



Webroot<sup>®</sup>  
**Channel Edge**<sup>™</sup>  
PARTNER PROGRAM





# The Demand for Security Solutions

Webroot security solutions successfully solve the top security challenges facing businesses today. Recent industry research shows that the top priority and budget allocation for IT decision makers is managing virus, spyware and spam threats, as well as employees' misuse of email and web while at work.

Webroot solutions address these key customer concerns while providing our Channel with a lucrative and growing opportunity to deliver the very best security software and services for the endpoint and perimeter.

## Opportunity in Growth Markets:

SaaS, E-mail Filtering, E-mail Archiving, Business Continuity, Web Protection, Endpoint Security

- The on-demand security services market...is forecast to **jump 68 percent** to \$8 billion in 2009.  
(DTI PRICEWATERHOUSE COOPERS SURVEY, 2006)
- Around 70 percent of IT managers surveyed are planning to **increase security spending** in 2008.  
(VNUNET.COM)
- 72 percent of businesses sized 50-500 rank security as their **most critical IT issue**.  
(COMPUTERWORLD IT MANAGEMENT STUDY, 2008)
- Expected annual **growth rate of email archiving** is 17.6 percent per year.  
(IDC, 2006)
- The email security on-demand service market is **growing by 44 percent** per year.  
(DATAMONITOR, 2007)
- 60 percent of small businesses have **no Business Continuity Plan**.  
(BUSINESS CONTINUITY MANAGEMENT SURVEY, 2006)
- IDC forecasts the **Web Security market to grow** from US \$1.2 billion in 2006 to US \$2.3 billion in 2011.  
(IDC, 2007)
- 30 to 40 percent of **Internet use in the workplace** is unrelated to business.  
(IDC, 2007)
- Spam and the sophistication of malware are **fuelling the demand for messaging security hosted services** that can block messaging threats 'in the cloud' before they reach the corporate network.  
(IDC WORLDWIDE MESSAGING SECURITY, 2007)
- Malicious code, spyware, and spam continue to be the **most serious threat** facing corporations today.  
(IDC, 2007)
- By the end of 2007, **75 percent of enterprises will be infected** with undetected, financially motivated, targeted malware.  
(GARTNER, 2007)

Clearly,  
the opportunity to sell security products  
is better than ever before!

# Why Sell Webroot Security

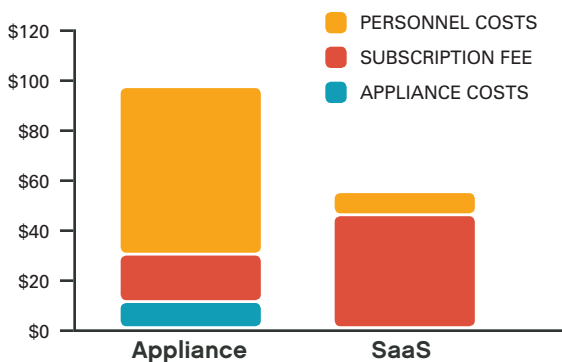
Today customers accept software-as-a-service (SaaS) – also referred to as ‘On Demand Services’ or ‘Managed Services’ – as both a viable and attractive solution to their business and security challenges. With significant economies-of-scale and shared resources, SaaS is affordable and can be implemented rapidly.

Businesses have faced severe economic challenges over the last several years, forcing IT to do more with less and to bring more value to their companies. Many have experienced failed implementations that did not deliver the expected value and involved spending time and resources installing and maintaining applications locally.

IT departments want to provide the functionality required to run and protect the company, with the least amount of resource and cost. The increased protection and manageability, improved technology and fast deployment of SaaS security is ideal to deliver real value to the IT decision maker, who is working with leaner resources and greater challenges than ever before.

SaaS security is suitable and relevant for businesses of all sizes, from the SMB to the large enterprise. It is a great entrée into new customer accounts and is the ideal solution for the small business that cannot afford the costs for enterprise-type redundancy, in-house security expertise and technologies chosen by their larger competitors. With SaaS security, you can give the smallest company the biggest security protection at a price that fits their budget.

## ANNUAL COST PER USER Appliance vs. SaaS



Source: A Comprehensive Look at the Total Cost of Ownership of Software Applications Software & Information Industry Association (SIIA), 2006. Pros and Cons of SaaS Secure Web Gateway Solutions Gartner, 2007

*“I’ve worked in the channel for a number of years – with a number of different products and services. In working with Webroot, I’ve found them to be the most channel friendly group! At no point have I felt that I’m competing against Webroot – that in itself is very refreshing and unfortunately, not that common in channel sales. Not only do I have complete confidence in the products and services of Webroot, I know they are a true partner with my firm.”*

Jim Henry  
Client Services  
Tex R Us, LLC (USA)

Webroot gives you a strong family of solutions to address the key customer security challenges of spam, viruses and spyware both from SaaS and endpoint security vectors, assuring the best protection for your client and the strongest value proposition.

While conventional e-mail and web security appliances and software are simply unable to cope with the pace of change, SaaS security delivers an all-inclusive, fast deploying and budget-matching package.

With a better service, more options and stronger partner tools than any other competitive security provider, Webroot ensures our partners are given a powerful competitive advantage.

*“{They} make the process of trialing customers easy – our conversion rate from trial to close is over 90 percent.”*

Craig McAlpine  
Managing Director  
Email Protection Agency (UK)

# Security Solutions

## PERIMETER

### Webroot® E-mail Security SaaS

Webroot E-Mail Security SaaS delivers enterprise-class security with better manageability, better value and better protection than any other e-mail security solution. With no hardware or software to deploy, a lower total cost of ownership and guaranteed protection against spam, viruses and service downtime, Webroot E-mail Security SaaS is the best option for e-mail security.

Features include anti-spam, anti-virus, a rules-based content management engine, image (porn) filtering, TLS encryption, powerful real-time reporting, end user self-serve portal and more. Optional services include offsite e-mail archiving, Business Continuity Web Mail and personal e-mail encryption.

Backed by a global company with a history of providing innovative security products and quality service, Webroot security SaaS solutions provide a powerful alternative to traditional on-premise based hardware and software security solutions.

### Webroot® Web Security SaaS

Webroot Web Security SaaS delivers enterprise-class security with better manageability, better value and better protection than any other web security solution. With no hardware or software to deploy, a lower total cost of ownership and protection against viruses, spyware and inappropriate web usage, Webroot Web Security SaaS is the best option for web security. Service features include access control, content control, threat protection, detailed logging and real time reporting. Web requests are scanned for viruses and spyware; users are controlled as to where, when and what they can access; and unwanted file downloading, such as music and video files, can be prevented to a granular level.

Backed by a global company with a history of providing innovative security products and quality service, Webroot security SaaS solutions provide a powerful alternative to traditional on-premise based hardware and software security solutions.

### Webroot E-mail Archiving and Business Continuity SaaS

In addition to the core offerings of e-mail and web filtering, Webroot also offers optional services including offsite e-mail archiving with no hardware or software to install on the customer network. The service archives both internal and external e-mail traffic in multiple, secure, offsite and tamper-free data centers and provides secure, web-based and audited search and retrieval functionality.

The optional business continuity e-mail service provides the ability to continue receiving and sending e-mail in the event of an outage of the local mail server or of the user's PC. The user simply switches to a secure web portal on the Webroot service where their current and prior 28 days of e-mail is held.

## ENDPOINT

### Webroot® AntiSpyware Corporate Edition

Webroot AntiSpyware Corporate Edition is the most powerful, effective antispysware solution available to protect and secure business networks. Webroot AntiSpyware is built with award-winning Spy Sweeper® technology and provides scalable, centrally managed, desktop-level spyware protection using the industry's most accurate blocking, detection and removal capabilities. Webroot AntiSpyware is 40 percent more effective than competitors at blocking, detecting and removing spyware threats.

### Webroot® AntiSpyware Corporate Edition with AntiVirus

Webroot AntiSpyware Corporate Edition with AntiVirus offers combined protection for spyware and viruses. An effective, yet easy-to-use solution, it combines award-winning Spy Sweeper® technology with best-of-breed antivirus protection powered by Sophos. The result is a new standard of protection that offers companies the best protection and excellent value.



*"Our relationship with Webroot has always been a win-win situation. Now that Webroot provides security in the form of software as a service, we are able to address the fastest growing security interest from our customers. I am certain that both of our organizations will experience considerable growth in the months and years to come."*

Kathy Johnson  
Director of Sales  
Johnson Consulting, Inc. (USA)

*“Customer service and satisfaction are of paramount importance to Data Connect and working with Webroot we have always been impressed by their speed of response, flexibility to help and advanced service offerings. As a partner, this leaves us in a position to provide our customers with exemplary support and service.”*

Simon Kean  
Managing Director  
Data Connect (UK)



## Giving You the Edge

The threat landscape is rapidly becoming more sophisticated and complex, as new threats emerge daily, even hourly. When your customers turn to you for security software and services guidance, they expect the best. You need a vendor partner you can trust to deliver the most robust and accurate protection to your customers. The product portfolio you sell must include the most effective offerings to protect their business. To that end, your reputation depends on ours, and ours on your representation of us.

Webroot provides proven, award-winning security solutions that are effective and easy to use. And it's not just our technology that wins awards. Webroot's channel program is equally as effective and easy to use. We were named the CRN Security Vendor of the Year in the UK and we won Highest Partner Satisfaction for the Info Security Product Guide Awards in the US. Our partners have acknowledged that we do give them the edge they need to succeed!

Plus, we have the best support in the business. We answer the phone, speak your language, and solve your problem. We have an outstanding reputation for our fast, friendly customer support. Our PeakSupport™ Program lets you select the support level most appropriate for your customer's organization. We serve you locally (offering support in seven languages) ensuring quality of service and an understanding of your needs, while bringing to bear the strength and resources of a global organization.

### More Benefits to Partnering with Webroot

- Strong revenue and margin growth opportunities
- 100 percent security and channel-focused vendor
- Business built around partnership model — partner-centric processes
- Aggressive growth in the SaaS Security market: 86 percent annual growth in new customers and over 30 percent market share in the paid spyware global market (over 12 million customers)
- Predictable recurring revenues for your business as a result of a 99 percent SaaS customer renewal rate annually
- Our ever-expanding portfolio regularly delivers new revenue opportunities to our partners
- True channel integrity — partners treated as an extension of the company
- Partner charter ensures consistent channel practices and a strong foundation for a long and trusted partnership

# About the Program

**We strongly believe that this partnership, built on mutual respect and trust, is the cornerstone of success. A successful partnership is a relationship that demands loyal collaboration along with a commitment and a shared responsibility towards a common goal.**

## Partner Philosophy

At Webroot, we understand and appreciate the key role that our channel partners play in our mutual success. We are wholly committed to providing you with the very best security solutions backed by dedicated and responsive sales and support teams to accelerate your business growth.

Our approach to the Channel Edge Partner Program is based on specific feedback from our partners and customers. We are always open to input from our partners and are committed to treating partnership in the truest sense of the word.

*“As an experienced managed service provider I must say that I was impressed with the way that Webroot handled us as a new partner and continue to support us in generating new business.”*

David Banes, Director, Cleartext  
Director & Secretary, Internet Industry Association (Australia)

## Core Principles

- **Mutual revenue success with our partners** - Ensuring our solutions are competitively priced and offer you a good return for the investment of your time and effort.
- **Trust and integrity** - Our goal is to build a long-term and strong business relationship based on mutual trust and business integrity — we will do what we say we are going to do.
- **Delivering competitive advantage** - We ensure that you have the best solutions, best competitive knowledge and partner tools to win time after time.
- **Customer Retention** - We will provide you with solutions that your customers choose to use and renew year after year enabling you to grow your business from the predictable, recurring revenue our solutions deliver.

# Custom Programs

## OEM Program

Webroot understands that there are different requirements for OEM partnerships than a standard reseller program will provide — no single OEM agreement or program suits all. For this reason, we work closely with any OEM opportunity to understand the specific requirements of a partnership and to customize an appropriate agreement and partnership around your integration needs.

We can help you integrate our effective and award-winning technology with your other security products and/or service offerings.

## Service Provider and System Integrator Program

As with OEM partnerships, we understand that any standard program is unlikely to fit your requirements and you will likely need a customized, turnkey offering to match your business offerings.

We offer a range of flexible solutions that can be customized and integrated to fit your customers' needs. We can provide a total service re-brand of our SaaS solutions while hosting and maintaining the infrastructure on your behalf.

# Reseller Program Participation Levels



The program has been designed around the needs and requirements of our valued partners, focused on the basic need to drive revenue. Participation levels are designed to support your business as it grows. Each level offers a unique accreditation and specific benefits.



## Associate

Webroot Associate partnership is the entry level to the program. Partners who may transact with us on a variable basis or who only achieve small revenue on our solutions are identified as Associate partners. As an entry-level partner, you have access to sales materials and to basic training and partner tools.

We value all partnerships and customers and recognize that our Associate partners are potentially our future Premium partners. This participation level requires minimal commitments in order to resell either or both our desktop and perimeter security SaaS solutions.



## Authorized

Webroot Authorized partners are the core partner level for resellers who wish to engage and sell our solutions and services on a regular basis and focus on generating a monthly run rate of mutual revenue. Benefiting from a closer and more dedicated relationship with Webroot, at this level you commit to attend technical and sales trainings. You also commit to support, market and promote our solutions to your customers, meeting the required program criteria in return for the benefits you receive.



## Premium

Webroot Premium Partners participate at the highest level in the program. In return for giving the most commitment and meeting higher program requirements, partners at this level are rewarded with additional commercial and marketing benefits. Premium reseller partners demonstrate a solid commitment to Webroot through a focus on achieving and exceeding product competency requirements. Partners at this level are expected to deliver higher revenue commitments to our business and to work closely in partnership on joint market development plans and campaigns.

*“Simply put, Webroot products WORK and that makes them easy to sell. The effectiveness of the products is impressive, the customer support is excellent and they place high value on the reseller relationship.”*

Art Demirjian  
VP of Sales  
Mosaic Technology (USA)



# Benefits and Requirements

## Benefits

### TECHNICAL SUPPORT

	PERIMETER SECURITY			ENDPOINT SECURITY		
	ASSOCIATE	AUTHORIZED	PREMIUM	ASSOCIATE	AUTHORIZED	PREMIUM
Pre-sales engineering support		X	X		X	X
Beta Program			X			X
Access to extensive knowledge base		X	X		X	X
Free web-based technical training	X	X	X	X	X	X
Free basic technical support (business hours)	X	X	X	X	X	X
Free Peak Support	X	X	X			X

### SALES ENABLEMENT

Specially discounted use of Webroot Email Security SaaS	X	X	X	X	X	X
Free in-house anti-spyware software use (demo, trial, support)				X	X	X
NFR software licenses				X	X	
Access to Webroot-generated leads		X	X		X	X
Opportunity Registration Program		X	X		X	X
Dedicated Channel Account Manager (CAM)		X	X			
Access to System X special opportunity generating tool		X	X			
Detailed competitive intelligence		X	X		X	X
Advanced Spy Audit tool						X
SaaS pricing calculator		X	X			
Product collateral	X	X	X	X	X	X
Access to Partner Portal	X	X	X	X	X	X
Free web-based sales training	X	X	X	X	X	X
Free Webroot scheduled training	X	X	X	X	X	X
On-site training*		X	X			
Joint press releases		X	X		X	X
Monthly Channel Edge newsletter	X	X	X	X	X	X
Access webinars for your prospects	X	X	X	X	X	X
Joint sales calls / visits for large qualified proposals	X	X	X	X	X	X
Bid / Tender support		X	X		X	X

### MARKETING

Joint marketing initiatives / events		X	X		X	X
Eligible for Market Development Funds		X	X		X	X
Logo usage and guidelines	X	X	X	X	X	X
Access to co-branded marketing templates / materials			X			X
Eligible to brand Webroot E-Mail Security SaaS Portal		X	X			
Sample marketing materials and newsletter content for own use/rebranding		X	X		X	X
Web demonstration support for SaaS services		X	X			
Exhibition support / joint seminars		X	X		X	X

## Requirements

Display Webroot logo on website	X	X	X	X	X	X
Quarterly Business Review			X			X
At least one sales and one technical certification on staff	X	X		X	X	
Three sales and three technical certification on staff			X			X
Business and marketing plan			X			X
Annual sales volume requirements		X	X		X	X
Regular targeted marketing campaigns		X	X		X	X
Reporting on lead generation activity		X	X		X	X



“Having looked at the various options available to us from technical, commercial and partnership viewpoints, we were pleased to find the Webroot service coming as top in all of these areas. We believe our existing and new customers will all benefit from the services we can now offer to them.”

- Netstore

“The archiving solution has added a whole new dimension to our business, allowing the managed service model to compete and win over customers on a whole new playing field.”

- Oakwood

“With spam and viruses now being sent more frequently than ever, and volumes of email growing daily, the hour of the managed service is most definitely upon us. We believe that Webroot is the best placed company to offer to our customer base.”

- IPI

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*“As a Webroot SaaS Security partner, we are always impressed by their ability to deliver on a global basis, but to act quickly on our local requirements.*

*They never underestimate the importance of local knowledge and support, and provide us the highest quality of service and partnership.”*

Peter Sherwood  
Director  
Infosec Technologies Ltd. (UK)

## About Webroot

Webroot Software, Inc. provides industry-leading security software and services to consumers, enterprises and small to medium-sized businesses worldwide. The Boulder, Colorado based company's newest software-as-a-service (SaaS) offerings, Webroot® E-Mail Security SaaS and Webroot® Web Security SaaS provide better manageability, better value and better protection than any other e-mail or web security solutions. Webroot's award-winning endpoint products, Webroot® AntiSpyware Corporate Edition and Webroot® AntiSpyware Corporate Edition with AntiVirus are comprehensive, centrally managed solutions that aggressively block, detect and eradicate malware on desktops across the network. To find out more, visit [www.webroot.com](http://www.webroot.com) or call 800.870.8102.