

EARN MORE WITH WATCHGUARD THROUGH MANAGED SERVICES



Small and medium businesses (SMBs) 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. Get red. Get secured.

Why Partner with WatchGuard?

As your managed security services partner, WatchGuard can help you:

- Get started with little cash outlay
- Offer rock-solid security with award-winning WatchGuard solutions
- Sell high-margin WatchGuard subscription security services
- Rely on 24/7 support from our team of security experts
- Connect with interested customers



Explore the Opportunity

A challenge for the typical SMB is to design, install, and monitor a computer security system so that it can protect customers and client information. Most small and medium business owners don't know the first thing about how to get started – and they don't want to. Leverage your skills and the power of WatchGuard products and services to handle their ongoing security needs as a managed security services provider (MSSP).

WatchGuard MSSP FAQ

Q. Which WatchGuard product lines can be included in my MSSP business model?

There are no restrictions. MSSPs can incorporate WatchGuard XTM, Firebox X e-Series, WatchGuard SSL, and WatchGuard XCS appliances in their business, as well as any or all of our powerful security subscriptions.

Q. I'm already a WatchGuard Secure Partner (WSP). Can I also become an MSSP?

Yes, in fact there are distinct advantages to having WSP status in combination with becoming a WatchGuard MSSP. The program offers you additional discounts on WatchGuard System Manager (WSM) Node Licenses, plus the Expedited Hardware Replacement Service for speedy resolution of hardware issues.

For more detailed information about the requirements and benefits of our MSSP program, visit www.watchguard.com/mssp. For more information about the WatchGuard Secure Partner program, visit www.watchguard.com/partners.

Q. What level of support can I expect from WatchGuard?

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. You will also receive a subscription to Support News for the latest tips and updates from our top support engineers, plus LiveSecurity alerts and bulletins.

Q. How will WatchGuard help me grow my MSSP business?

Marketing support for MSSPs include the MSSP locator on our website, leads from tradeshow and events in which we participate, and lead generation kits and other sales tools. The WatchGuard sales team is ready to support you with sales professionals and engineers to assist you in closing new business deals.

Q. How do I get started?

The process begins when you speak to your local territory sales manager. Call today to find out more.

Discover How You Can Earn More

As a WatchGuard MSSP, you sell managed services on a monthly billing cycle. Now, with the new **WatchGuard Finance program**, you can reduce your capital outlay and pay for your equipment and services the same way you bill your customers. This lowers up-front cost and increases profitability from the start. Plus, you can monitor and manage hundreds of WatchGuard appliances for multiple customers from a single interface using WatchGuard System Manager. For more information on the WatchGuard Finance program, visit www.watchguard.com/partners/finance.

With Managed Services, You Can:

- Get started with little cash outlay.
- Offer as many or as few services as you like.
- Tailor your offerings to specific clients or lines of business.
- Sell high-margin monitoring services.
- Sell high-margin WatchGuard subscription services, such as WebBlocker, spamBlocker, Gateway AntiVirus, and Intrusion Prevention Service.
- Grow revenue with additional customers without increasing your costs. Monitoring and subscription services scale easily with no additional manpower.
- Keep customers happy with easy-to-read graphical reports that show the value of your services each month.

Services You Can Offer as an MSSP Include:

- Firewall/VPN
- Security subscription services
- Security policy development and management
- Security vulnerability scans
- Remote help desk support
- Backup and recovery
- Patch management
- 24/7 network monitoring
- 24/7 security alerts
- Compliance assessment
- Telecommunications monitoring and management

Learn How WatchGuard Makes It Happen

WatchGuard gives you the products, support, and security expertise 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 business requirements and update the system quickly as needs change. Highly efficient management tools reduce the time you spend managing your customers' security, so you have more time to grow your own business.

Keep Your Costs Low and Profits High

Controlling costs and selling incremental features help keep profit margins high.

Upgrade Appliances with Ease. When you sell upgrades to a client box within any WatchGuard product line, you can upgrade the box remotely, without rolling a truck or changing out equipment.

Get Logging and Reporting Modules at No Extra Charge. All rack-mounted appliances come with WatchGuard System Manager, which includes all logging and reporting capabilities.

Sell High-Margin WatchGuard Subscription Services. WatchGuard security subscriptions provide your MSSP business additional opportunities for recurring incremental revenue. Services include:

- Gateway AntiVirus
- Intrusion Prevention Service
- spamBlocker
- WebBlocker

Manage Security with Maximum Efficiency

WatchGuard makes it easy to scale your client list without scaling your hours. You can:

Manage All Boxes from One Console, Using One UI. The WSM user interface is identical for all boxes running the Fireware XTM OS.

Manage Hundreds of Boxes in a Single Move. Send out configuration, firmware, and licensing updates to hundreds of boxes in one move instead of box by box.

Easily Create VPN Tunnels. To initiate a simple wizard to establish a tunnel between two devices, simply drag the icon for one to the other. This works even with dynamic IP addresses.

Monitor Log Data in Real Time. Traffic Monitor and Host Watch let you immediately see what's happening on any firewall and any connection and take action immediately by right clicking directly on the relevant log data.

Keep Your Clients Happy

Building a successful MSSP business really comes down to keeping customers happy. With WatchGuard as your partner, you can:

Deliver Superior Security. Your clients can rest easy. WatchGuard security appliances deliver true zero day protection right out of the box. Application proxy technology inspects all seven layers of data communications to instantly block offending data from all layers for far greater protection. HTTPS inspection allows filtering of secure HTTPS screens without allowing humans to view the stream. WatchGuard security subscriptions and LiveSecurity® support and maintenance ensure rapid response to developing threats.

Minimize Down Time. Multiple boxes can be connected active-active or active-passive to allow one box to take over automatically if the other fails.

Easily Upgrade Appliances to Meet Growing Client Needs. Remote upgrades mean you can easily and quickly scale the appliances within product lines.

Answer Client Questions – Fast. WatchGuard's award-winning LiveSecurity® Service provides you with unparalleled support – not just for your products, but for you as a security professional.

Keep the Checks Coming with Clear, Easy-to-Generate Reports. Easy-to-read, easily generated reports help you show customers that the service you provide is working. New on-demand reports let you respond to clients' specific reporting requests, such as a report of a given user's online activity.



Did You know?

Gartner placed WatchGuard in the coveted Leaders quadrant in its latest Magic Quadrant for multifunction firewalls in the SMB category. Read about it at www.watchguard.com/gartner.



What Can WatchGuard Do for You?

Business and marketing support for WatchGuard MSSPs includes:

- Technical training
- Sales training
- WatchGuard MSSP program certification
- Marketing tools
- Lead generation and lead forwarding

Call WatchGuard to Get Started

Partner with WatchGuard today to begin creating and growing a successful managed security services business.

The WatchGuard MSSP program is the answer for service providers worldwide who are striving to enhance customer offerings and increase revenue opportunities.

To learn more about the MSSP program, call **1.800.734.9905** (U.S./Canada), **+1.206.613.0895** (International), email salespartners@watchguard.com, or visit www.watchguard.com/mssp.

