

## Clearswift Catalyst Partner Program Reseller At-a-Glance

### Clearswift Catalyst Partner Program

April 2009 sees Clearswift launch a new channel partner program, the Clearswift Catalyst Partner Program. Catalyst introduces new rewards and benefits, as well as new program requirements and new and conditions for all partners.

These changes are being introduced in line with Clearswift's new brand direction and business strategy of safeguarding information and communications to offer people the freedom to connect, communicate and collaborate, and so create an environment that nurtures growth.

This philosophy is reflected in the design of the new Catalyst Program. Aimed at building collaborative business partnerships that nurture success, Catalyst delivers rewards and benefits directly aligned to the commitment and behaviour of our partners.

#### Catalyst highlights

- Supports the differing business models found within two tier channel
- Delivers value through higher rewards for greater commitment
- Offers low-barrier entry point for initial participation
- Provides enablement programs, tools and information to drive success

### Clearswift Catalyst Partner Structure

#### Distribution

Offer coverage of the IT reseller community within countries of operation and provide existing distribution of complementary products.

Solution Provider	Sales Associate	Direct Marketer
Combine Clearswift and 3rd party products, technologies and services into solutions.	Sell solutions based on Clearswift products and services.	Sell directly to end-users via online, telesales or catalogue sales, offering enhanced logistics.
<b>Registered Partner</b>		

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### Enabling business success

Catalyst is in alignment with Clearswift's new brand in its design, structure and rewards. It is focused on enabling the collaboration and communications required for business success. It empowers partners by helping them to build collaborative business partnerships, to focus on opportunities for business growth, and to differentiate themselves by means of their skills and activity.

### Increased revenue

By combining email and web appliance solutions, we improve our partners' ability to deliver real value solutions. Our partners can reduce costs for their customers, while at the same time increasing their own revenues and the opportunities to sell related services into the same account. Our partners will enjoy our high value, high margin, low cost renewal subscription model, selling services around migration, compliance and policy development, while maximizing revenues through cross-selling and up-selling opportunities.

### Higher rewards

Catalyst offers generous discounts, as well as upfront rebates in line with partner status and demonstrated activity. The focus is on new customers, and new business within existing clients. That is where the rewards will be most generous. Partners will increase their revenue, as the program enhances skills and creates margin differentiation. Partners can benefit from early sales engagement through deal registration rebates, earn additional rebates by meeting certification and training criteria, and qualify for Market Development Funds to help build their business grow.

### Faster time to market

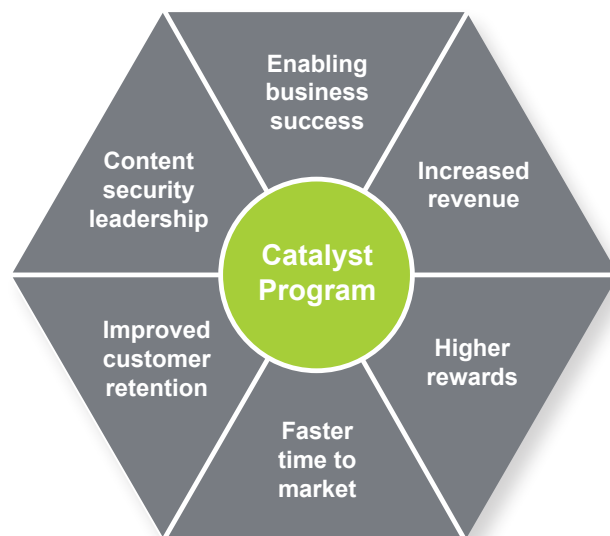
Catalyst will be the conduit through which we deliver high quality education, programs, tools and promotions. We are committed to supporting sales, pre sales and services with these initiatives. Our benchmark for success will be revenue and the time to deliver it. Thus, partners will compete more effectively and enjoy reduced sales cycles due to our comprehensive sales information, online education, training and tools, and will benefit from marketing support to help generate demand.

### Improved customer retention

By delivering world class service and support directly to end-users, Clearswift proactively ensures their satisfaction, meaning that support renewals are closed promptly and our partners enjoy an ongoing revenue stream. Partners can enhance their revenue through these renewals, as well as the consequent cross-selling and up-selling opportunities.

### Content security leadership

Organizations are looking for cost-effective ways to embrace collaboration while protecting intellectual property, complying with regulations and safeguarding customer-sensitive information. To mitigate the risks in any collaborative environment, you must first understand the content being communicated and nobody understands content like Clearswift. More than 20 years' experience in content security has given us leadership in this field, our products being trusted by more than 17,000 organizations and recommended by 89% of our customers.



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	Solution Provider	Sales Associate	Direct Marketer
<b>Requirements</b>			
Min 2 technical support staff technically certified (current CCE) in both Web and Email Appliance	Y		
Min 2 sales staff certified (current CCSP) in both Web and Email Appliance*	Y	Y	Y
Business Case to initiate partnership			Y
Commits to Revenue Target			Y
Completion of annual survey	Y		
Business Plan**	Y		Y
Link to www.clearswift.com	Y	Y	Y
Terms & Conditions	Y	Y	Y
<b>Rewards</b>			
Solution Provider Rebate	6% †		
Deal Registration	8% †	8% †	
Direct Marketer Volume Rebate			2%
Co-op Fund			5%
<b>Benefits</b>			
MDF Funding	Y		
Access to Distributor co-op fund	Y	Y	
PS Tools & Support	Y	Restricted	
Beta Program (Invitation only)	Y		
Account management	Y		Y
Sales support	Y	Online	Y
Technical support	Y	Online	Online
Regular communications	Y	Y	Y
Portal Access - Sales tools - Marketing support	Y	Y	Y
Internal Use Licence***	Y	Y	Y
NFRs****	Y	Y	Y

### Reseller program highlights

#### Deal registration rebate

Solution Providers and Sales Associates meeting sales certification requirements can benefit from rebates available through deal registration. This service delivers higher financial rewards and sales support for partners who engage with customers early on in the sales cycle.

#### Finder's Fee

Solution Providers and Sales Associates may claim a finder's fee for deals they register, but are closed by another Catalyst partner.

#### Solution Provider rebate

For those partners that meet technical and sales certification requirements, additional financial reward is available through a Solution Provider front end rebate applied at point of order.

#### Clearswift deliver end user support direct

In order to ensure the highest level of customer experience and to maximise renewals and ongoing revenues for Clearswift and our partners, Clearswift will deliver end user support direct and will no longer require partners to do so. All renewals will be financially transacted through the channel.

\* Direct Marketer status requires 10% (min 2) security sales practice staff certified (current CCSP) in both Web and Email Appliance.

\*\* Solution Provider status requires Six Monthly Business Plan (Marketing element to be submitted quarterly). Direct Marketer status requires Quarterly Business Plan.

\*\*\* One free virtual/ISO license (250 users) for Solution Providers, Sales Associates and Direct Marketers. Solution Providers qualify for subsidised hardware appliances. Restrictions apply.

\*\*\*\* Free virtual/ISO licenses for demonstration/evaluation purposes available to Solution Providers, Sales Associates and Direct Marketers. Solution Providers qualify for subsidised hardware appliances. Restrictions apply.

† Solution Provider and Deal Registration Rebates payable only on new licenses and associated first year support for certified product lines.

## Clearswift Catalyst Partner Program Reseller At-a-Glance

The success of any organization is dependent on people connecting and sharing information in positive ways. Clearswift solutions safeguard information and communications, employees are then free to communicate and collaborate, creating an environment that nurtures growth.

We are all continually challenged to keep up with technology and the ways people use it to communicate. Our solutions allow organizations to strike the right balance between growth, cost and risk.

Since 1982, we have provided internet content filtering solutions to more than 17,000 organizations around the world. We design our technologies and services around how people interact, developing adaptable solutions that define business communication.

Innovative, flexible and intuitive, our products allow organizations to:

- Collaborate and disseminate information, safeguarding internal IPR
- Consolidate the technologies required to address inbound hygiene needs and outbound content security.
- Minimize environmental impact and reduce costs with energy efficiency, hardware consolidation, responsible packaging and increased electronic delivery.
- Clearswift solutions are available through an extensive partner network of qualified security specialists.

### Contact us

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