



# ipswitch PARTNERSYNERGY

## Channel Partner Program

### WHY JOIN?

Are you looking to grow your business with innovative technologies and products? Are you looking for a true partner that has invested in your success, and who will provide you guidance, training, incentives and support? Then the Ipswitch PartnerSynergy Program is for you!

Regardless of your Partnership Level, our Partner Program prepares you to succeed with:



#### Marketing Resources

Co-branded email templates, banner ads, and event support materials are available to help you execute targeted marketing campaigns.



#### Sales Tools

Take advantage of selling guides, on-demand webinars, cheat sheets, and deal registration to target and close qualified prospects.



#### Sales Account Management

Our sales team is available to ensure that all your technical, sales, and business related questions are answered quickly and efficiently.



#### Certification Programs

We offer free-of-charge online sales and technical certification programs, with access to lab exercises.



*“We recognize that Partners are vital to our growth and the right team for taking our award-winning solution into markets worldwide.*

*Our new partner portal, customized programs and investments in sales and technical resources are an indication of our commitment to making our partners successful and, in turn, building our business.”*

*- Alessandro Porro, Ipswitch Inc.*

### PartnerSynergy Levels



The Ipswitch PartnerSynergy Program consists of three distinct levels – Gold, Silver, and Authorized – each designed to assist you in identifying new sales opportunities within your client base, creating new revenue streams, and driving long-term customer engagements.

## GOLD PARTNER

- ✓ Deal Registration Program
- ✓ Listing on the Ipswitch website
- ✓ Discounts on Renewal Sales
- ✓ Free Sales and Technical Certification & Training
- ✓ Market Development Funds support
- ✓ 1:1 Marketing planning
- ✓ Reception of marketing leads (MQL)
- ✓ Dedicated account management, plus technical and pre-sales engineer support
- ✓ Opportunity to leverage Ipswitch brand through co-branded marketing activities
- ✓ Access to our highest-tier discounts

### REQUIREMENTS

- Minimum of 2 Certified Sales and 1 Certified Technical person at all times, per Ipswitch Product Line
- Ability to proactively and independently sell Ipswitch solutions into New Accounts
- Dedicate a full section of company website to the related Ipswitch Product Line (in addition to displaying the related product logo), including "Download Link"
- Execute Quarterly Marketing Action Plan (MDF upon request/approval) and generate the agreed number of qualified leads per Product Line
- At least one Purchase Order and/or five Deal Registrations per quarter A

\*Dependent on multiple factors of eligibility

## SILVER PARTNER

- ✓ Deal Registration Program
- ✓ Listing on the Ipswitch website
- ✓ Discounts on Renewal Sales
- ✓ Free Sales and Technical Certification & Training
- ✓ Market Development Funds, on request
- ✓ Access to co-branded marketing assets
- ✓ Access to marketing campaigns tools
- ✓ Marketing support
- ✓ Access to dedicated geographic sales and technical pre-sales teams
- ✓ Average discount range\* from MSRP List Price on New License Sales: **20% - 25%**

### REQUIREMENTS

- Minimum of 1 Certified Sales and 1 Certified Technical Person at all times, per Ipswitch Product Line
- Ability to proactively and independently sell Ipswitch solutions into New Accounts
- Dedicate a full section of company website to the related Ipswitch Product Line (in addition to displaying the related product logo), including "Download Link"
- Execute Quarterly Marketing Action Plan and generate the agreed number of qualified leads per Product Line
- At least one Purchase Order and/or one Deal Registration per quarter

\*Dependent on multiple factors of eligibility

## AUTHORIZED PARTNER

- ✓ Deal Registration Program
- ✓ Listing on the Ipswitch website
- ✓ Discounts on Renewal Sales
- ✓ Free Sales and Technical Certification
- ✓ Access to dedicated geographic sales and technical pre-sales teams
- ✓ Access to comprehensive training, demo software licenses, and sales support tools via our media-rich partner portal
- ✓ Discount\* from MSRP List Price on New License Sales: **up to 15%**

### REQUIREMENTS

- Application approval from Ipswitch
- Purchase products from Certified Ipswitch Distributor (in countries where applicable)
- Minimum of 1 Certified Sales and 1 Certified Technical person at all times, per Ipswitch Product Line
- Display the Related Product Line & logo, including "Download Link," on website

\*Dependent on multiple factors of eligibility

### NEXT STEPS

Are you ready to become an Ipswitch partner, joining a network defined by innovation, technology and values?

To become a partner please visit <http://www.ipswitch.com/partners>

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