



We

Specialize
in Your
Success



ENGAGEMENT • GROWTH • SUCCESS

WatchGuard**ONE**[®]



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WatchGuardONE is entirely focused on making you profitable and successful for the entire duration of your partnership with us. We don't tie our level discounts to quotas. 



01 Today's Top Cybersecurity Challenges

Thanks for your interest in WatchGuard and our channel partner program. I know you have a lot of choices in the security market today, and you've heard many compelling reasons to go with other security providers. However, I'll make the case that there are even better reasons to go with WatchGuard instead.

First, WatchGuard is a channel-only business. We always have been, and always will be. Since 1996, we have been an award-winning channel leader, especially in terms of partnerships and support. That's because we don't believe in a top-down partnership. We invest in you, your training, and your ability to support and secure your customers. We help you grow and will do everything we can to help you meet your goals and succeed. This commitment is at the heart of everything we do.

Next, WatchGuard is different because we put our success in our partner's hands. Through WatchGuardONE, we offer discounts, benefits, support, and a whole lot more to build up your security business so that when you land a new account, you are going to be most profitable using WatchGuard. A WatchGuardONE partner has access to a treasure trove of resources to help them be successful, all at their fingertips. And we've seen that the most successful partners, by orders of magnitude, are the ones who engage with WatchGuardONE and move up to higher levels of the program.

And finally, as you will see in this Program Guide, WatchGuardONE is structured differently compared to some programs that you may be familiar with, and that's because WatchGuardONE is entirely focused on making you profitable and successful for the entire duration of your partnership with us. We don't tie our level discounts

to quotas. You don't have to bring in a certain amount of money to "earn" your partnership. That type of structure is designed to protect a vendor's profits first, with the success of the partner as a secondary side effect.

Instead, we believe in your ability to sell to your customers and provide them with the right solutions they need. And WatchGuard's Unified Security Platform architecture, a single platform that simplifies every aspect of security consumption, delivery, and management, offers the comprehensive security, clarity and control, shared knowledge, operational alignment, and automation you need to deliver powerful protection at scale to your customers. In support of that, we reward you for your knowledge of and certification in the WatchGuard products that make up our Unified Security Platform.

Our position in this market, our singular focus on security, and our commitment to our partners make this possible.

I hope you enjoy reading this program guide, and more importantly, I hope you see the exciting opportunity awaiting you with WatchGuard. We hope to be your security partner of choice.

To Your Success,



Mark Romano

Sr. Director of Channel Success
WatchGuard Technologies

02 Program Overview

What Is WatchGuardONE®?

WatchGuardONE is the award-winning channel partner program of WatchGuard Technologies that is designed to enable IT professionals of all types to grow their businesses profitably like no other in the industry.

WatchGuardONE unlocks key features such as product discounts and rebates, deal registration, 24x7 technical support, flexible payment options, sales resources, marketing resources, renewals management, leads management, automated marketing, as well as free training classes and product discounts.

With these powerful tools, personalized support, and our unique approach to engagement, you will have everything you need to be the cybersecurity leader your customers are looking for.

Simply put, WatchGuardONE specializes in your success.

The WatchGuardONE Difference

Unlike traditional, performance-based partner programs that lock their benefits behind sales quotas, **WatchGuardONE is a competency-based program that rewards you for your engagement.** Your program status level is solely based on the amount of knowledge-based investments that you put into your WatchGuard business. Sales performance alone never determines your status level.

This approach to our channel partner program is a reflection of WatchGuard's steadfast commitment to the IT channel for more than a quarter-century. All resellers of WatchGuard products and services are eligible to join the program, regardless of how you choose to address your customers' security needs. Whether those needs involve a single device, distributed devices, sold or leased devices, locally or remotely managed options, or as part of a larger managed security offering, this program is designed for you.

What's more, because of our competency-based approach, WatchGuardONE partners can start receiving the benefits

of the program immediately without having to wait to meet sales goals, targets, or quotas. This access to partner benefits is designed to turbo-charge your security business, not restrict it as traditional programs do.

And, with our unique **Specializations System**, you earn greater levels in the program based on the training that you and your employees achieve.

This difference is why WatchGuardONE has earned numerous awards and is known as a program of choice among security professionals in the IT channel.



A Channel-Only Business – Always



We Invest in You



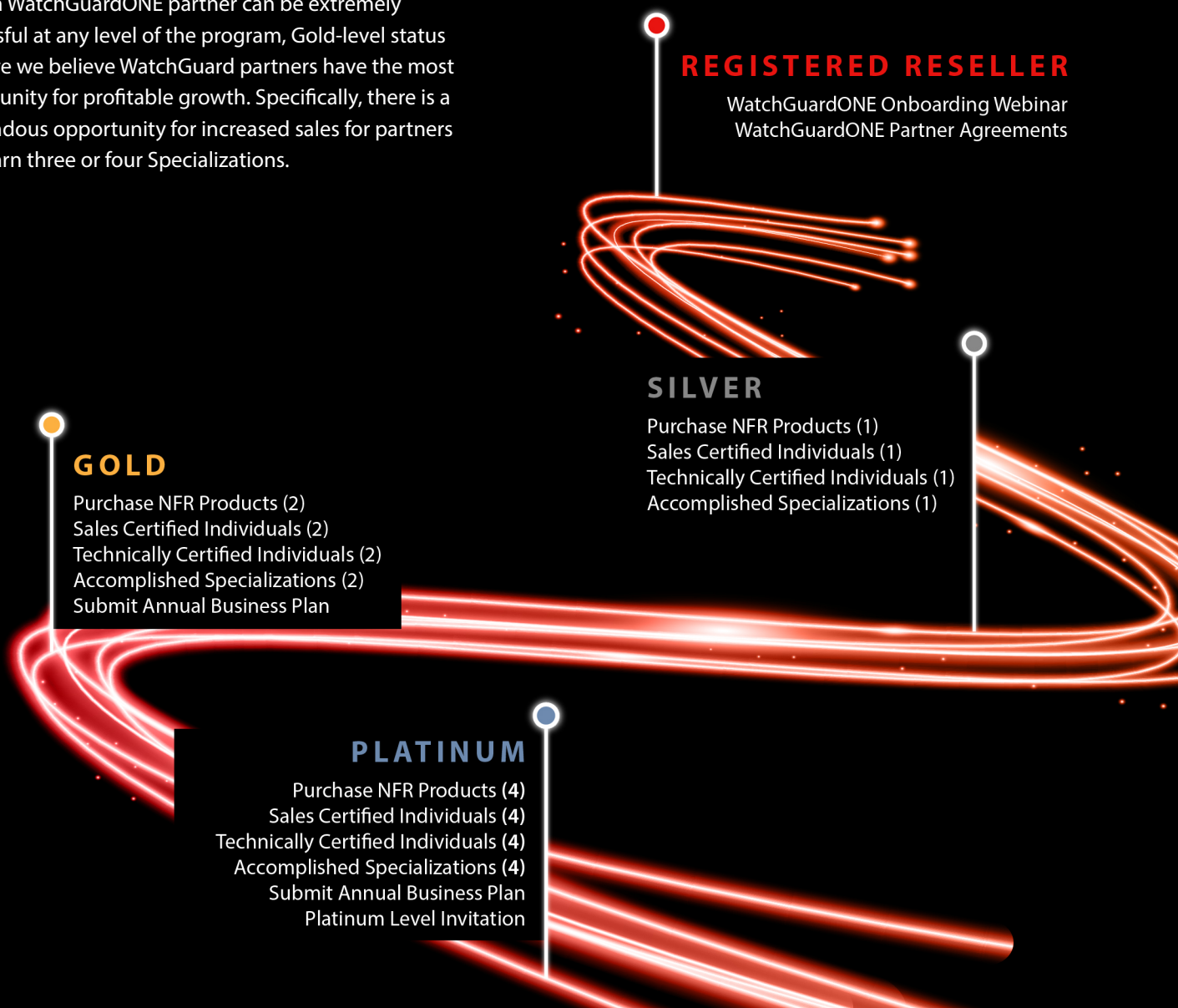
Genuine Partnership

Combined with hands-on experience with WatchGuard products, you can earn a Specialization, which allows you to progress to Silver-level status.

Further investment into training and certification will then earn you additional Specializations, opening the doors to Gold-level status, which unlocks even greater discounts, rebates, and growth-oriented opportunities.

The highly coveted Platinum-level status is an invite-only tier for those partners who have built deep relationships with WatchGuard and are committed to our entire Unified Security Platform® and full suite of products and services.

While a WatchGuardONE partner can be extremely successful at any level of the program, Gold-level status is where we believe WatchGuard partners have the most opportunity for profitable growth. Specifically, there is a tremendous opportunity for increased sales for partners who earn three or four Specializations.

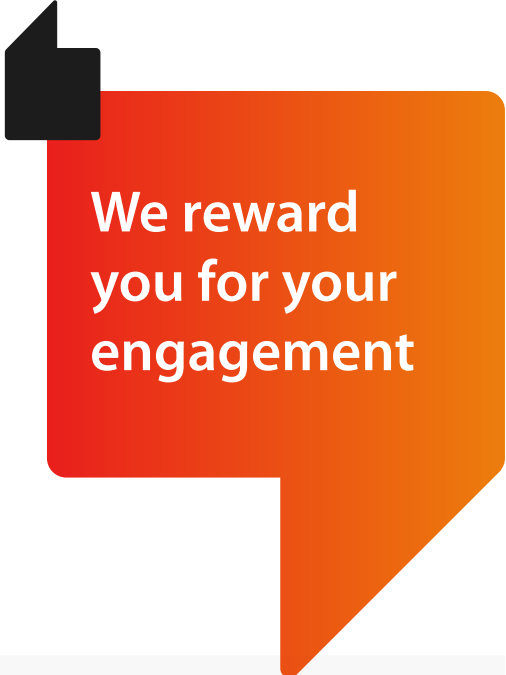


*Note: If you are joining WatchGuardONE after previous membership in a competitor's channel partner program, you can opt to enter WatchGuardONE at an equivalent level as your previous program. For more on Status Match, see page 27.

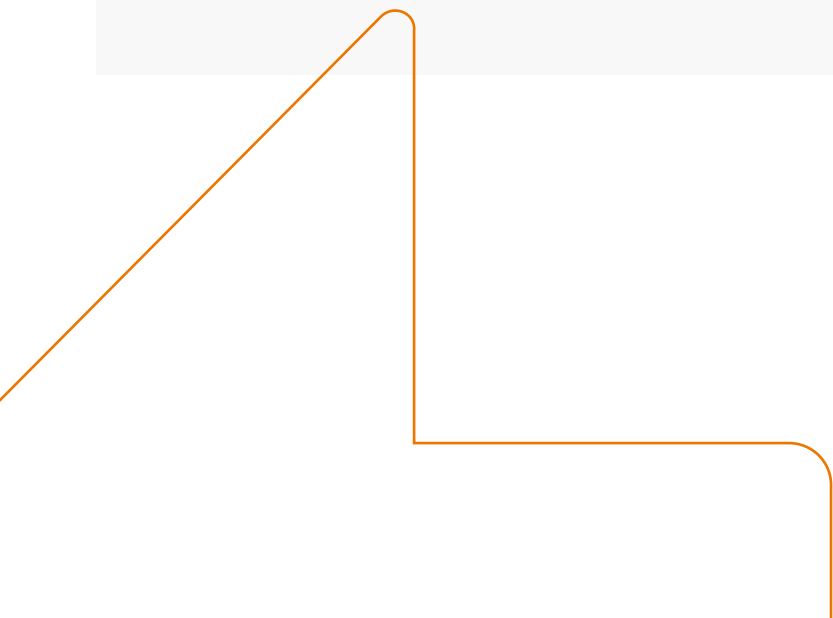
WatchGuardONE Benefits

Partnership has its benefits, and WatchGuardONE partners enjoy some of the most exciting, valuable, and lucrative benefits that the IT channel has to offer. Rewarding you for your engagement with WatchGuardONE is an investment in you as a partner and your security practice, because we believe in your ability to reach your customers and provide them with the products and services they need.


This list is just a glimpse into the depth and breadth of what WatchGuardONE can do for your business, and you will learn more about each of these later in the Program Guide.



**We reward
you for your
engagement**

- ☑ Status Match
 - ☑ Sales Certification Training
 - ☑ Technical Certification Training
 - ☑ Hands-On Product Experience
 - ☑ Product-Based Certifications
 - ☑ Status-Level Discounts
 - ☑ Back-End Rebates
 - ☑ Deal Registration Discounts
 - ☑ Marketing Development Funds
 - ☑ Cooperative Marketing Funds
 - ☑ Sales SPIFFs
 - ☑ Exclusive Promotional Offers
 - ☑ Priority Sales & Technical Support
 - ☑ FlexPay Flexible Payment Program
 - ☑ Account Management Team
 - ☑ Field Marketing Team
 - ☑ Partner Portal
 - ☑ Customer Management Tools
 - ☑ Marketing Assets and Resources
 - ☑ Marketing Automation
 - ☑ Lead Generation Support
 - ☑ Exclusive Partner Events
- 



We were confident in working with WatchGuard. WatchGuard is a brand at the forefront in many aspects, both technological and commercial, and the WatchGuardONE program offered us many benefits. 

Enrique Salgado Curiel

Chief Executive Officer, Tik Security



The WatchGuardONE Partner Portal

The WatchGuardONE Partner Portal is the center of your WatchGuardONE partnership. Here, you can view your level status and your progression through the program, track rebates, renewals, and leads, register deals, access marketing resources, view training content, enroll in programs, read the latest partner news on the Partner Blog, and much, much more. It's a powerful tool to use and reference, and available 24x7.

What is available in the WatchGuard Partner Portal?

Product

Product Information

Information about WatchGuard's entire portfolio of products and solutions.

Virtual Appliance Evaluations

Simply and quickly request an evaluation.

Not-for-Resale (NFR) Product Requests

Request NFRs to help complete your Specializations.

Serial Number Search

Enter serial numbers to see the status of services and upgrades on appliances.

SKUs and Price Lists

Understand your costs to create compelling packages with profitable margin.

Product Comparison Tool

Understand the specific features and benefits of WatchGuard products.

Technical Documentation

View and download important information about WatchGuard products.

Support Center

Get the help and answers you need when you need them.

Wi-Fi Design Service

Receive installation labor-time estimates, number of access points required, Ethernet cabling infrastructure.

Marketing Resources

Marketing Funds Management

—Accelerate your marketing activities with marketing development funds (MDF) and cooperative marketing funds (Co-Op).

Media & Brand Kit and Guidelines

Confidently use WatchGuard branding in your marketing with assets and prescriptive guidelines for use.

Competitive Intelligence

Out-manuever your competition by staying one step ahead of them with the latest research, news, and objection handling.

Buyer Personas

Understand your customers and what motivates them to select a security provider.

Marketing Campaign Kits

Collections of marketing assets designed to help you sell more quickly, efficiently, and successfully.

Product Packs

Sets of collateral designed to inform readers about WatchGuard's product portfolio.

Marketing Resource Center

WatchGuard's full library of marketing assets, fully available to partners at any time.

Marketing Automation

Co-brand marketing assets, automate social media posts, and launch marketing campaigns from our automated platform.

Training

Business Tracker Tool

Visually review your progress towards your rebate and co-op accrual.

Deal Registration Tool

Preserve your opportunities and receive extra discounts and assistance from WatchGuard.

Leads and Opportunities Management

Track the progress of your prospects as they move through the sales funnel.

Sales Promotions

Quarterly deals, incentives, and programs designed to boost your business and close more deals.

Security Pays

SPIFF program that incentivizes and rewards your sales professionals for selling WatchGuard solutions.

Renewals Watch

A collection of resources designed to assist you in initiating renewal and upgrade discussions with your customers. Address upcoming renewals, generate upgrade campaign lists, create renewal quotes, and more.

Marketing Resources

WatchGuardONE Onboarding

Start your partnership right and rapidly start selling profitably through our informative and essential partner onboarding track.

Sales Certification Training (complimentary)

An essential part of a WatchGuardONE specialization, this training track teaches you essential information, selling techniques, and competitive information to help you rapidly sell WatchGuard products effectively.

Technical Certification Training (complimentary)

Become the expert your customers want with in-depth training on how to set up, configure, and use WatchGuard products and services.

News

Partner Blog

Get the news, updates, and alerts WatchGuardONE partners need, and sign up for daily or weekly newsletters delivered right to your inbox.



<https://portal.watchguard.com>



Awards and Recognition



03 Specializations

About WatchGuardONE Specializations

As discussed in the previous section, WatchGuardONE Specializations are a unique part of the channel partner program that allows for a competency-based structure that rewards engagement.

There are four WatchGuardONE Specializations, one for each of the product categories that make up the Comprehensive Security pillar of our Unified Security Platform.

WatchGuardONE Specializations

- Network Security
- Endpoint Security
- Identity/Multi-Factor Authentication
- Secure Wi-Fi

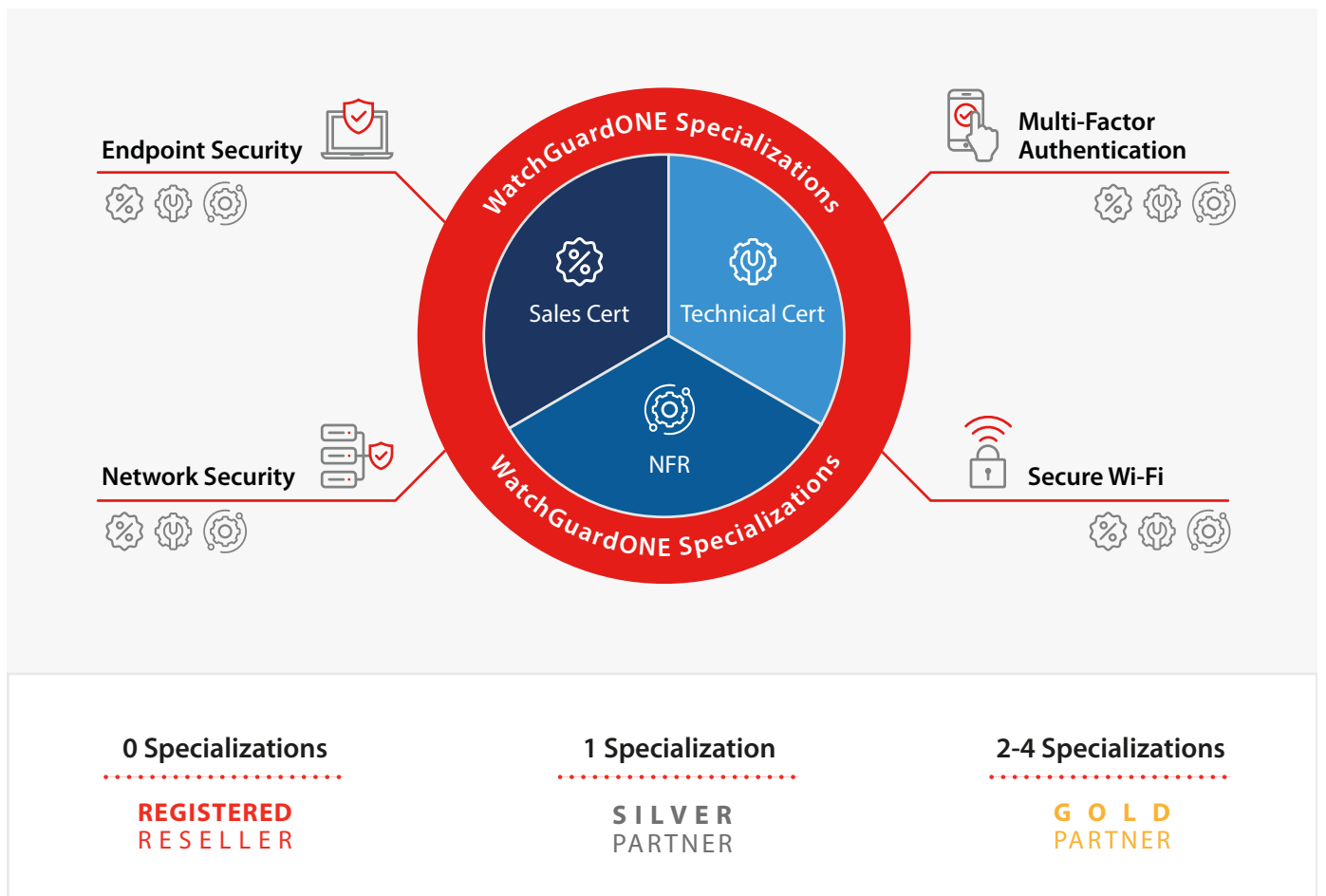
Each Specialization is composed of three achievements in a specific product line.

WatchGuardONE Specialization Components

1. One (1) Sales Certified Individual
2. One (1) Technically Certified Individual
3. One (1) purchased not-for-resale (NFR) approved unit

Specializations and Level Status

The number of Specializations your organization has earned defines your level status in WatchGuardONE*, which in turn determines the partner discounts, rebates, benefits, and resources available to you.



*Platinum level status is determined by invitation only.

Sales and technical certifications are achieved and maintained individually, but all Specializations are held by the partner organization. This allows for a tremendous amount of flexibility in determining who and how you plan to earn your Specializations.

Certifications can be earned by any combination of employees, as long as you have at least as many individuals certified as you have Specializations achieved (See “Specialization Requirements” table).

You may want your sales staff to receive sales certifications and your engineers to be technically certified, or you may want to have one individual certified in both for a particular product. You may want to go above and beyond, having multiple staff members certified on multiple products.

It’s entirely your decision — WatchGuardONE is designed to allow you to earn your Specializations in a way that works for your business.



Specialization Requirements

REQUIREMENTS	Silver	Gold (2 Specializations)	Gold (3 Specializations)	Gold (4 Specializations)
Completed Specializations	1	2	3	4
Sales Certified Individuals	1	2	2	2
Technically Certified Individuals	1	2	2	2
Active NFRs	1	2	3	4

WatchGuardONE Gold Partner

There are many ways to meet the requirements to become a WatchGuardONE Gold Partner. For example: There are four WatchGuardONE Specializations, one for each of the product categories that make up the Comprehensive Security pillar of our Unified Security Platform.

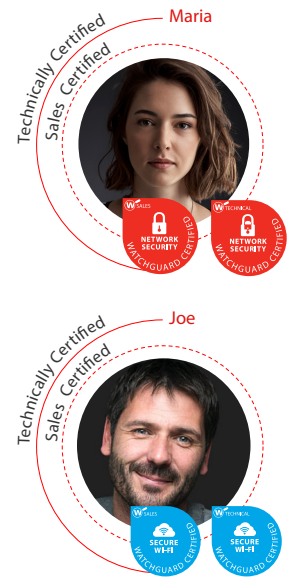


Scenario #1 Two Individuals

You have two individuals, Joe and Maria, who each have Sales and Technical certifications.

Joe is Sales Certified in Network Security, he is also Technically Certified in Network Security. This means he is both a Sales Certified Individual (1 of 2 required) and a Technically Certified individual (1 of 2 required).

Maria is Sales Certified in Secure Wi-Fi, and Technically Certified in Secure Wi-Fi. This means she is both a Sales Certified Individual (2 of 2 required) and a Technically Certified individual (2 of 2 required).



With a qualifying Not for Resale (NFR) product to complete the Network Security Specialization, and another qualifying NFR unit to complete the Secure Wi-Fi Specialization, you are CERTIFIED GOLD!

Scenario #2 Mix and Match

You do not want to mix Sales and Technical certifications across employees and have four individuals to complete certifications:

Pierre completes the sales certification for Network Security

Tom completes the technical certification for Secure Wi-Fi

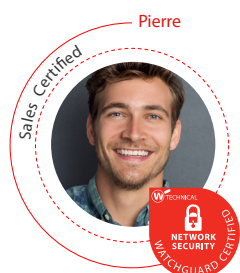
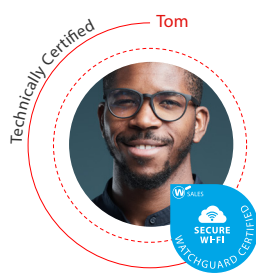
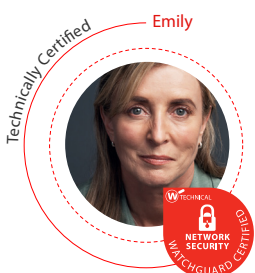
Kaori completes the sales certification for Secure Wi-Fi

Pierre and **Kaori** are both Sales Certified individuals.

Emily completes the technical certification for Network Security

Emily and **Tom** are both Technically Certified individuals.

With the qualifying NFRs, both the Network Security Specialization and Secure Wi-Fi Specialization are complete. You are CERTIFIED GOLD!



Scenario #3 Four Individuals

In the real world, you go above and beyond, and often have more than four individual staff members contributing to certifications. For example, in the above scenario you have:

Four Technically Certified individuals:

Christine, Sophie, Benjamin, and Ivan

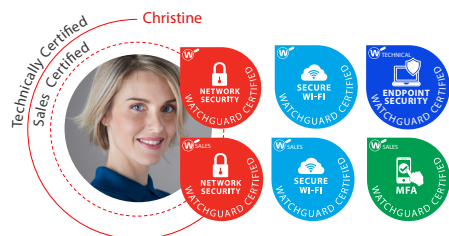
Six Sales Certified individuals:

Christine, Sophie, Benjamin, Ivan, Lucas, and Jackson

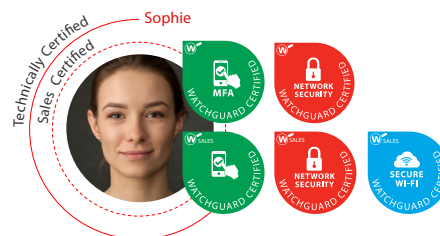
...and are specialized in:

- Network Security
- Secure Wi-Fi
- Multi-Factor Authentication
- Endpoint Security

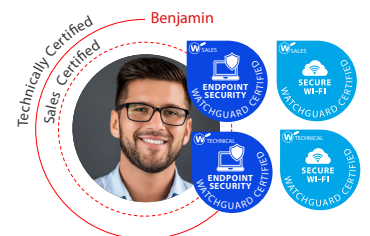
Sometimes they're cross-trained, sometimes they aren't, and that's ok!



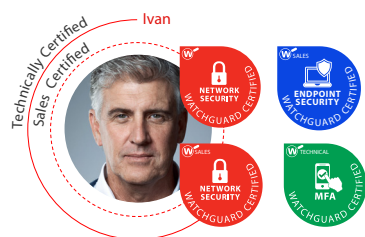
Net Security Tech Cert
Wi-Fi Tech Cert
MFA Sales Cert
Net Security Sales Cert
Wi-Fi Sales Cert
Endpoint Tech Cer



MFA Tech Cert
Net Security Tech Cert
MFA Sales Cert
Net Security Sales Cert
Wi-Fi Sales Cert



Endpoint Tech Cert
Endpoint Sales Cert
Wi-Fi Tech Cert
Wi-Fi Sales Cert



MFA Tech Cert
Net Security Tech Cert
Net Security Sales Cert
Endpoint Sales Cert



Net Security Sales Cert



Endpoint Sales Cert

Advantages of Earning Three or More Specializations

There are added incentives for holding three or more Specializations that are greater than those for Gold Partners with two Specializations.

Because of these added discounts, rebates, and benefits available, a **significant margin opportunity** is available on every sale at the Gold level with three Specializations, which supports profitability and growth.



WatchGuardONE Insider Tip

If you're interested in rapid, profitable growth, you should seek to earn three Specializations. On average, these partners sell **twice as much** as partners who have only two certifications. A little extra engagement can make a massive difference across the life of your partnership with WatchGuard.



Platinum Level and Other Unique Levels

Platinum Level



WatchGuard recognizes the success of partners who not only demonstrate the highest commitment to using WatchGuard's entire portfolio but also reflect an unwavering dedication to providing excellent service to their customers. The importance of such integrally deep partnerships and leadership in the channel is rewarded with Platinum-level status in WatchGuardONE.

WatchGuardONE Platinum Partners demonstrate the maximum level of commitment to their partnership with WatchGuard. This elite group of experts is recognized at the highest level and receives exclusive benefits, incentives, and access.

Gold partners that show growth, adoption, and advocacy of the full product line as well as engagement and technical proficiency in all WatchGuardONE Specializations are nominated annually to participate. Current Platinum Partners are also reviewed annually to ensure their commitment is maintained and to establish goals for the following year.

Platinum level is a unique area of WatchGuardONE, as it is only accessible by invitation. By default, all Platinum Partners have earned all Specializations available in WatchGuardONE, submit an annual business plan, and are assigned an executive sponsor, among other benefits. Additionally, as leaders in the channel, Platinum Partners are often invited to advisory panels, speaking engagements, and more.

Gold E-Commerce Level



This is a non-Specialization-specific level of WatchGuardONE, reserved for those partners who sell WatchGuard products through online sales only and as such, receive their Gold-level discount split between a 5% front-end discount and a 5% quarterly rebate. Gold E-Commerce level is only provided by individual approval by WatchGuard to ensure it is the most appropriate fit for a partner's go-to-market strategy and the overall partnership.



WatchGuardONE Sales Certifications

Sales certifications are self-study training resources with dedicated learning paths for each product family, offered at no cost. Complete the learning path for any product family, and you will earn a WatchGuardONE sales certification – an important part of your overall Specialization.

Sales certifications are earned by completing the sales certification training curriculum for a Specialization. Each Specialization's curriculum consists of four core courses. All sales certification training curricula are available in the Learning Center.

Sales Certification Training Course Curriculum

- 1 > Market Trends
- 2 > Product Overview
- 3 > Competitive Landscape
- 4 > How to Sell



Sales Certifications are valid for one year and can be renewed annually by completing a booster course in that Specialization.

WatchGuardONE Technical Certifications

WatchGuard offers partners the opportunity to take technical certification exams, which also count toward your Specialization. These certifications demonstrate to your customers that you are selling products with which your employees have a high level of technical capability.

The best way for many to prepare for an exam is to spend time using the product. Hands-on experience is critical for anyone who wants to take an exam. Exam questions are based on applied knowledge and product troubleshooting.

WatchGuard provides complimentary training resources to help you become an expert in deploying, maintaining, and managing WatchGuard security solutions. These resources can be especially useful to help you prepare for an exam and are available when you enroll in a technical certification training course.

Complimentary Training Materials

- **Essentials Courseware.** Videos that explain essential concepts and configuration topics.
- **Study Guide.** Reference material to help you review essential content, which also includes sample exam questions.
- **Lab Book.** Lab exercises you can use to practice configuration and concepts in your lab environment.
- **Instructor-Led Training.** Complimentary lab-based classes for WatchGuardONE partners. Instructor-led training is available to customers through our network of Certified Training Partners.

Certification exams are offered through third-party test proctor Kryterion, and individuals who pass these exams are certified for two years.



**No-cost
certification
training**

Not-for-Resale (NFR) Units

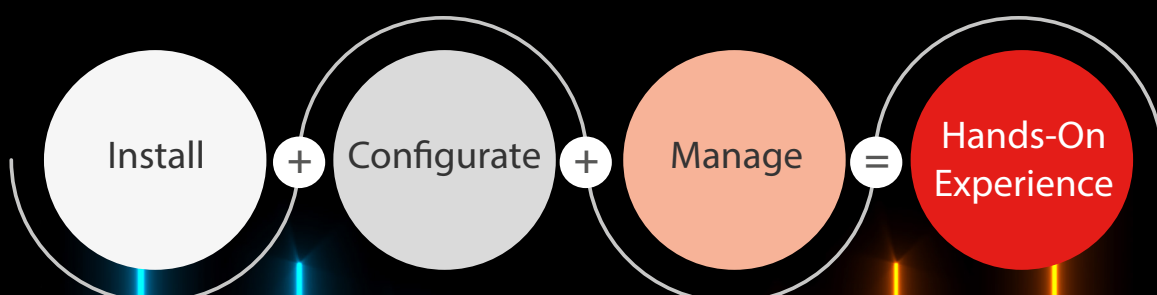
WatchGuardONE partners can purchase select hardware appliances, software, and services at a substantial discount when they are used for the purposes of internal training, customer demonstrations, or the protection of partner-owned, internal business assets. Each qualifying NFR product also includes non-renewable services as part of the subscription term, to demonstrate the latest WatchGuard products and services.

These NFR units help familiarize your staff with the benefits and functionality provided by WatchGuard's offerings and are needed to earn a Specialization.

NFR Uses and Benefits

- **Internal Training**
- **Customer Demonstrations**
- **Hands-On Experience**
- **Securing Your Business**

How to Prepare for a Technical Exam





04 Program Overview

Benefits of Your Partnership

WatchGuardONE offers a range of discounts, rebates, and other programs designed to maximize your margin and fuel the profitable growth of your security business. As you'll see, increased Specializations drive an increased status level, which determines how much of a level discount you will receive.

Additionally, a higher level also translates to better-educated and more experienced staff who can resolve problems faster and more efficiently while converting and onboarding new customers at a higher rate. This growth in turn drives deal registration discounts, back-end rebates, SPIFFs, and more.




WatchGuardONE Insider Tip

A WatchGuardONE partner's best opportunity for success is based on their engagement with the program and the opportunity to sell across multiple product lines within our Unified Security Platform architecture. Gold partners with three or more Specializations see sales growth at twice the rate of partners with only two Specializations, on average. This amounts to tremendous profitable growth over the life of their partnership.



We're on a path together because of your WatchGuardONE program.

The objective, the features, the capabilities, and the partner enablement are all so critical to us. To be able to sit here and have a very fluid relationship with our security vendor, a very team-oriented, purposeful, and 'we can do this thing together' kind of relationship is amazing. I get excited. I'm going to get to this \$1M mark with this relationship. 

Stephen Neuss

Director of Sales, PCA Technology Group, Inc.

Level Discounts

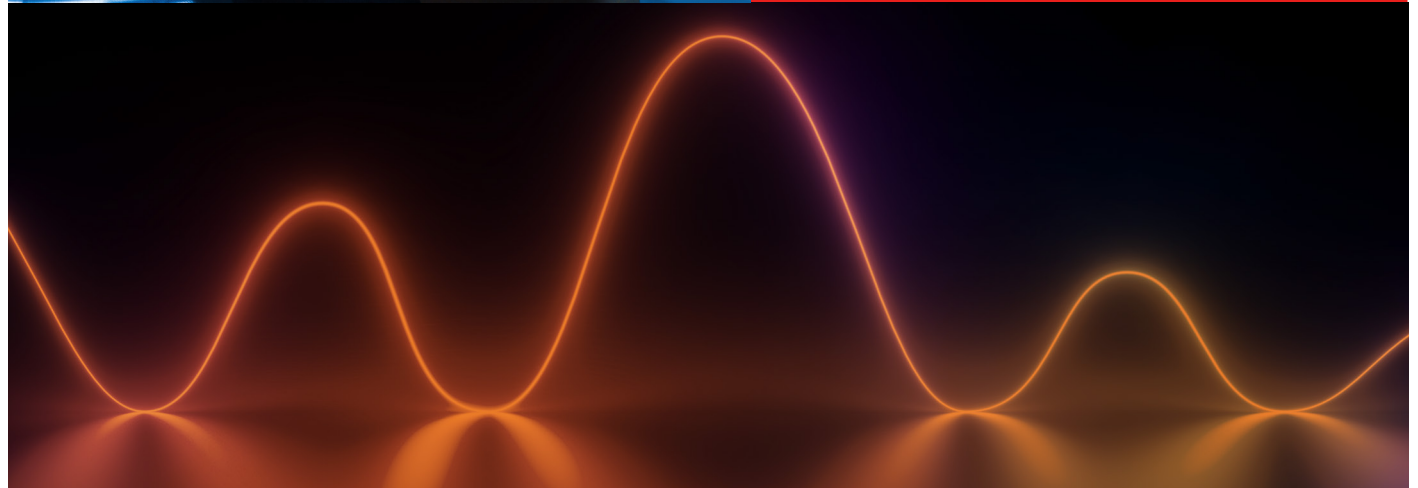
This is the discount conferred on your Partner account based on your level in the WatchGuardONE program. Registered Reseller, Silver, and Gold levels are determined by the number of specializations you have accrued (and other qualifications), while the Platinum level is obtained by invitation only.

Benefit	Registered Reseller	Silver	Gold E-Commerce	Gold	Platinum
	0 Specializations completed	1 Specialization completed	Online sales only 2 Specializations completed or more	2 Specializations completed or more	4 Specializations completed
Level Discount	-	5%	5%	10%	10%



WatchGuardONE Insider Tip

It's easy to see the margin opportunity Gold partners have after looking at the significant discounts they receive. If your business is capable of moving from lower levels up to Gold, we strongly recommend you do so, so you can earn more while selling WatchGuard.



Rebates

Back-end rebates are a benefit of the WatchGuardONE channel partner program that allows qualified partners to realize a greater profit margin on each sale. Back-end rebates are paid as a percentage of sales and awarded quarterly by WatchGuard to qualified Gold and Platinum WatchGuardONE partners who meet or exceed their sales goals.

The amount of WatchGuardONE specializations a partner currently maintains, as well as their WatchGuardONE status at the time of a transaction, determines the rebate percentage that's applicable to a sale.

Benefit	Registered Reseller 0 Specializations completed	Silver 1 Specialization completed	Gold E-Commerce Online sales only 2 Specializations completed or more	Gold 2 Specializations completed or more	Platinum 4 Specializations completed
Variable Rebate (2 Specializations)	-	-	5%	5%	-
Variable Rebate (3 Specializations)	-	-	-	7%	-
Variable Rebate (4 Specializations)	-	-	-	7%	7%

Deal Registration

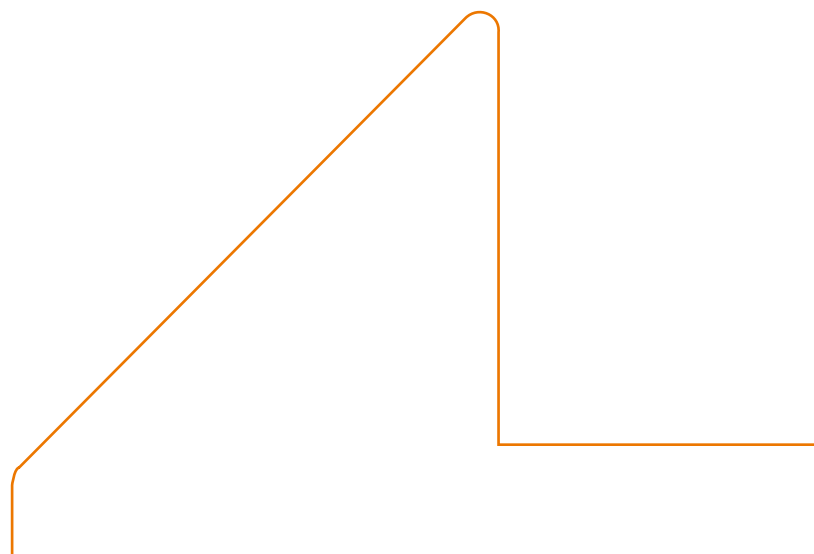
Deal Registration enables Silver-level partners and above to better manage new business opportunities that are under their control while receiving a discount and assistance from WatchGuard.

The first partner to successfully register a new business opportunity will be supported by WatchGuard in their sales

efforts and will be extended a discount based on the value (USD) of the registered opportunity. Opportunities in the \$5,000–\$9,999 range receive a 5% discount; opportunities in the \$10,000–\$14,999 range receive a 10% discount, and opportunities valued at \$15,000 and more receive a 15% discount.

Opportunity Amount (USD)	\$5,000–\$9,999	\$10,000–\$14,999	\$15,000+
Discount	5%	10%	15%

Benefits, discounts, and qualifications may vary by region



Earn New Benefits as Your Level Rises

REGISTERED RESELLER

- Onboarding Program
- Partner Portal
- Support Center
- Learning Center
- Partner News Blog
- Marketing Campaign Kits/ Product Packs
- Complimentary Sales Certification Training
- Complimentary Technical Certification Training
- Sales Certifications for Individuals
- Technical Certifications for Individuals

SILVER PARTNER

- WatchGuard Logo Usage
- Partner Locator w/ Customized Profile
- Assigned Account Management Team
- Product and Subscription Discounts
- Deal Registration
- Special Bid Eligibility
- Renewals Management Tool
- Not-for-Resale (NFR) Unit Discount
- Security Pays Incentive Program
- 24x7 Support
- Beta Program Access
- Priority Partner Support w/ Targeted Response Times
- Technical Support Documentation Resources



ALL THE BENEFITS OF RESELLER PARTNERS

GOLD PARTNER

- Marketing Enablement Automation
- Marketing Development Funds (MDF)
- Assigned Field Marketing Manager
- Volume-Based Co-op Marketing Funds
- WatchGuard-Sourced Leads
- Volume-Based Rebates
- Quarterly Business Reviews
- Priority Account Management Support



ALL THE BENEFITS OF SILVER PARTNERS

PLATINUM PARTNER

- Digital Advertising Program
- Corporate Marketing Support
- Assigned Executive Sponsor
- Annual WatchGuard Executive Review
- Dedicated Technical Support Line



ALL THE BENEFITS OF GOLD PARTNERS

Security Pays SPIFF Program

Available to Silver-level WatchGuardONE partners and above, Security Pays* is one of the most lucrative loyalty programs in the channel, and a fitting example of a win-win partnership.

As a SPIFF program, Security Pays is designed to incentivize and reward individual sales professionals for their efforts in selling WatchGuard products. Upon enrolling, these individuals can receive 1–3% cash (USD) paid directly to them via a WatchGuard Security Pays debit card, which can be used at most stores and online retailers around the world.

It's no wonder why Security Pays is one of the most popular programs for WatchGuardONE partners. Since 2017, WatchGuard has paid out millions to sales professionals through this program.

For partner business owners, it's a fantastic way to incentivize your sales team to close WatchGuard deals more frequently and more rapidly. For salespeople, it's a direct cash benefit from WatchGuard on every qualified sale.

If you're ready to sell WatchGuard, you're ready for Security Pays!



**Partnership
has its
benefits**

Marketing Funds

Gold Partners and above have the opportunity to receive direct funds from WatchGuard to be used toward marketing efforts and campaigns.

WatchGuard offers two ways to receive marketing funds: cooperative marketing funds (Co-Op) and marketing development funds (MDF). Co-Op funds are paid quarterly to Gold- and Platinum-level partners who meet specific sales thresholds, while MDF is awarded on a project-level basis. For more on marketing funds, please see the **Marketing** section of this program guide.

Status Match

If you have been invested in a competing channel partner program and are ready to make the switch to WatchGuard, WatchGuardONE makes it easy!

Through our Status Match program, you can bring your equivalent program level with you to WatchGuardONE and receive discounts and benefits starting on day one. You will then have 90 days to raise your WatchGuardONE partner level through our Specializations system. On day ninety, you will graduate from Status Match with an official WatchGuardONE partner level, with your discounts and benefits preserved.

*Security Pays is not available in all regions.

WatchGuard FlexPay®

WatchGuard FlexPay® is the branded name for our payment-choice program. WatchGuard wants to make it as easy as possible for partners to do business with us, so we provide multiple ways to pay for our Unified Security Platform of products and solutions.

FlexPay is all about having the right payment options that make the most sense for your business. You are not locked into one rigid payment structure, so with FlexPay, WatchGuard can align with how you choose to operate your business.

FlexPay has three payment options, all of which are available for partners to use at any time.

FlexPay Term

- Traditional licensing w/expiration date
- Order X amount of product for X price & use it for X amount of time
- The best option to maximize margin

The first option is FlexPay Term, which is traditional licensing with an expiration date. If you are doing more project-based deployments and entering into multi-year agreements with customers, FlexPay Term is typically the best way to maximize your margins.

FlexPay Subscriptions

- No upfront cost to get WatchGuard hardware and software
- Billed monthly for three-year or monthly contracts
- Most flexibility to scale up or scale down

FlexPay Subscriptions work similarly to a utility bill, for example. There are no upfront costs for WatchGuard hardware and software, and you are billed in arrears every month. Sometimes this is called "Pay as You Go." If you offer monthly maintenance contracts, FlexPay Subscriptions might be the right choice. FlexPay Subscriptions offer the greatest amount of flexibility to scale up or down, with only monthly commitments.

FlexPay Points

- Partners pre-purchase them
- Points never expire
- Can be used at any time, for any WatchGuard products

FlexPay Points are pre-paid, never expire, and can be used whenever you want, for whatever you want. Think of them simply like "WatchGuard currency."

FlexPay Points are also a terrific way to remain flexible. For example, if you don't necessarily have the commitment from your end-customer for a term agreement, or if your cash flow varies throughout the year, you may want to consider FlexPay Points. You would be able to purchase points in months when you have a larger cash infusion in your bank account and then can spend those points across leaner months. This allows you to keep your business running steadily, despite the ups and downs of the market.



Benefits Schedule

In the table below, you will see that there is an impressive margin opportunity for partners who make the most of WatchGuardONE.

For example, Gold Partners with three Specializations can expect a 10% level discount, a further 5-15% discount if they register their deal, and a 7% back-end rebate, if they meet the program requirements. That is a potential 32% discount off MSRP, without factoring in any discounts at distribution.

Combined with cash back through Security Pays and funds accrual for co-op marketing, and Gold Partners with three Specializations can realize excellent margin on every sale, plus additional investment into closing future deals. This is why we believe WatchGuardONE is the most powerful partnership you can find in the channel.

watchGuardONE
benefits provide
impressive margin
opportunities

Benefit	Registered Reseller	Silver	Gold E-Commerce	Gold	Platinum
	0 Specializations completed	1 Specialization completed	Online sales only 2 Specializations completed or more	2 Specializations completed or more	4 Specializations completed
Level Discount	-	5%	5%	10%	10%
Deal Registration Discount	-	5-15%	5-15%	5-15%	5-15%
Security Pays Accrual	-	1-3%	1-3%	1-3%	1-3%
Variable Rebate (2 Specializations)	-	-	5%	5%	-
Variable Rebate (3 Specializations)	-	-	-	7%	-
Variable Rebate (4 Specializations)	-	-	-	7%	7%
Co-Op Accrual	-	-	-	2%	4%

05 Support

Support Overview

We understand just how important support is when you are trying to secure your customers' networks. When you need assistance, it just can't wait. The WatchGuardONE support program gives you the backup you need, with a range of level-based support options available to you so you can overcome whatever obstacles you face and move forward.

24x7 Priority Technical Support

No matter which WatchGuard network security appliance you buy, your support needs will be covered 24x7 by our in-house team of highly trained technical experts.

Silver-level partners and above receive a dedicated partner phone line to use, and targeted response times are dictated by level.



24x7 Technical Support

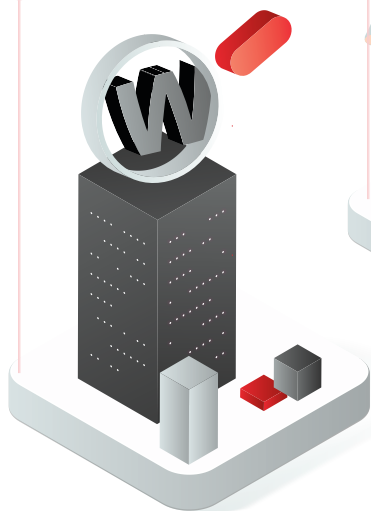
Silver-level partners and above receive a dedicated partner phone line to use, and targeted response times are dictated by level.

Benefit	Targeted Response Time	Hours of Availability	Phone	Case Count
Platinum	Live Call for phone cases and 1-hour for web cases. All cases are given highest priority in queue.	24 hours, 7 days	Platinum Line Priority Queuing	Unlimited
Gold	One hour for anyone on the Gold account	24 hours, 7 days	Partner Line	Unlimited
Silver	Four hours for anyone on the Silver account	24 hours, 7 days	Partner Line	Unlimited
Registered Reseller	Response time is determined by the support subscription associated with the device	24 hours, 7 days	End-User Line	Unlimited

Channel Account Management Team



Corporate WatchGuard Support



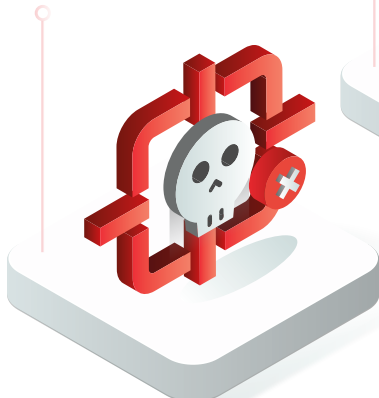
24x7 Priority Technical Support



Platinum Support



Threat Hunting Service



Assigned Sales Engineer



Corporate WatchGuard Support

Have a question about your partnership? Need help with your level status, training, rebates, or anything else WatchGuard? Our corporate team is ready to help. Partners come first at WatchGuard, and that ethos defines everything we do.

In that spirit, WatchGuardONE partners are encouraged to bring their questions directly to us, so if you ever need anything, just send us an email and we will work to resolve any issues or concerns you may have. As a channel-first, channel-only organization, our corporate teams prioritize WatchGuard partners, because your success is mission critical.

Channel Account Management Team

WatchGuardONE partners are also assigned a channel account management team to help you get started with WatchGuard, close deals, and onboard new customers. From account managers to development managers and technical leads, your channel account management team has you covered throughout the life of your partnership and on every sale.

This team can also help you strategize on the most effective methods for raising your overall monthly recurring revenue, cross-selling new products into your customer base, adding more logos to your customer list, and managing pricing, packaging, and more.

Furthermore, your account team will also guide you through your WatchGuardONE benefits and will be your go-to resource for meeting and maintaining your desired partner level, your rebate targets, training, promotions, and much more.

Assigned Sales Engineer

WatchGuardONE partners are also assigned a sales engineer to help facilitate opportunities in technically complex IT environments, assist in onboarding new clients, provide technical product demos, and help discuss the technical advantages of WatchGuard products with prospective customers.

WatchGuard sales engineers can be an important extension of your sales team and can make the difference between a lengthy sales cycle and a shorter, more successful one.

Threat Hunting Service

A collaborative and coordinated approach is the key to stopping today's breaches and delivering the highest level of managed security to your customers in a seamless manner.

Offered at no charge with all WatchGuard Advanced Endpoint Security solutions, our Threat Hunting Service significantly reduces the time to respond to threats.

WatchGuard threat hunters and analysts continuously monitor everything that happens in real time and retrospectively (24x7x365) in all our customers' telemetry.

Continuous real-time monitoring technologies and our human-led proactive hunting service enable the discovery of hackers, malicious employees, and other threat actors.

Threat hunting is rapidly becoming an essential service for all security providers, and as a WatchGuardONE partner, when you use one of our advanced endpoint security solutions, you can think of our Threat Hunting Service as an extension of your team, working diligently to keep your customers safe.

Platinum Support

Platinum Support is an account-wide support upgrade and separate from WatchGuardONE's invitation-only Platinum-level status. Along with 24x7 support, a one-hour response time, and unlimited cases, **Platinum Support includes an assigned technical account manager to work with you and your customer to achieve maximum benefits and ROI from their network security investment.** The program also provides regular security reviews and proactive notifications of updates and upgrades.

Additional Support Services

WatchGuard offers even more support services for partners as well:

- Priority response upgrade
- Premium four-hour hardware replacement (RMA)
- Spare and replacement parts service
- Hire an Expert technical services
- Remote installation services
- Account administration assistance
- Knowledge center
- Technical documentation
- Software downloads
- Software updates



Recent Support Awards



06 Marketing

Marketing Benefits Overview

Too often undervalued in channel sales, marketing your security practice is essential for growth. Whether you are looking to increase your cross-sell activities with your existing clients or are looking to expand your customer base, WatchGuardONE partners enjoy a variety of support, benefits, and resources to keep your leads flowing in, establish your brand as a leader in your region, and stay ahead of your competition.

Field Marketing Managers

WatchGuardONE Gold-level partners and above are assigned a field marketing manager (FMM) to be a marketing resource for your business and to help facilitate your marketing goals.

They are your primary point of contact for establishing and outlining your co-op and MDF projects and can offer expert advice on marketing activities you would like to run, such as events, campaigns, lunch-and-learns, digital marketing, webinars, and more.

Additionally, your FMM can also help you navigate the large library of WatchGuard marketing enablement content created for you to use and can help you get started with our marketing automation services as well.

Co-Operative Marketing Funds

WatchGuardONE Gold and Platinum partners who meet their respective sales goal thresholds will have the opportunity to receive cooperative marketing funds (Co-Op). These funds are a reward for your sales performance and are guaranteed. You've earned them!

With Co-Op, planned marketing activities receive up to 50% reimbursement by WatchGuard. Additionally, you will receive rebates on products sold through Co-Op campaigns (Gold: 2%, Platinum: 4%).

WatchGuard field marketing managers will work with you to plan and jointly fund approved advertising activity that supports your WatchGuard business. These funds are predictable and enable you to plan marketing activities in advance, supporting your greater marketing strategy.



WatchGuardONE Insider Tip

With Co-Op, planned marketing activities receive up to 50% reimbursement by WatchGuard. Additionally, you will receive rebates on products sold through Co-Op campaigns (Gold: 2%, Platinum: 4%).

Marketing Development Funds

WatchGuardONE partners with impactful brand-building ideas have the opportunity to receive marketing development funds (MDF).

Your WatchGuard field marketing manager will collaborate with you to plan and fund approved marketing activities that support our mutual businesses.

Unlike Co-Op funds, marketing development funds are not guaranteed. They are intended to be project-based, and therefore they are discretionary, issued based on availability, the anticipated impact of the proposed marketing project, and on predicted sales.

WatchGuardONE partners are encouraged to submit their marketing plans and ideas to their field marketing manager, who will assist in determining if the project is better suited for Co-Op or MDF.

Partner Resource Center

The Partner Resource Center grants access to WatchGuard's whole collection of product and marketing assets, available to all WatchGuardONE partners. Here you can scroll through a deep library of eBooks, brochures, datasheets, and more at your fingertips. Almost anything you might need is available for download.

Marketing Campaign Kits

Marketing campaign kits, or MCKs, are essentially marketing campaigns "in a box," created by WatchGuard's own marketing team.

Available to all partners, these collections of security topic-themed marketing collateral are grouped by hot topics in the security industry and are intended to resonate with your customers, to help you schedule more meetings and win more clients.

Marketing campaign kits can be downloaded from the WatchGuardONE Partner Portal at any time as a self-service option, but do not have any built-in automated features.

Product Packs

Product Packs are curated collections of marketing assets created by WatchGuard's marketing team to help you sell WatchGuard products and services more easily. This collateral is perfect for later-stage sales cycles or cross-sell activities and can be downloaded from the WatchGuardONE Partner Portal at any time as a self-service option.

Unlike Marketing Campaign Kits, which put heavy emphasis on marketing to your customers, Product Packs are focused strictly on product information, which can be helpful for more technically savvy prospects and customers.



Marketing Automation

Marketing automation puts the power of the enablement assets found in marketing campaign kits and allows you to use your own logo to brand or co-brand them to run your own marketing campaigns — all with the push of a button.


Marketing automation features a variety of options, such as:

- **Custom collateral brander.** Use your logo on white-label or co-branded marketing assets designed for your customers.
- **Automated social media posts.** Sync up your social media accounts and push automated messages designed to drive security customers to your profile and transform them into leads.

- **Custom Website Showcases.** With a simple code snippet, you can plug in WatchGuard-created pages directly into your website, designed to inform your site visitors about the powerful security products available to them and convert them into leads.
- **Campaigns.** Much like marketing campaign kits, automated campaigns bring together the custom collateral brander, automated social media posts, and website showcases around a central security theme to inform and persuade prospects to choose your business for their security needs.





The WatchGuardONE program has allowed us to obtain Co-Op funds for marketing, rebates, and training, differentiators that have marked our continuous growth without neglecting transparent and constant communication with the leading executives of the brand. It's been 17 years of a relationship that grew steadily. 

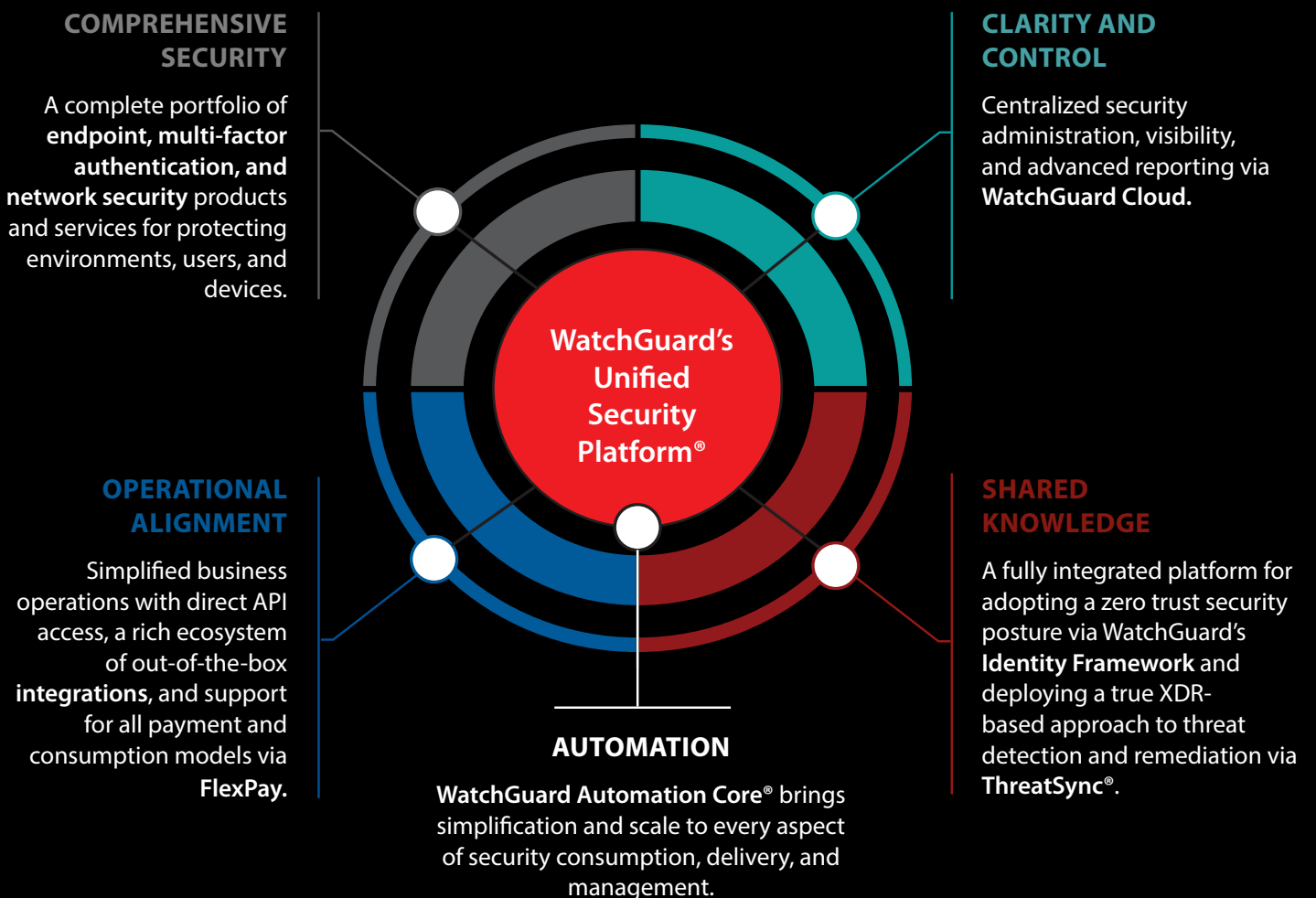
Angel Chaljub

General Manager, Consultores en Seguridad Tecnológica e Informática (CSTISA)

07 WatchGuard's Platform

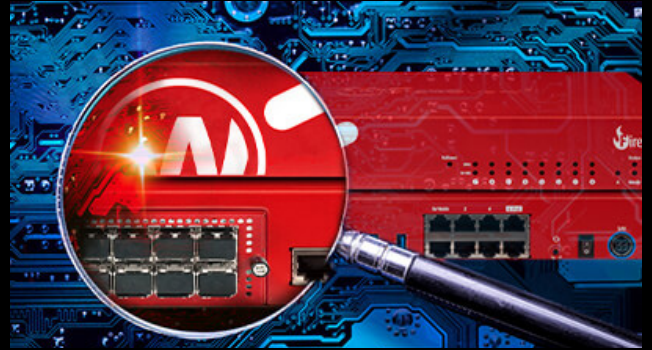
One Platform for Comprehensive Security

To combat the dynamic and ever-changing threat landscape, and the pervasive scarcity of time, budget, and resources for cybersecurity, WatchGuard makes enterprise-grade protection accessible to organizations of all types and sizes. Our unified approach to security delivers multiple powerful products and services working intelligently with one another to cover the entire threat surface. At WatchGuard, our network, endpoint, MFA, and Wi-Fi security solutions combine to provide the comprehensive security you need to protect your clients' business environments, users, and devices.



Network Security

WatchGuard Network Security solutions are designed from the ground up to be easy to deploy, use, and manage – in addition to providing the strongest security possible. Our unique approach to network security focuses on bringing best-in-class, enterprise-grade security to any organization, regardless of size or technical expertise.



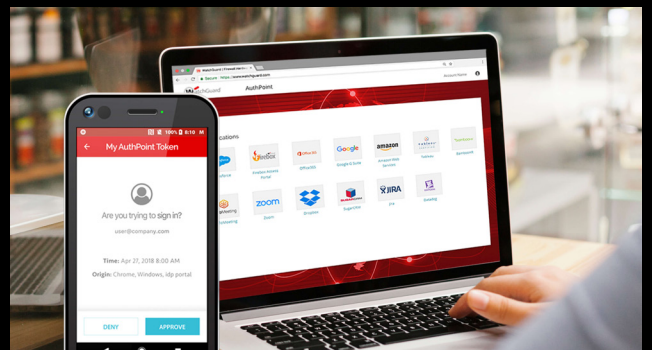
Secure Wi-Fi

WatchGuard's Secure Wi-Fi solutions, true game-changers in today's market, are engineered to provide a safe, protected airspace for Wi-Fi environments, while eliminating administrative headaches and greatly reducing costs. With expansive engagement tools and visibility into business analytics, it delivers the competitive advantage businesses need to succeed.



Multi-Factor Authentication

WatchGuard AuthPoint® is the right solution to address the password-driven security gap with multi-factor authentication on an easy-to-use Cloud platform. WatchGuard's unique approach adds the "mobile phone DNA" as an identifying factor to ensure that only the correct individual is granted access to sensitive networks and Cloud applications.



Endpoint Security

WatchGuard Endpoint Security is a Cloud-native, advanced endpoint security portfolio that protects businesses of any kind from present and future cyberattacks. Its flagship solution, WatchGuard EPDR, powered by artificial intelligence, immediately improves the security posture of organizations. It combines endpoint protection (EPP) and detection and response (EDR) capabilities with zero-trust application and threat-hunting services.





About WatchGuard

WatchGuard® Technologies, Inc. is a global leader in unified cybersecurity. Our Unified Security Platform® approach is uniquely designed for managed service providers to deliver world-class security that increases their business scale and velocity while also improving operational efficiency. Trusted by more than 17,000 security resellers and service providers to protect more than 250,000 customers, the company's award-winning products and services span network security and intelligence, advanced endpoint protection, multi-factor authentication, and secure Wi-Fi. Together, they offer five critical elements of a security platform: comprehensive security, shared knowledge, clarity & control, operational alignment, and automation. The company is headquartered in Seattle, Washington, with offices throughout North America, Europe, Asia Pacific, and Latin America. To learn more, visit [WatchGuard.com](https://www.watchguard.com)

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