



WatchGuardONE Channel Program Overview

ONE Powerful Program

WatchGuardONE is a unique value-based and highly profitable channel program that empowers solution providers to determine their level of commitment in the program. By prioritizing value over volume, partners can focus on driving profits through staffing competencies, solutions and deployment processes.



But Don't Just Take it from Us...

“ Our customers don't just want a partner that has sales-sheet knowledge. They want an expert that truly understands the challenges facing their business. It's always a challenge when working within a vendor's channel program, trying to balance sales versus training. At the end of the day, these programs are designed around volume, but now, with WatchGuardONE, a new bar is being set that will allow us to lead with expertise and be the go-to resource for our customers. And the best part, the more training we complete, the more WatchGuard rewards our effort. ”

- *Lesleigh Watson, COO, Blackpoint IT Services*

“ As a partner for more than 10 years, we know WatchGuard's partners are some of the most knowledgeable in the industry and the company's commitment to training and certification is already significant. All resellers strive to have technology experts, but often times with competition from vendors, it's difficult to justify the level of investment needed to deliver those experts. This new program is a win for WatchGuard, the reseller and the customer. ”

- *Rory Sanchez, CEO and President, SLPowers.*

Key Differentiators

1. Comprehensive & Responsive Account Support

- All partners have access to a named CAM, inside sales, SE, marketing and field sales team
- Priority queuing for our award-winning technical support resources

2. Financially Compelling

- Competitive margins through discounts, deal registration, rebates and our security pays incentive program
- Access to proposal-based MDF for Silver/Gold/Platinum and cooperative advertising funding for qualifying Gold/Platinum Partners
- Highly discounted firewall for personal use for technically certified reps
- Attractive sales incentives
- No fee for sales and technical training
- Partners have access to WatchGuard-sourced leads

Key Differentiators

3. Easy to Join and Access

- No revenue requirements
- Easy access to quoting and deal registration
- Quick and easy access to NFR systems
- Active on-boarding process

4. 100% Channel, 100% of the Time

- Every decision within the company is made with our Partner community in mind
- No direct sales team competing with partners
- Partner-savvy executive team support

WatchGuardONE Discount and Opportunity

Program Level		Program Discount ⁴	Back End Rebate ¹	Cooperative Advertising Funding ¹	Deal Registration ³	Total Partner Opportunity
Silver	Silver	+ 5%	0%	0%	5% - 15%	5-20%
	Silver + E-Commerce	+ 5%	0%	0%	5% - 15%	5-20%
Gold	Gold	+10%	0%	0%	5% - 15%	10-25%
	Gold + E-Commerce	+ 5%	5%	0%	5% - 15%	10-25%
	Gold + Sales Goal ²	+10%	5%	2%	5% - 15%	17-32%

•Thresholds may change with 30-day notice.

•Back End Rebates and Cooperative Advertising Funding Accrual (COOP) for items purchased from distribution can be seen on the [Backend Rebate and COOP List](#).

•Categories A (Accessories) and N (NFR) are excluded from Partner Discounts, Sales Goals, Backend Rebates and Cooperative Advertising Funding Accruals.

Sales Goals, Back End Rebates and Cooperative Advertising Funding Accrual are calculated based off of MSRP of the US USD Price List for products purchased from Distribution.

¹ Achievement of Sales Goals and submission of Point of Sale detail for each transaction is required to obtain Rebate/COOP benefits.

² Sales Goals vary by region

³ Per the established Deal Registration guidelines

⁴ WatchGuardONE benefits are in addition to your existing Distribution discount

Example of an Effective Margin Opportunity

Back End Rebates, Coop Ad Accrual and Deal Registration payments and reimbursements are based on MSRP on the US Price List but if you look at profit margin based on the actual purchase price, benefits are even greater.

- Example Product: M300 with 3-yr Security Suite (WGM30033)
- Example MSRP: \$4,310
- Example Reseller Purchase Price: ~\$3,233

Program Level		Example Discount From Distribution	Reseller Margin	Program Discount	Deal Registration	Back End Rebate	Coop Ad Accrual	Total Profit	Profit Margin Based On MSRP	Profit Margin Based On Purchase Price
Silver	Silver	~25%	~20%	5%	5%	0%	0%	\$1,293	30%	40%
	Silver + Ecommerce	~25%	~20%	5%	5%	0%	0%	\$1,293	30%	40%
Gold	Gold	~25%	~20%	10%	5%	0%	0%	\$1,509	35%	47%
	Gold + Ecommerce	~25%	~20%	5%	5%	5%	0%	\$1,509	35%	47%
	Gold + Sales Goal	~25%	~20%	10%	5%	5%	2%	\$1,801	42%	56%

(Incentives based on MSRP on the US Price List)



Program-Level Benefits



Program Level Benefits	Silver	Gold	Platinum
Product and Subscription Discounts	●	●	●
Exclusive Rights to Sell Restricted Products	●	●	●
Deal Registration	●	●	●
Special Bid Eligibility	●	●	●
Subscription Renewal Tool	●	●	●
Security Pays Incentive Program	●	●	●
Demonstration (NFR) Equipment Discount	●	●	●
Partner Portal Access	●	●	●
Sales Training	●	●	●
Technical Training (online and in-person free of charge)	●	●	●
Technical Certification	●	●	●
Priority Partner Support with Targeted Response Times (online and by phone)	●	●	●
WatchGuardONE Partner Locator Listing	●	●	●
Volume Based Rebate Opportunity		●	●
Cooperative Advertising Fund		●	●
Priority Inside Sales and Field Sales Support		●	●
Priority Field Sales Engineer Support		●	●
Priority Field Marketing Manager		●	●
Lead Generation Support		●	●
Support from WatchGuard Corporate Marketing Team			●
Dedicated Platinum Technical Support Line			●
Quarterly Business Review			●
Dedicated Executive Sponsor			●
Annual Platinum Partner Networking Event			●
Annual WatchGuard Corporate Visit			●

Program-Level Support

Program Level	Targeted Response Time	Hours Of Availability	Phone	Incidents
Silver	Four Hours	24 hours, 7 days	Partner Line	Unlimited
Gold	Not Technically Certified Individual	Two Hours	Partner Line	Unlimited
	Technically Certified Individual	One Hour		
Platinum	One Hour	24 hours, 7 days	Platinum Line Priority Queuing	Unlimited

A Suite of Channel Tools to Grow Your Business

- Marketing Funds Management
- Lead Dispatch System
- Business Tracker
- Renewals Watch
- Marketing Automation Tools
- Lead Gen Kits



Program-Level Requirements

Program Level Requirements	Silver	Gold	Platinum ¹
Sales Trained Individuals² <u>View/attend</u> two unique WatchGuardONE Approved Sales Training webinars/events per year	1	2	3
Technically Certified Individuals² Successful completion of the <u>Fireware Essentials Examination</u>	1	2	3
Technical Competency Certified Individuals³ Successful completion of at least one <u>specialized exam</u> , such as Network and Traffic Management, WatchGuard Wireless, and/or Firewall Policies	0	2	3
Standard NFR Unit Qualifying units include Firebox T70, physical Firebox rack-mountable appliances with active services, and Medium and Large office virtual Fireboxes	1	1	2
Demo Trained Individuals <u>View/attend</u> a WatchGuardONE Approved Demo Training event, such as WatchMode + Dimension	0	1	1

¹ Platinum level participation in the WatchGuardONE program is by invitation only.

² For purposes of satisfying the WatchGuardONE training requirements, separate individuals must satisfy the Sales Training and the Technical Certification requirements.

³ Technical Competency Certified Individuals may be Sales Trained Individuals and/or Technically Certified Individuals. There are no prerequisite exams for competency exams.

WatchGuardONE Technical Certification Detail

Description		Availability	Term	Test Fees
Technical Certification Examination	<p>Fireware Essentials is the required examination to meet the WatchGuardONE Technical Certification requirement.</p> <p>Introduces the technical features of Firebox/Fireware XTM as well as VPN</p>	<p>In Person: at Kryterion testing center</p> <p>Online: online proctoring through Kryterion website. Requires an external webcam for validation of individual and process</p>	24 Months	\$200
Technical Competency Examination	<p>Specialized examinations, such as Network and Traffic Management Wireless, and/or Firewall Policies may be taken to satisfy the Technical Competency Certification requirement.</p>			\$100
Technical Training	<p>Technical training is not a requirement for WatchGuardONE Certification but is offered free of charge online or in-person to assist you in preparing for the examinations.</p>	<p>Training details can be found on the Technical Training tab on the partner website.</p>	N/A	\$0

WatchGuardONE Readiness Program

The WatchGuardONE Readiness Program is a 90-day onboarding plan where we partner with you to meet your education and competency based requirements. Our team will provide a guided onboarding process that includes access to WatchGuard resources and a roadmap to assist you in reaching your desired WatchGuardONE level and achieving your partnership goals. Select Channel Program Partners may enjoy the complete set of benefits of a mutually agreed upon WatchGuardONE level while you ramp-up.



READY

- Get valuable benefits NOW!
- Explore the marketing, sales, and support resources available only to partners.

SET

- Establish a WatchGuard-based business plan and coordinate with WatchGuard sales and marketing members

SECURE!

- Enjoy benefits based on education and competencies.
- Be the WatchGuard expert.

Becoming a Partner

1. Fill out the Become a Partner Form
2. WatchGuard will contact you to verify eligibility requirements
3. You are introduced to the WatchGuard team and ready to do business



Status Match Promotion

- Bring your silver or gold partnership status with you from competing partner programs
- Realize 6 months of equivalent status to allow you time to achieve your WatchGuardONE Program status

www.watchguard.com/statusmatch



WatchGuard[®]ONE

Status  Match
Same Level. Superior Program.

Network Security

Secure Wi-Fi

Threat Intelligence

Become a WatchGuardONE partner,
and bring your status with you.

SIGN UP NOW!