

# VIPRE SECURITY PARTNER PROGRAMME

UK and Ireland

**Maximise your billable  
services with a technology  
partner you can trust.**

Better Security | Better Service | Better Support



 **VIPRE**<sup>®</sup>

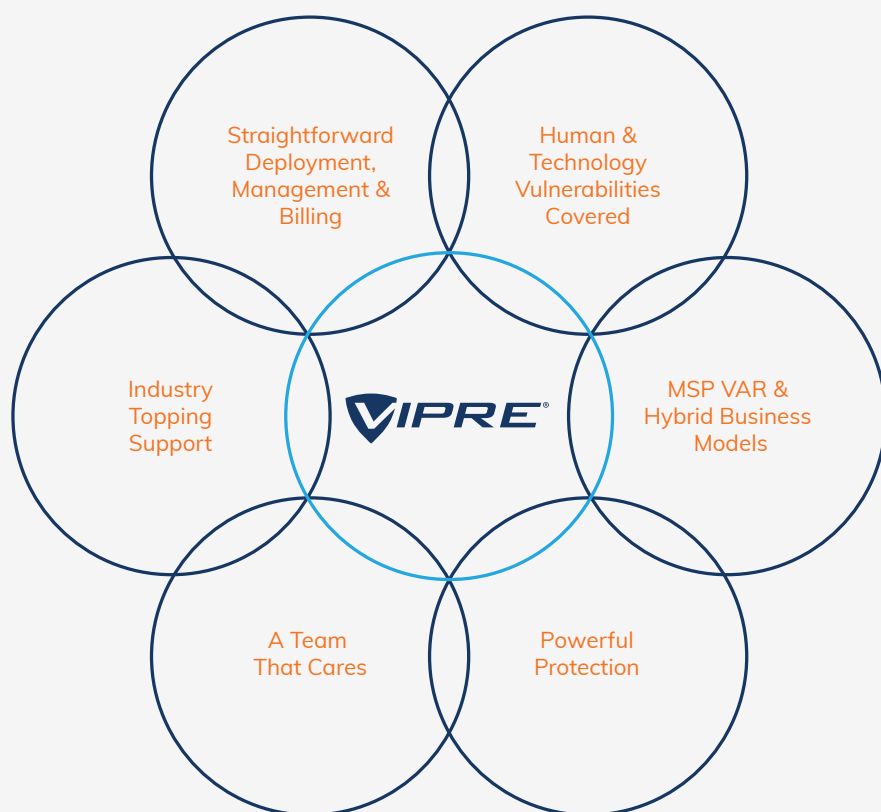
## ABOUT VIPRE

At VIPRE we protect a business' human and technology vulnerabilities with solutions that cover email, endpoint and web security, security awareness training, phishing penetration testing and tools that help prevent small mistakes with BIG consequences.

As a VIPRE partner you get a **dedicated point of contact** for your account so you always know who to call, **one-day turnaround** on service requests because our partnership with you is important whether you have 10 or 10,000 users, and **preferential reseller and MSP rates** so you can maximise your revenue.

VIPRE Security is part of ZiffDavis Inc

## WHY PARTNER WITH VIPRE?



## MEET THE TEAM

The VIPRE UK and Ireland Partner Team is based in Staffordshire. We have over 30 people working across the two countries supporting our 400+ MSP, VAR and Hybrid partners. Your key contacts are below and you can get in touch with us at [ukchannelsales@VIPRE.com](mailto:ukchannelsales@VIPRE.com).



**Andrea Babbs**  
Country Manager  
UK and Ireland



**Mike Foster**  
Channel Manager



**Sam Mayne**  
Senior Partner  
Account Manager



**Rachel White**  
MSP Manager



**Claire Hopwood**  
Partner Retentions  
Manager



**Alex Clark**  
Head of Technical  
Support Europe



**Yvonne Conway**  
Marketing  
Manager

# OUR PARTNER PROGRAMME

At the heart of our Partner Programme lie six key principles:

- Provide straightforward cyber security from deployment to management and billing
- Build revenue from cyber security for VIPRE and our partners
- Offer MSP, VAR and Hybrid Business Models, so everyone is catered for
- Deliver powerful, award-winning protection
- Cover an organisation's human and technology vulnerabilities
- Know that we have built a team of people that put our partners first

**With one trusted vendor supplying you with award-winning, top-rated email, endpoint and web security as well as security awareness training, and human-led data protection tools, you can be confident that we value you, your customers and your business.**

## Our People

- Dedicated sales team to provide quotes, demos, information & collateral.
- Premium, 24/7 local technical support included as standard.
- Partner portals to provision and manage your customers.
- Migration and on-boarding support from our dedicated teams.
- Intuitive administrative simplicity for multi-tenant management



## Safe

- Proven Channel Partner Programme with almost 500 partners across the UK and Ireland.
- Proven technology – millions of users around the world rely on VIPRE to keep their employees safe online.
- Strong SLAs protect you and your customers.
- Services available to white label – leverage our features under your own brand.
- Deal registration to protect the business you have worked hard to build.



## Profitable

- Receive discounted reseller rates and set your own pricing structure.
- The more you sell, the greater your margins.
- Protected renewal margins.
- High demand products.
- Huge growth potential with our scalable services.
- Recurring revenue.



20+

Years in Business

11

Offices Worldwide



50,000+ customers



4,000 partners



>10,000,000 email boxes secured



>20,000,000 endpoints protected

## COMMERCIAL MODELS

We have two primary partner models, our classic Reseller Programme, and our Managed Service Provider (MSP) Programme. Getting started is quick and easy, simply sign your partner agreement, fill in your set up form and add your customers to the service portals.

### Reseller Programme

VIPRE Resellers (or annual partners) work on annual pricing models based around individual renewable contracts for their individual customers. We have Silver, Gold and Platinum partner levels. The greater the annual spend, the greater the discount against our RRP and the higher the partner level. We ask that our partners register deals so we can protect the business they have worked hard to create. When you submit a deal registration to us we'll provide you with a quote detailing both the RRP and your buy price for either a 1-year or multi-year term.

Benefits	Silver	Gold	Platinum
Signed partner contract	✓	✓	✓
Deal Registration to protect your hard-won business	✓	✓	✓
Business plan with regular review		✓	✓
Annual minimum spend		✓	✓

### MSP Programme

MSP Partners have a single overarching contract with fixed unit pricing. This gives them the freedom to vary licenses from month to month. The higher their monthly spend and commitment, the higher their discount. MSPs can provision their own customers in the service portals, simplifying the on-boarding process. Our MSP levels start at Bronze – the lowest monthly commitment level - and go up to Platinum.

Requirements	Bronze	Silver	Gold	Platinum
Signed partner contract	✓	✓	✓	✓
Monthly minimum spend	✓	✓	✓	✓
Business plan with regular review			✓	✓

## PARTNER PROGRAMME BENEFITS

Benefit	Bronze	Silver	Gold	Platinum
Technical training	✓	✓	✓	✓
E-newsletters, seminars, webinars and events	✓	✓	✓	✓
Unlimited 24x7x365 Technical Support	✓	✓	✓	✓
Access to pre and post sales resources	✓	✓	✓	✓
Protected renewal margins	✓	✓	✓	✓
Rebranding of customer interface	✓	✓	✓	✓
Co-branded sales collateral			✓	✓
NFR licences (up to 50 users)			✓	✓
Marketing plan with targeted campaigns			✓	✓

# OUR PRODUCTS AND SERVICES

Now more than ever, a layered security approach including email, endpoint and web security backed up by security awareness training, is necessary to meet today's cyber threat landscape. VIPRE enables technology partners to deliver top-rated security products backed by world-class technical support. We offer our partners flexible options to suit a variety of business needs.

Our award-winning portfolio includes:

## VIPRE EMAIL SECURITY

Manage all your customers from one administration portal.



Setting the new standard in email security, our ATP package protects against spam, viruses, phishing and malicious attachments. Our solution's unique modular design allows you to build custom protection for your customers using our suite of add-ons.

## VIPRE SECURITY AWARENESS TRAINING (SAT)



Our multi-award winning, pre-scheduled SAT programmes are easily managed through our partner admin console - SAT Manager. Create and manage customer sites easily and choose from three package levels to suit customer requirements.

## VIPRE ENDPOINT SECURITY

Next-generation endpoint security made simple. Our top-rated endpoint security provides businesses with top-tier protection with advanced machine learning, all managed through our intuitive administration portal.



## VIPRE SITE MANAGER

Purpose built for resellers and MSPs with multi-tenancy capabilities. Manage your client base more effectively and efficiently with this full featured management console.



## VIPRE SAFESEND Human-led Data Protection

Outlook and OWA add-in helping to prevent accidental insider threats and data breaches by getting users to confirm external recipients and file attachments before an email can be sent.



## VIPRE WEB SECURITY

Enterprise grade web security delivered from the cloud, with customisable packages to suit any size and type of organisation. Take control of your customers' web browsing and network security.



## A Word from our partners

*"VIPRE services are a core offering within our security portfolio - used by Riverlite and trusted by our customers. The products are easy to use and offer in-depth control. VIPRE is just easy to do business with."*

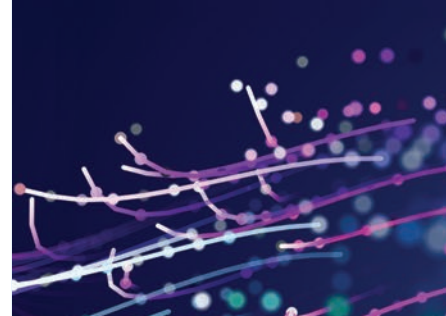
**Simon Barnes, Riverlite**

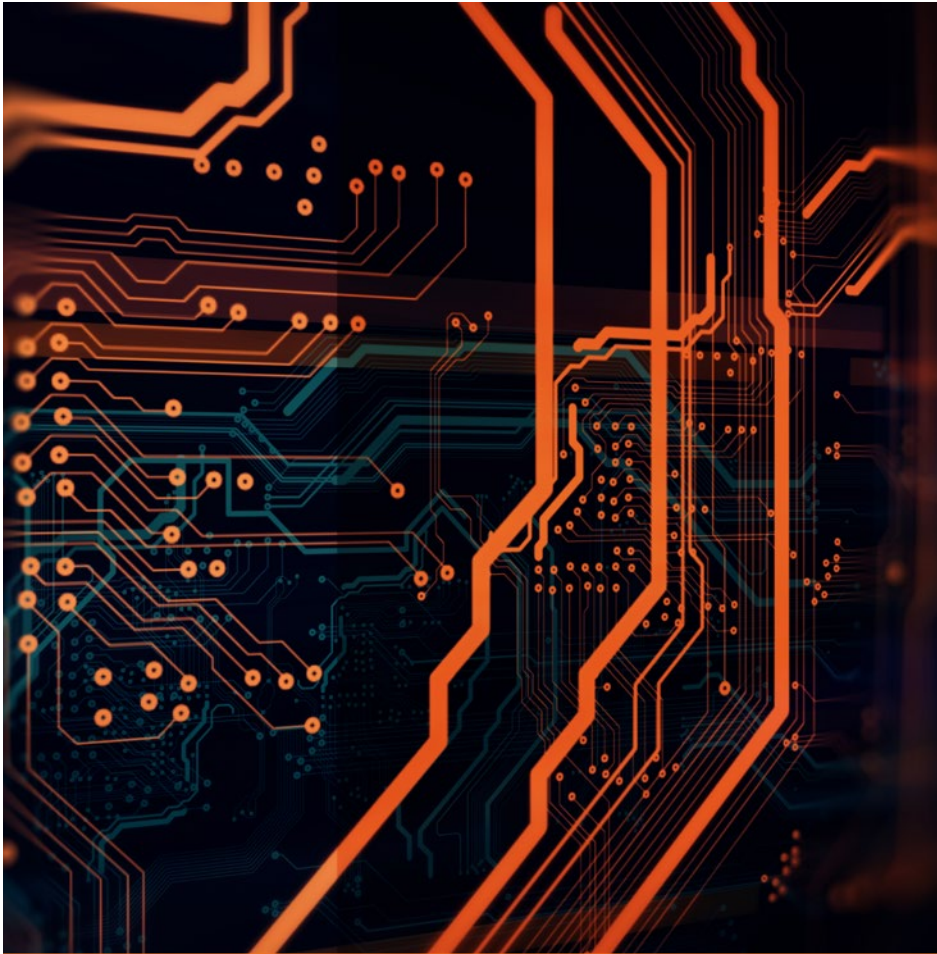
*"We tested and added VIPRE to our security portfolio over seven years ago, impressed by the solution's range of services and technical support. Since then VIPRE has continued to be a reliable and robust service, offering a number of enhanced benefits such as customisable advanced policies and all-in-one email logs. Our customers are happy, so we are happy!"*

**Mark Payne, Infosec Cloud**

*"We love the products; they work well and do what they should, when they should. We use the Support Team regularly to help us effectively help our customers and are always happy with their quick, helpful responses. We also work closely with the Channel Team and the sales support they provide is second to none. I can't recommend them enough!"*

**Ben Weinburg, Prime & Modern**



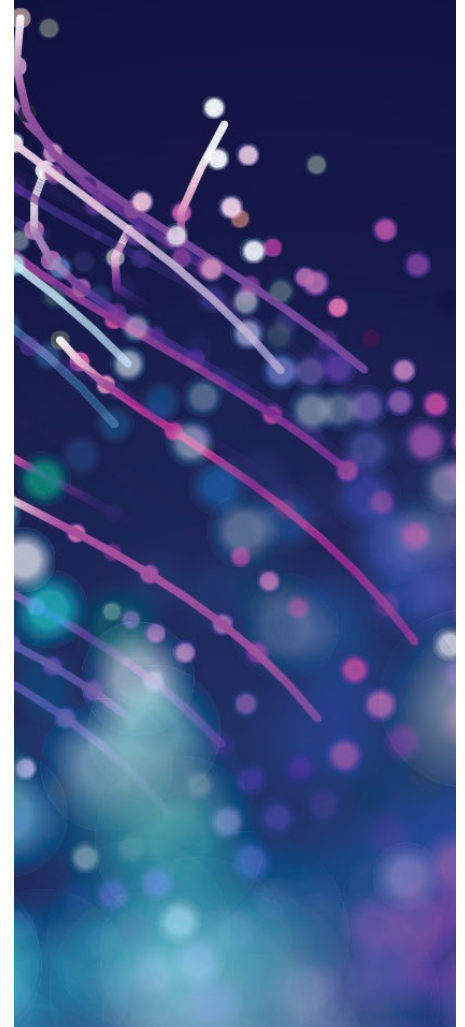


A 2020 report by SE Labs showed that relying on services such as Google G Suite Enterprise or Business, or Microsoft 365 and Microsoft 365 Advanced Threat Protection for email security has meant that businesses are no longer investing fully in securing their number one threat vector. The report showed limited protection from social engineering, phishing and BEC attacks when compared with security focussed vendors.

As a VIPRE partner you are in the ideal position to work with us to layer your customers' security with our dedicated, award-winning email security solution. Layered security is stronger security, giving multiple opportunities to catch threats before they hit your customers' networks, meaning less tickets for you and happier customers for both of us.

## **Bolster your O365 revenue**

With more companies moving to cloud services and embracing a hybrid workforce, settling for security as part of a larger cloud business package has become a global trend. Moving to the cloud for critical business functions makes sense, particularly with worldwide events forcing more businesses than ever before to adopt an agile working approach. However, with the move to cloud applications and services, it is essential that businesses invest in defense in depth, and that those defenses are easy to manage, set up for their business and built by security experts.



# OUR WRAPAROUND SERVICES

VIPRE doesn't just offer your business superior cyber security, we also work with our partners to ensure that you are supported through every step of your journey with us.



## SALES SUPPORT

As part of our on-boarding process we offer service demonstrations and trials for new partners and their potential customers. We will work with you on proofs of concept to help with building end client confidence in our services and offer post-installation training.

Our account managers offer annual, six-monthly or quarterly account reviews and will work with you to create a bespoke business plan including sales, marketing and technical training. We also offer a promise of 24 hour turnaround on service requests and NFRs to qualifying partners.



## TECHNICAL SUPPORT

Our Support Team are EU and UK-based and award-winning. They are available to you and your customers 24/7/365 for installation, deployment and general troubleshooting no matter what package you have signed up to. Technical Support also offer service portal walkthroughs and can help you to set up advanced policies; they are there to ensure you and your customers get the most out of our products and services.



## TRAINING

We offer regular training webinars which are free to sign up to. You can attend them on behalf of your customers or invite them to register too. We have videos of previous training sessions for your new starters or are available to do sales and service portal training with your team.



## DEPLOYMENT ADVISORY SERVICES AND KNOWLEDGE TRANSFER SESSIONS

In order to ensure that your customers get the best out of their security services, we are happy to provide both remote and on-site sessions to assist with deployment and help your technicians get to grips with our systems' capabilities and user interface. These sessions are designed to ensure that your customer gets the support they need to use VIPRE services to their full potential.

To ensure that the customer gets the full benefit of their booked time, a 'scope of work' document is required prior to each session, so that the VIPRE engineer can review the requests and provide recommendations based on the requirements and time allowed.

This is a chargeable service, please contact your account manager for pricing.



## MARKETING SUPPORT

As a valued VIPRE Partner, we support you to sell our services by providing you with the information and tools you need. We offer a variety of marketing support ranging from co-branding of assets and content generation all the way through to joint webinars and campaign support. For platinum partners we also offer quarterly marketing plans which include a full campaign plan, help with content and more bespoke options. Get in touch with our Marketing Team at [ukcommunications@VIPRE.com](mailto:ukcommunications@VIPRE.com)

# ABOUT VIPRE

VIPRE is a leading provider of internet security solutions purpose-built to protect businesses, solution providers, and home users from costly and malicious cyber threats. With over twenty years of industry expertise, VIPRE is one of the world's largest threat intelligence clouds, delivering unmatched protection against today's most aggressive online threats. Our award-winning software portfolio includes comprehensive email, endpoint and web security as well as security awareness training and VIPRE SafeSend. VIPRE solutions deliver easy-to-use, comprehensive layered defence through cloud-based security, with mobile interfaces that enable instant threat response.

## MULTI-AWARD WINNING



VIPRE is a brand of ZiffDavis Inc.

# GET IN TOUCH

We would love to speak to you about how partnering with VIPRE can help your business grow. Get in touch with the Partner Team today to arrange an overview of our services, and to discuss your bespoke pricing and options.

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