



# RESELLER PROGRAM

The Webroot Partner Edge program enables MSPs, resellers, distributors, and network and security vendors to grow with predictable and recurring revenue through cloud-based cybersecurity and threat intelligence solutions. By providing the industry-specific tools, security and threat intelligence services, training, integrations, certifications, and platforms our partners need to ensure trust and reliability with their customer base, Webroot empowers businesses to become their most successful.

# 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.
- » 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 Proven next-generation Smarter Cybersecurity™ solutions and collective threat intelligence give partners a competitive edge by delivering intelligent protection against advanced 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 or time-consuming patches.

## Innovative and Comprehensive Marketing Tools

The Partner Edge Toolkit offers a comprehensive 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** places cybersecurity news, product content, trial software, and key assets directly on to your website. Your customers and prospects can educate themselves about Webroot SecureAnywhere 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 internal teams, giving them instant access to the information they need when they need it—cobranded datasheet and email campaigns, webinar-in-abox, competitive information and more. And, all without the hassle of remembering login information.

# **Channel Edge Program Benefits**

## Go-To-Market Toolkit

**Resource Center** – marketing & sales enablement tools

Co-branded Emails & Lead Generation Tools — custom free trial links

Web Syndication - set it & forget it microsite

Social Marketing – syndicated Twitter feeds

## Sales Enablement

Competitive intelligence

Sales tools

Product collateral

Sales training

## Partner Engagement

Partner Newsletter

Partner Community Access – peer-to-peer connection

**Product Bulletins** 

Regularly scheduled demo webinars

## Technical Enablement

Technical training

Pre-sales engineering support

Product training

#### **About Webroot**

Webroot protects your clients against sophisticated threats—no matter how or where users connect. Designed with MSPs, resellers, distributors, and technology vendors in mind, the Webroot Partner Edge Program offers competitive margins, recurring revenue, lower operational costs, and proven endpoint, mobile, and DNS-layer security. For more information, visit <a href="www.webroot.com/partners">www.webroot.com/partners</a>

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