



Proofpoint Advantage Partner Program

North America Reseller Program

Proofpoint believes our partners are the cornerstone of our business and critical to our success. Our innovative Advantage Partner Program has been designed to help your business succeed whether you primarily sell Proofpoint products, offer managed services, provide IT infrastructure, or do it all.

"We've been a Proofpoint reseller since 2004, and we're really pleased with the new program. We like that we've received well-defined benefits for our efforts, including healthy base discounts and additional margin for registered deals. To us, it just makes sense that Proofpoint is recognizing its best resellers this way."

Greg Curlee

Principal

SBS Security

The Proofpoint Advantage

- The most powerful and extensive solution for enterprise email security, DLP, compliance, email archiving and eDiscovery
- Cloud-enabled platform offers the widest array of deployment options—SaaS, appliance, virtual appliance and unique "hybrid" deployments
- Subscription-based service for recurring revenue streams
- Absolute dedication to customer satisfaction

Wealth Advantage

- Profit advantage programs provides partners with a combination of deal registration, tiered pricing and collaborative sales planning to boost top-line margins.
- Revenue enhancement programs include a variety of specific incentive programs to benefit partners, as well as their sales representatives and sales engineers.
- Business development programs include access to a Market Development Fund (MDF) program that drives pipeline opportunities through demand generation activities and customer development.

Enablement Advantage

- Proofpoint training is structured in tracks and levels for sales, and technical training on Proofpoint solutions
- Proofpoint provides margin rewards for partners who display high levels of certification and competency in Proofpoint product solutions.

Customer Advantage

- > 90% customer retention rate so partners are ensured long lasting satisfied customers.
- Proofpoint has the highest satisfaction ratings for our exceptional technology, ease of use, management, product features, performance, customer service and support.

When you partner with Proofpoint, you do more than simply add another vendor to your existing security and archiving portfolio. Our innovation extends beyond technology to include how we bundle our products and services. Solutions are priced and packaged to allow partners to maximize margins on new sales, and add-ons, as well as renewals.

Proofpoint Advantage Partner Program

"Proofpoint's channel sales model and innovative products have led to an increasingly successful partnership. Proofpoint is one of our focus partners because we know we can solve a growing need among our clients.

The move to SaaS is proving to be popular with our customers—now we have a highly effective email security suite with very low total cost of ownership, helping us position FishNet Security as a channel leader."

Gary Fish

CEO

FishNet Security

"As an emerging Proofpoint reseller, we're impressed with its partner program. We like the simplicity and structure of it.

I can see exactly how to earn our way into more advantageous discounts: certification and deal registration. Simple is good."

Brian Miller

Partner

Sagient

Being a Proofpoint Advantage Partner

As a member of the Proofpoint Advantage Partner Program, you are well positioned to address the important business, process and technology concerns facing customers today while you earn high margins and recurring revenue streams in a rapidly evolving market. Each level of partnership reflects your dedication to the program through training and certification, and is designed to help you create new opportunities to increase revenue and profitably grow your business with Proofpoint:

Proofpoint Authorized Partner




The Proofpoint Authorized Partner program is specifically geared towards solution providers who are just getting started selling Proofpoint solutions. Authorized Partners receive access to the complete product line, the Proofpoint Partner Portal, a subscription to the Proofpoint Partner newsletter, eligibility to participate in sales training and promotions, as well as use of the Proofpoint partner logo.

Proofpoint Select Partner

The Proofpoint Select Partner program is tailored for resellers who have committed to learning and selling Proofpoint solutions. Select partners receive all the benefits of Proofpoint Authorized Partners, plus the additional benefits of increased margins, access to market development funds, online technical database, and lead sharing.

Proofpoint Elite Partner

Proofpoint Elite Partners are distinguished by their high level of technical certification, dedication in Proofpoint solutions and deliver the highest level of service and expertise to our customers. Elite partners receive all the benefits of Proofpoint Select Partners, but can also earn additional margin opportunities including the ability to independently lead professional service engagements for Proofpoint pre-sales evaluations and security assessments, as well as post-sales deployments and administration.

Membership Levels	Authorized	Select	Elite
<p><i>Program status is based upon fulfillment of program tier requirements. As your relationship with Proofpoint grows, so will the program benefits and opportunities you receive.</i></p>   			
Program Requirements			
Online sales certification (level 1)	•	•	•
Hands-on technical sales certification (level 2)		•	•
Deployment certification (level 3)			•
Quarterly business planning, pipeline, forecast		•	•
Quarterly marketing meetings and activities		•	•
Promote Proofpoint products on website		•	•
Annual revenue target		•	•

Program Benefits

Margin, deal registration discounts and recurring revenue

All Proofpoint Advantage Partners enjoy the benefits of tiered margin opportunities commensurate with technical certification levels. Proofpoint's online deal registration process rewards eligible partners who actively identify, develop and close incremental sales opportunities with additional discounts. Proofpoint's subscription model provides recurring revenue opportunities for all our channel partners.

Training and certification

Proofpoint provides online sales training, hands-on technical training and in-depth deployment training, so our partners can progress through expertise levels at their own pace and enjoy additional benefits that come with higher certification levels.

Demonstration and evaluation systems

User licenses for Proofpoint products to use for demonstration or internal use, are provided at no cost. Proofpoint Cloud-enabled appliances for demonstration purposes are also provided at a 50% discount off list price. Appliance-based systems for on-premises customer evaluations and evaluations via Proofpoint's cloud computing-based solutions are made available to Proofpoint Advantage Partners upon request, at no cost to the partner.

Marketing support

Proofpoint offers a variety of sales and marketing tools available to its partners via the Partner Portal to help sell Proofpoint solutions. Marketing Development Funds are available to fund a broad range of pre-approved activities, campaigns and events that are well-designed to generate customer demand for Proofpoint solutions.

Partner promotions

Proofpoint believes in generating excitement and creating extra opportunities for high-performance reseller organizations and individuals. Proofpoint Advantage Partners are eligible for ongoing incentives for specific actions, such as completing training courses, as well as finding and closing new sales opportunities.

Program Benefits	Authorized	Select	Elite
Margins, Discounts and Promotions			
Discounts via deal registration and program level	•	•	•
Participate in channel promotions and SPIFs	•	•	•
Sales Enablement			
Access to partner portal	•	•	•
Sales tools and competitive information	•	•	•
Named channel account manager		•	•
Lead sharing via partner portal		•	Priority
Eligible for Partner Advisory Council		•	•
Proofpoint CXO Breakfast			•
Marketing Support			
Online marketing tools	•	•	•
Proofpoint partner and company logo usage	•	•	•
Eligible for co-marketing support (MDF)		•	•
Joint customer testimonials		•	•
Training and Education			
Sales and product training webinars/webcasts	•	•	•
Online sales training	•	•	•
Hands-on technical training courses		•	•
Deployment training and certification			•
Technical Support			
Regional sales engineer support	•	•	•
No-cost NFR demo system (Virtual Edition)	•	•	•
Discounts on products for internal use	•	•	•
Online technical library and knowledge base		•	•

Proofpoint Partner Portal

The Proofpoint Partner Portal, created exclusively for our partner community, delivers everything you need to get started with Proofpoint. Access deal registration, sales and marketing resources and online training to help you increase your revenue, expand your market reach, and develop new and existing business opportunities in order to meet the growing needs of your customers profitably.

Information

For more information, contact your Proofpoint Channel Account Manager, or email us at partners@proofpoint.com

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Proofpoint focuses exclusively on the art and science of cloud-based email security, eDiscovery and compliance solutions. Organizations around the world depend on Proofpoint's expertise, patented technologies and on-demand delivery system to protect against spam and viruses, safeguard privacy, encrypt sensitive information, and archive messages for easier management and discovery. Proofpoint's enterprise email solutions mitigate the challenges and amplify the benefits of enterprise messaging.

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Control tomorrow's email risks today

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