



## 2015 WATCHGUARDONE PARTNER PROGRAM (North America)

### Terms and Conditions

- **WatchGuardONE Partner Program** consists of 3 levels:
  - Platinum, Gold, and Silver
- Minimum Certifications and NFR Requirements for each level:
  - **Platinum Level Certification:**
    - Three (3) Technical Certified employees
    - Three (3) Sales Trained Employees
    - Three (3) Technical Competency exams
    - Three (3) Not For Resale Units (NFR)
  - **Gold Level Certification:**
    - Two (2) Technical Certified employees
    - Two (2) Sales Trained Employees
    - Two (2) Technical Competency exams
    - Two (2) Not For Resale Units
  - **Silver Level Certification:**
    - One (1) Technical Certified employee
    - One (1) Sales Trained Employee
    - One (1) Technical Competency exam
    - One (1) Not For Resale Unit

### PROGRAM LEVEL REQUIREMENTS

#### **Technical Certification Requirements**

- Each program level (Platinum, Gold, Silver) requires technical certifications.
- Certifications will expire twenty-four (24) months after the Certification pass date.
- Partners are required to maintain the appropriate number of certified and trained employees as stated above.
- Certification testing costs are the responsibility of the individual taking the test.
- Tests must be taken at a proctored facility or through a proctored online tool.
- Individuals passing the Technical Certification Exam are the sole owner of the certification and retain it until expiration.
- Levels requiring more than one technical certification must be held by different individuals within the same company.

#### **Sales Training Requirements**

- The goal is to have Sales employees attend at least one sales training four times per year.
- Attendance will be recorded to validate program compliance.
- No scoring and no proctored exam required.
- Levels requiring more than one Sales Trained Employee must be held by different individuals within the same company.

## Not for Resale (NFR) Appliance Purchase Requirement

Partners must purchase Not For Resale (NFR) demonstration unit(s) for the purpose of internal training, customer demonstrations and evaluations, or for in-house protection of their business assets.

- NFR units are required to be purchased in order to attain a specific level in the WatchGuardONE program as outlined in the minimum certifications and NFR requirements section of this document.
- The following schedule outlines the NFR requirements:
  - Silver: One (1) XTM/Firebox NFR unit
  - Gold: One (1) XTM NFR unit and One (1) **WatchMode** NFR unit
  - Platinum: Two (2) XTM NFR units and One (1) **WatchMode** NFR unit
- NFR Appliance Ordering
  - Access the WatchGuard NFR Appliance Program documentation on the WatchGuard Partner Portal for:
    - List of discounted appliances
    - NFR appliance ordering process
    - NFR expiration
    - Transfer of Ownership

## ELIGIBILITY

You must be a Value Added Reseller who:

- Has accepted the WatchGuardONE Program Terms and Conditions via the WatchGuard website by clicking on the “Accept” button where appropriate.
- Purchases WatchGuard products from authorized distributors.
- Sells WatchGuard products to end users only, (unless authorized to participate in the Consultant Program)
- Sells within North America.
- Agrees to receive communications via phone and email on WatchGuard products and promotions and may not opt out of this communication.
- Complies with all branding usage guidelines detailed in the WatchGuard Style Guide available within the Partner Portal.
- Does not sell WatchGuard products via the Internet (unless authorized to participate in the Ecommerce Program).
- Does not advertise pricing on the Internet (unless authorized to participate in the Ecommerce Program).
- Does not list the price of WatchGuard products promoted in any form of advertising, including electronic, that is less 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).
- Additional program addendums are required and must be “Accepted” via the WatchGuard website before they will be reviewed and accepted by WatchGuard.
- Is in good standing with WatchGuard.

## **PROGRAM BENEFIT**

### **Product Discounts**

- Preferred buying conditions, discounts and rebates are available to WatchGuardONE Partners only, and are 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**

- WatchGuardONE Partners eligible for special bids may work with their WatchGuard Channel Account Manager (CAM) or authorized 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 reseller’s bid for WatchGuard products.

### **Deal Registration**

- WatchGuardONE Partners are eligible to register opportunities with WatchGuard.
- Only one qualified reseller may register a particular opportunity.
- Additional discounts are available for qualified registered opportunities.
- Program elements may change without notice.
- Refer to the WatchGuard Deal Registration Terms and Conditions document available in the WatchGuard Partner Portal.

### **Lead Distribution**

- WatchGuardONE Partners may be eligible to receive end-user referrals from WatchGuard Inside Sales Representatives, depending upon location and availability.
- Preferential treatment for leads will be given based on Partner level hierarchy and territory requirements as determined by WatchGuard.
- All WatchGuardONE Partners have access to an online lead distribution system through the WatchGuard Partner Portal.

### **Reseller Locator Listing**

- WatchGuardONE Partners are listed on our website as a reference for potential customers.
- Listings are designed with a hierarchical search function and a territory search function.
- Managed Security Service (MSS) Authorized Partners have an additional designation as such for customer reference.
- National Resellers are also listed in the reseller look-up table.

### **Dedicated Account Team**

- Your WatchGuard dedicated account team may be composed of the following individuals:
  - Channel Account Manager
  - Sales Engineer
  - Inside Sales Representative
  - Field Marketing Manager
- Platinum Partners are also assigned a WatchGuard Executive Sponsor for direct contact, opportunity, and planning discussions.

### Customer Renewal Tool (CRT)

WatchGuard expects its value added resellers to work with their customers to ensure that all appropriate solutions are renewed and that licenses are kept up to date and valid. In order to facilitate this, WatchGuard deploys a Customer Renewal Tool to make it easy for Partners to track renewal opportunities.

- 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 WatchGuardONE Partners have access to the expertise of WatchGuard Technical Support.
- Target response times vary based on Partner level

Partner Level	Targeted Response Time	Hours of Availability	Phone	Incidents
Platinum	One (1) Hour Anyone on the Platinum Account	24 hours, 7 days	Platinum Line Priority Queuing	Unlimited
Gold	One (1) Hour Gold entitlement & Caller is Technically Certified	24 hours, 7 days	Partner Line	Unlimited
	Two (2) Hours Gold entitlement & Caller not Technically Certified			
Silver	Four (4) Hours Anyone on Silver account, both certified and non-certified	24 hours, 7 days	Partner Line	Unlimited

### Marketing Activity Support

- WatchGuardONE Platinum and Gold Partners have access to support for their WatchGuard-related activities both financially and through the availability of other resources.
- WatchGuardONE Silver Partners 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 the WatchGuard Partner Portal.
- WatchGuardONE Platinum and Gold Partners who participate in trade shows may choose to be accompanied by a WatchGuard account team representative, depending on availability.

### Confidential Information

- Each party shall protect the other's Confidential Information from unauthorized dissemination and use the same degree of care that such party uses to protect its own like information. Neither party shall disclose the other's Confidential Information without the prior written consent of the other party.
- Neither party shall use the other's Confidential Information for purposes other than those necessary to directly further the purposes of this Agreement.
- Each employee or agent of the WatchGuardONE Partner, performing duties hereunder, shall be made aware of this Agreement and shall execute a document that binds said employee or agent of the WatchGuardONE Partner to the same level of confidentiality contained herein.

- Upon the termination of this Agreement for any reason whatsoever, or in the event that WatchGuard reasonably determines that WatchGuardONE Partner no longer requires access to the Confidential Information in order to perform its obligations, the WatchGuardONE Partner shall return to WatchGuard, or shall destroy all copies, of all the Confidential Information in the Partner's possession.