



# Partnering with WatchGuard®

Partners, Products, and Profitability

Get red. Get secured**red**.

WatchGuard® solutions put solid protection between your customers' networks and malicious threats. Businesses of all sizes rely on WatchGuard for flexible, performance-driven network and content security that easily extends and scales to accommodate growth.

# WatchGuard Security Appliances

When companies need proven network security solutions they turn to WatchGuard. We provide excellent reliability, service, support, and innovation for your customers, with a wide range of products to suit their specific business requirements.



## WatchGuard® XTM Series

The XTM family of network security appliances is a new class of performance-driven solutions. Blazing fast throughput and comprehensive protection combine with advanced networking features to handle high-volume traffic securely – and at an affordable price.

Includes a suite of flexible management tools that allows IT administrators to manage security through an intuitive centralized console, CLI, and web UI. Growing businesses will find it's easy to upgrade to a higher model in the line for more throughput, capacity, and networking features by purchasing a downloadable license key. For businesses of all sizes, from 50 users or fewer up to 10,000 or more.

## WatchGuard XCS Series

WatchGuard XCS solutions deliver the industry's best defense-in-depth against email-borne threats while blocking over 98% of spam with 99.9% accuracy. All models include powerful data loss prevention (DLP) capabilities that inspect sensitive data in outbound email to ensure there are no policy violations.

Centralized administration and reporting reduce costs and management requirements, and provide total visibility and control of incoming and outgoing email traffic. For businesses of all sizes, from 250 or fewer users up to large enterprises, ISPs, Fortune 500 and Global 1000 companies.

For larger organizations and managed or hosted service providers, the **WatchGuard Quarantine Management Server (QMS)** can be easily combined with an XCS appliance (or any other email security gateway) to off-load unwanted email to a dedicated quarantine server for up to 180,000 users. QMS reduces traffic load and storage requirements for the primary email security system or cluster, and gives end users self-service capabilities to adjust their individual spam thresholds. Flexible policies can be applied to different domains, groups, and users.



## WatchGuard SSL

The WatchGuard® SSL family of appliances are affordable, easy-to-use secure remote access solutions that provide reliable client and clientless connectivity to corporate data and resources for anywhere, anytime productivity. Ideal for small to mid-size companies with numerous remote workers needing access to essential network resources.



## WatchGuard Security Subscriptions

WatchGuard XTM and XCS security solutions provide powerful protection right out of the box. Our suite of security subscriptions boosts that protection in critical attack areas for even greater levels of security. Subscriptions are available singly or bundled, and come in 1-year, 2-year, and 3-year subscription packages. Because WatchGuard solutions are customizable, you can help customers select precisely the right subscriptions for their business needs – and you gain the annuity stream.

- All WatchGuard XTM appliances integrate subscriptions to **WebBlocker** for URL filtering on HTTP and HTTPS; **spamBlocker**; **Gateway Antivirus**; **Reputation Enabled Defense** for faster, safer web surfing; and **Intrusion Prevention Service** for protection from attacks that comply with protocol standards but carry malicious threats.
- Add a **Web Security** subscription to XCS 770, 970, and 1170 models to extend protection and DLP capabilities across all inbound and outbound web traffic. An **Email Encryption** subscription, available for all XCS models, securely transmits and receives private and sensitive information – without the high cost associated with most encryption technology.

# WatchGuard Secure Partner Program

If you are serious about selling network security, then we encourage you to take the next step and become a WatchGuard Secure Partner (WSP). Get the resources you need to build your revenue, stay ahead of the competition, and increase your profitability. Join the WatchGuard Secure Partner Program and take advantage of the explosive markets for threat management, data loss prevention, and email/web content security. We'll help you get started.

## Grow Your Revenue

Whether you provide products, services, or solutions, the WSP Program ensures continued business success with up-front product rebates and subscription renewal opportunities.

## Reduce Risk

By selling highly reliable security solutions that are easy to integrate, manage, and support, you ensure your reputation and your customers' satisfaction. And we're behind you with support from our team of seasoned security professionals.




## Accelerate Profitability

Our award-winning Partner Program offers the training, tools, and support you need to get up and running fast with minimal impact to your existing business.

## Be One of the First to Know

Get the latest product announcements and promotions delivered to your inbox each month, and receive our popular technical support newsletter with tips and tricks that help you be the security expert your customers need you to be.

## Program Benefits

			
<b>SALES &amp; MARKETING SUPPORT</b>			
Product and Subscription Instant Rebates		•	•
Dedicated Inside Pre- and Post-Sales Support		•	•
Not For Resale (NFR) Appliance Program	•	•	•
Customer Renewal Tool	•	•	•
Deal Registration and Special Bid Eligibility		•	•
Access to the WatchGuard Partner Portal	•	•	•
Dedicated Field Sales Support		•	•
Dedicated Field Sales Engineer Support		•	•
Demand Generation Support		•	•
Listing on WatchGuard Partner Locator		•	•
Marketing Activity Funds and Support*			•
<b>TECHNICAL SUPPORT</b>			
Unlimited Support Incidents	•	•	•
Online Technical Support Resources	•	•	•
Priority Partner Support – Targeted Response Time	4 hour	2 hour	1 hour
<b>TRAINING &amp; CERTIFICATION</b>			
Sales and Technical Training	•	•	•
<b>PROGRAM REQUIREMENTS</b>			
Annual Sales Volume Requirements	•	•	•
WatchGuard Systems Professional Certification	•	•	•
WatchGuard Sales Professional Certification	•	•	•
Marketing Activity		•	•

Note: There may be differences in program implementation for specific regions. Associate Level Program available in select geographies. Program is subject to change at any time. Please contact your regional sales office for the most up-to-date information.

\*Specific eligibility requirements must be met before Partners can receive funding. Please contact your WatchGuard representative for more information.

# WatchGuard Security Pays Program

Security Pays, the WatchGuard incentive rewards program, supports WatchGuard Secure Partner sales professionals with cash rewards for selling selected promotions listed on the Security Pays website. WatchGuard awards Security Pays participants with actual dollars, not points or gifts, for the sale of designated WatchGuard products.

## Sign Up Online

It couldn't be easier. WatchGuard Secure Partners just log on and fill out a simple registration form to be eligible to participate.

## Access the Latest Sales Incentives

Each month new incentives will be listed on the site with the designated reward for each sale.

## Reap the Benefits

Once you've registered, you use the same handy website to log the record of your sales and automatically have the reward added to your WatchGuard Security Pays card.

The Security Pays Program is available in select geographic areas.



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## Trade Up Deals

WatchGuard is aggressive in its efforts to encourage product trade ups and offers one of the most generous trade up programs in the industry. Your customers can get up to 25% instant discounts on qualifying WatchGuard solutions when they trade up an earlier generation WatchGuard product or comparable competitive product. This is a smart way to have the newest, fastest, most full-featured WatchGuard XTM or XCS solutions for a fraction of the cost. For more information, visit [www.watchguard.com/tradeup](http://www.watchguard.com/tradeup).

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## Don't Go Big Game Hunting Alone

WatchGuard is 100% channel-focused. We understand that your success is our success. As you pursue new sales opportunities, we'll back you every step of the way with:

- Advanced technical services and 24/7 tech support
- Abundant training opportunities through local events, webinars, and online training modules
- Deal registration to lock in your opportunities
- Promotional incentives
- Free Lead Generation Kits to stimulate sales
- Help setting up webinars for potential customers that include a WatchGuard Sales Engineer to assist with technical questions

**Become a WSP today, and let us help you build rapport with customers, close more deals, and establish recurring revenue streams.**

# MSSP Program

Small and medium businesses increasingly off-load network security to trusted third parties. Selling managed security services with WatchGuard Technologies as your partner can help you win new clients, increase margins, and build a predictable and recurring revenue stream.

## Keep Your Costs Low and Profits High

WatchGuard gives you the products and support you need to thrive as an MSSP. Whether customers have a single office or multiple locations, you will be able to design a solution that meets their specific requirements and update the system quickly as needs change. Highly efficient management tools reduce the time you spend managing their security, so you have more time to grow your own business.

## Build a Strong Revenue Stream

You can get started in Managed Services with little cash outlay, offer as many or as few services as you like, and tailor your offerings to specific clients or lines of business. High-margin monitoring services and security subscriptions help you grow revenue and easily scale with no additional manpower.

## Efficient Management

We make it easy to scale your client list without scaling your hours. You can manage all boxes from one console, send out configuration, firmware, and licensing updates to hundreds of boxes in one move. Easily create VPN tunnels, and monitor log data in real time to see what's happening on any firewall. Keep customers happy by quickly producing easy-to-read graphical reports that show the value of your services each month.

## Continuous Support

WatchGuard takes its commitment to support its Managed Security Service providers very seriously. We will back you with 24/7 technical support with a one-hour targeted response time 365 days a year, so you have immediate and uninterrupted assistance when questions arise.

# Awards and Recognition



**Growth Leadership Award 2010**  
Frost & Sullivan



**Hardware Product of the Year**  
WatchGuard SSL 100



**Best Channel Vendor Award**  
Business Solutions



**Partner Excellence Award**  
Channel Partner Germany and GfK



**2010 Global Product Excellence**  
Customer Trust Finalist



**CRN Five Star Program Award**

"Nothing beats the ease of use of a WatchGuard product. They're a great partner for our business and we always recommend WatchGuard to our customers."

Jeffrey Pena, Implementation Engineer, Capitol Computer Exchange, Inc.

# WatchGuard Channel Partner Resources

WatchGuard offers sales and marketing tools to help our Partners increase their sales and go-to-market strategy. The WatchGuard Partner Portal is an easy-to-navigate, one-stop website with access to resources including lead generation and marketing materials. Visit [www.watchguard.com/partners](http://www.watchguard.com/partners) to access these tools or find contact information.

## Partner Support

Regardless of where you stand in the sales process, WatchGuard is dedicated to providing its valued Partners with the highest level of pre- and post-sales technical support to ensure customer satisfaction. Key technical resources include:

- Inside Sales Support
- Field Sales Support
- Dedicated Technical Support
- Partner Communications
- Online Technical Training
- End User Security Training

## Marketing Tools

We've got the marketing tools you'll need to successfully promote and sell our products – whether online, in print, or through email. Key lead generation tools include:

- Advertisement Copy
- Web Banners
- HTML Emailers
- Print Ads
- Direct Mailers
- Product Images and Logos

## Sales Tools

WatchGuard provides an array of helpful sales tools to help you win the customer, close the sale, and monitor products and services for renewal opportunities. Key sales tools include:

- Customer Renewal Tool
- Competitive Selling Guides
- White Papers & Technical Briefs
- Trial Licenses
- Case Studies (written and on video)
- Quick Reference Guides
- Datasheets
- Product Demos
- Online Sales Training



[www.watchguard.com](http://www.watchguard.com) • U.S. Sales: 1.800.734.9905 • International Sales: +1.206.613.0895

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