth purchase process, partner reps are trained on the ordering and renewal procedures.

Program Policies

All requirements and benefits outlined in this program guide are effective through December 31, 2019. Netsurion reserves the right to review the Partner Program compliance at least once a year, and also reserves the right to re-level Netsurion Partners that exceed or no longer meet the requirements of their previous tier status.

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

713.929.0200 | netsurion.com/partners

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