



WATCHGUARD® SECURE PARTNER PROGRAM Americas – July 2010

Program Benefits	EXPERT	PROFESSIONAL	ASSOCIATE
Pricing and Discounts			
Preferred Buying Conditions ¹	✓	✓	
Discounts on Hardware ²	Up to 40% Off	Up to 35% Off	Standard
Discounts on Software/Subscriptions ²	Up to 30% Off	Up to 25% Off	Standard
Special Bid Eligibility	✓	✓	
Sales Assistance			
Sales Training and Certification	✓	✓	✓
Lead Distribution	Premier	Limited	
Placement on WatchGuard Online Partner Locator	Premier	Limited	
Named Sales Representative/Joint Sales Calls	✓	✓	
Named Pre-Sales Engineer	✓	✓	
Customer Renewal Tool Access	✓	✓	✓
Deal Registration System	✓	✓	
Tech Support			
Technical Training and Certification	✓	✓	✓
Technical Support Priority	1 hour	2 hour	4 hour
Dedicated 2nd Level Technician	✓	✓	
Marketing			
Marketing Activity and MDF Support	✓	Limited	
Dedicated Marketing Representative	✓	Limited	
Online Marketing/Advertising Tool Access	✓	✓	✓
Joint Trade Show Participation	✓	Limited	
WatchGuard Logo on Web Site	✓	✓	✓
Security Pays Program	✓	✓	
Miscellaneous			
Partner Advisory Council Invitation	✓		
National Reseller Meeting	✓	Limited	
Access to Evaluation and NFR units	✓	✓	✓
Access to Full Product Catalog	✓	✓	
Access to Product Road Map/Beta Program	✓		
Program Requirements	EXPERT	PROFESSIONAL	ASSOCIATE
General			
Annual Revenue Goal	US\$160K	US\$100K	US\$30K
Demo Unit (NFR) Ownership ³	2 Units (XTM/XCS)	2 Units (XTM/XCS)	1 Unit (XTM or XCS)
Annual Program Reactivation	✓	✓	
Certification			
Sales Certification Program	2 Employees	1 Employee	1 Employee
Technical Certification Program ⁴	2 Employees	1 Employee	1 Employee

¹Through authorized distributors - ² Discount reflects manufacturer's suggested retail price. No additional discounts offered on "A" category products - ³ Must be XTM, and/or XCS models - ⁴ Both WatchGuard Certified System Professional (WCSP) and WatchGuard Certified System Professional - Fireware (WCSPF)

WATCHGUARD® RESOURCES

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INITIATION REQUIREMENTS

Certification Requirements

- To become a WatchGuard Secure Partner you must employ at least two individuals who complete and pass all WatchGuard certification requirements.
- WatchGuard offers complimentary online sales and technical training courses to prepare potential partners for the certification exams.
- Certifications must be renewed on an annual basis.

Not for Resale (NFR) Appliance Purchase Requirement

- Partners must purchase NFR (XTM or XCS) unit(s), at the partner discount, for the purposes of internal training, customer demonstrations and evaluations, or for in-house protection of their business assets.
- Experts and Professionals must purchase at least two (2). Associates must purchase at least one (1). Registered resellers are not eligible.

Initial Enrollment Approval Requirements

- WatchGuard Territory Sales Managers have final enrollment approval for all resellers applying for WatchGuard Secure Partner status.
- Decision to approve enrollment may be based on, but not limited to, competitive local environment, business plan and territory needs.

ANNUAL COMMITMENTS

Sales Requirements

- WatchGuard Secure Partners must meet at least 80% of annual sales goals based on current Manufacturer's Suggested Retail Price (MSRP) to maintain partner status.
- Sales attainment measured by point of sale reports from WatchGuard Authorized Distributors.

Marketing Requirements

- WatchGuard Secure Partners must represent WatchGuard on their web site.
- Additional cooperative marketing activities must be pre-approved by WatchGuard Field Marketing Manager.

ELIGIBILITY

You must be a Value Added Reseller who:

- Purchases WatchGuard products from authorized distributors.
- Sells WatchGuard products to end users only.
- Sells within the AMER territory only.
- Does not sell WatchGuard products via the Internet.
- Does not advertise pricing on the Internet.
- Does not list the price of WatchGuard products promoted in advertising or direct marketing lower than WatchGuard's Americas MAP policy.
- Is not part of another WatchGuard Partner Program.
- Employs dedicated staff to conduct on-site sales and consulting for end-user customers.
- Employs dedicated staff to conduct on-site pre- and post-sales technical support for end-user customers.
- Offers quality first-level technical support to customers during normal business hours.
- Is not the affiliate of an entity that has the right to purchase products directly from WatchGuard. (An affiliate is an entity that directly or indirectly controls you, is controlled by you, or is under common control with you, either by ownership, voting power, common management, or otherwise)
- Is in good standing with WatchGuard.

BENEFITS

Product Discounts

- Preferred buying conditions and additional discounts are available to WatchGuard Secure Partners only and available through WatchGuard authorized distributors exclusively.
- No additional discounts offered on "A" category products
- For a complete list of WatchGuard authorized distributors in your area, visit:
<http://www.watchguard.com/sales/locate.asp?Type=distributor&nav=purchase>.

Special Bids

- WatchGuard Secure Partners eligible for special bids may work with their sales representative to quote more favorable pricing than their standard discount may typically allow.
- Special bids may be used in competitive purchasing scenarios where additional discounts are needed to win business over another manufacturer.
- Special bids cannot be used to improve a Partner's competitive position over another resellers bid for WatchGuard products.

Deal Registration

- WatchGuard WSP partners are eligible to register opportunities with the Inside Sales team.
- Only one qualified reseller may register a particular opportunity.
- Additional discounts are available for qualified registered opportunities

Lead Distribution

- WatchGuard Secure Partners may be eligible to receive end user referrals from your dedicated Inside Sales Representative, depending upon location and availability.
- Preferential treatment for leads will be given to Expert Partners over Professionals.
- Expert Partners have access to an online lead distribution system.

Reseller Locator Listing

- Expert and Professional partners are listed on our web site as a reference for potential customers.
- Managed Security Service (MSS) WSP Partners have an additional designation as such for customer reference.

Dedicated Account Team

- Your WatchGuard dedicated account team is comprised of your Territory Sales Manager, Field Marketing Manager, Sales Engineer, and Inside Sales Representative.

Customer Renewal Tool (CRT)

- The CRT allows Partners to monitor customers' product portfolios and anticipate renewal needs.
- The CRT helps Partners to easily sell renewable WatchGuard subscriptions for recurring revenue.

Technical Support

- All WSP Partners have access to the expertise of the WatchGuard technical support team.
- Target response times vary based on Partner level.
- Expert and Professional Partner technical support issues will be immediately escalated to 2nd level support technicians.

Marketing Activity Support

- Expert Partners have access to support for their WatchGuard-related activities both financially and through the availability of other resources. Professionals also have access on a more limited basis.
- All Partners have access to turn-key marketing resources as well as advertising copy, product shots, logos and diagrams through our partner portal.
- Expert Partners who participate in Trade Shows may choose to be accompanied by a WatchGuard account team representative depending on availability.

NOTE: The WatchGuard Secure Partner Program and any individual reseller's participation in the program are subject to cancellation or modification at any time by WatchGuard at WatchGuard's discretion, including by informal notification or publication of a revised program. It may also be subject to additional information or terms and conditions contained on a web site maintained by WatchGuard.