

# Channel Edge® Reseller Program

WEBROOT

Channel Edge  
RESELLER PROGRAM

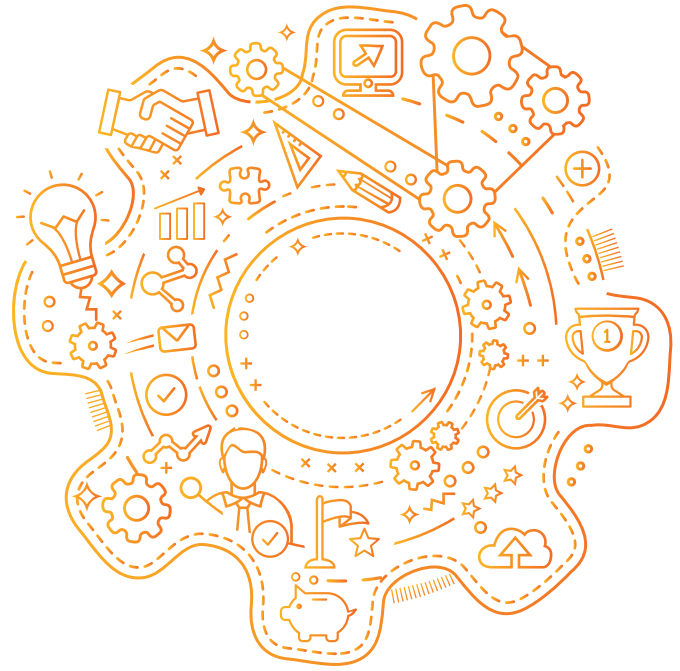
## Profitability through Partnership

The Webroot® Channel Edge® Reseller Program enables VARs, system integrators, and IT solution providers to profitably sell next-generation SecureAnywhere® solutions from Webroot. The Channel Edge program is purpose-built to support and grow partners' businesses across the globe by delivering competitive margins, sales support, and innovative sales and marketing tools. As our valued partner, you will have access to sales and technical tools, training, and marketing resources that will help open doors and close deals.

The modern threat landscape is increasingly more sophisticated and complex, as new malware emerges daily, even hourly. Your customers expect security solutions and services that keep them safe without impacting their business operations. With award-winning cloud-based Webroot security solutions, you can protect your customers, improve customer satisfaction, and grow your business.

## 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 Channel Edge Partner 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 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-a-box, competitive information and more. And, all without the hassle of remembering login information.

**Social Syndication** empowers you to become a savvy security thought leader and influential voice in promoting security solutions and services. With this syndication module, you can push fresh content and communicate with potential buyers through Twitter, supplementing your social contributions with Webroot-provided 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

### PARTNER ENGAGEMENT

Partner Newsletter

Partner Community Access — peer-to-peer connection

Product Update Session webinar

Product Bulletins

Regularly scheduled demo webinars

### SALES ENABLEMENT

Competitive intelligence

Sales tools

Product collateral

Sales training

### TECHNICAL ENABLEMENT

Technical training

Pre-sales engineering support

Product training

### About Webroot

Webroot delivers next-generation endpoint security and threat intelligence services to protect businesses and individuals around the globe. Our smarter approach harnesses the power of cloud-based collective threat intelligence derived from millions of real-world devices to stop threats in real time and help secure the connected world. Our award-winning SecureAnywhere® endpoint solutions and BrightCloud® Threat Intelligence Services protect tens of millions of devices across businesses, home users, and the Internet of Things. Trusted and integrated by market-leading companies, including Cisco, F5 Networks, Aruba, Palo Alto Networks, A10 Networks, and more, Webroot is headquartered in Colorado and operates globally across North America, Europe, and Asia. Discover Smarter Cybersecurity™ solutions at [www.webroot.com](http://www.webroot.com).

#### World Headquarters

385 Interlocken Crescent  
Suite 800  
Broomfield, Colorado 80021 USA  
800 772 9383

#### Webroot EMEA

6th floor, Block A,  
1 George's Quay Plaza  
George's Quay, Dublin 2, Ireland  
+44 (0)870 1417 070

#### Webroot APAC

Suite 1402, Level 14, Tower A  
821 Pacific Highway  
Chatswood, NSW 2067, Australia  
+61 (0) 2 8071 1900

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