

5 Reasons to Join

Partner programs come in all shapes and sizes, but not all provide the same value to you and your business. WatchGuardONE is an award-winning partner program designed to help you succeed. From discounts to rebates, marketing funds to special incentives, the WatchGuardONE program is targeted at growing your business and increasing your profitability.

1

WatchGuardONE is value based, not revenue based.

Many channel programs are structured around the revenue you make for a vendor's business. WatchGuardONE is different. It's structured around your investment in learning about WatchGuard, this industry, and the solutions we offer together.

With a value-based program, simply learn and earn. The more you invest in our partnership, the more we invest in your business, helping you become more profitable. If you become specialized in one product line, WatchGuard will extend your achieved discount across the entire product portfolio. Specializing in one product line achieves a 5% discount from distribution. Complete two specializations and achieve 10% discount.

And, as a WatchGuardONE Partner, you'll gain front-end discounts, back-end rebates, deal registration, co-op funds, MDF, SPIFF programs, and more.

2

WatchGuard's business model is built to meet your needs.

No matter your company size, and no matter your go-to-market strategy, WatchGuard values your business. Our partner 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, and because of that, our partner program is built to serve you.

To support your business and help you meet your goals, we offer product-specific specializations in Network Security, Endpoint Security, Secure Wi-Fi, and Multi-Factor Authentication, enabling you to create a personalized partner experience that caters to the products and services you focus on as a business.

3

100% channel – 100% of the time.

Your success is our success. 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 more than 20 years.

This means we'll never compete with you. Instead, we work with you in a true partnership. Our entire organization is structured around your success, including how we design and develop products, package and sell services, and enable your business.

4

Access to a complete security solution – from the network to the endpoint.

WatchGuard Technologies' acquisition of Panda Security brings together more than a half-century of total experience in the security space, and this combination of WatchGuard's network security focus and Panda's endpoint expertise creates an exceptionally strong security platform that is powerful and flexible enough to use with any client in your book of business.

As a WatchGuardONE partner, you'll gain access to the complete security portfolio to package, sell and deploy to client sites.

5

A complete toolbox of sales materials, marketing assets, and targeted programs WatchGuardONE partners to make it easier to sell our products.

WatchGuard prides itself in developing a complete story for our partners to communicate to their customers.

This material is available to each and every WatchGuardONE Partner to help tell their story and convey their message. As part of our true partnership, we want to not only supply the technology that delivers security and peace of mind to each end user under management, but to also enable our partners to deliver their value and message as effectively as possible. To that point, much of our marketing library is customizable to help you sell you.

Ready to start one powerful partnership?

Visit watchguard.com/join to become a WatchGuardONE Partner!

