

Clearswift Catalyst Partner Program

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

Catalyst highlights

- Supports the differing business models found within a two tier channel¹
- Delivers value through higher rewards for greater commitment
- Provides enablement programs, tools and information to drive success
- Offers low-barrier entry point for initial participation

Clearswift Catalyst Partner Structure

Distribution ¹			
Offers coverage of the IT reseller community within countries of operation and provide existing distribution of complementary products.			
Registered Partner	Sales Associate	Solution Provider	Direct Marketer

¹ Please note that in some geographies Clearswift have a single tier sales model.

At Clearswift we believe that our new partners should be enabled and rewarded from day one. So when you sign up to the Catalyst Program for the first 90 days you can enjoy the many benefits of a Sales Associate which include generous margins and deal registration protection.

Within that time all we ask is that you complete some short online sales and presales training to maintain your status and be further equipped to successfully sell Clearswift Solutions.

If after the 90 days you have not met the required certifications you can still be a part of the Catalyst Program as a Registered Partner.



Clearswift Catalyst Partner Program

Enabling business success

Catalyst 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 gateway 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 maximising revenues through cross-selling and up-selling opportunities.

Higher rewards

Catalyst offers generous discounts, 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, and qualify for Market Development Funds to help build their business.

Faster time to market

Catalyst is 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

Organisations 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 organisations and recommended by 89% of our customers.

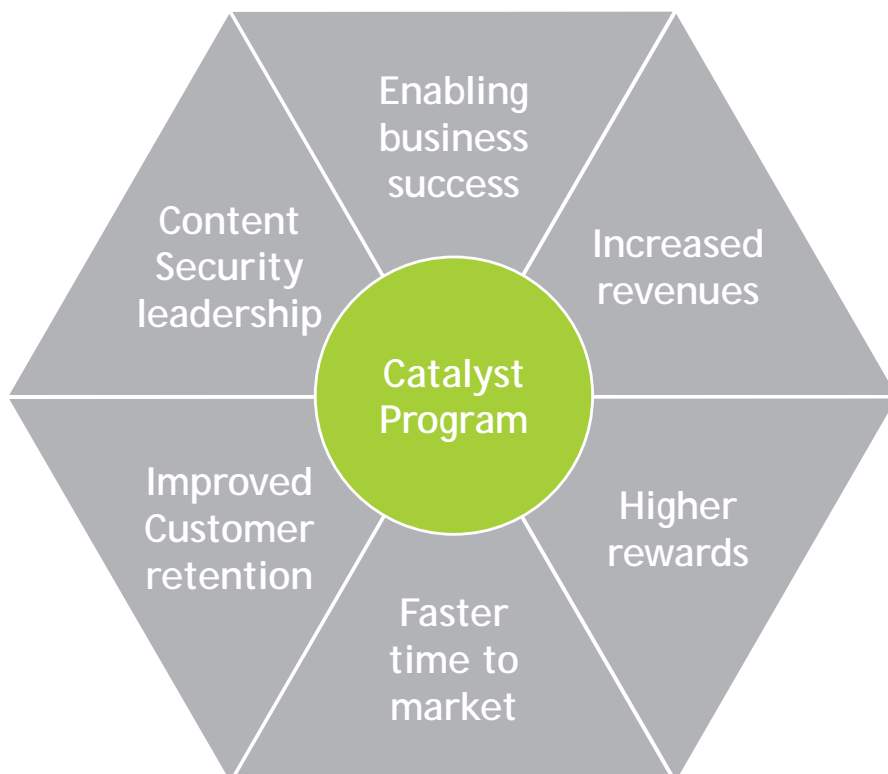
Reseller benefits highlights

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.



Reseller Requirements At a Glance

	Registered	Sales Associate	Solution Provider	MSP	Direct Marketer
Sales Training					
Certified Sales Professional Course - online		x2 persons per country	x2 persons per country	x2 persons	x2 persons
Technical Training					
Certified Presales Course - online		x1 person per country	x2 persons per country	x2 persons	
Certified Engineers Course -Instructor led and online exam			x2 persons per country	x2 persons	x2 persons
Commitment					
Clearswift Business Plan inc. New Business			Required = 6mth Plans	Required = 6mth Plans	Required = 6mth Plans
Sales Target 6 monthly			Required - Per country based	As per contract	As per contract
Marketing engagement					
Promotion on website of Clearswift products		Required	Required	Required	Required
6 monthly demand generation plan			Required		Required

Reseller Benefits At a Glance

	Registered	Sales Associate	Solution Provider	MSP	Direct Marketer
Discounts/Rebates					
Eligible for joint marketing funds			Proposal Based		Agreed % as per contract
Participate in promotions	x	x	x	x	x
Incentive Programs					
Clearswift generated sales leads			x		
Deal Registration New Business, Cross Sell, Migrations Products		10%	20%		
Communications					
Customised Partner newsletter	x	x	x	x	x
Access to online user groups, blogs etc.	x	x	x	x	x
Events					
Roadmap Briefings		x	x	x	
Product launches	x	x	x	x	x
Co branding and Marketing					
Partner Locator		x	x	x	x
Program Logos		x	x	x	x
Access to marketing tools	x	x	x	x	x

Reseller Benefits At a Glance continued

	Registered	Sales Associate	Solution Provider	MSP	Direct Marketer
Channel Relationship Management					
Clearswift Channel Account Manager - named	Via Distribution	Via Distribution	X	X	X
Access to System Engineers	Via Distribution	X	X	X	
Renewals Executive resource		X	X	X	
Channel Marketing Management			X	X	X
Access & Enablement					
End user Support Direct 24x7	X	X	X	X	X
Not for Resale Licences/ Demos		X	X		X
Access to Knowledge Base	X	X	X	X	X
Training & Certification	X	X	X	X	X
Clearswift Authorised Training Centre Eligibility			X		
Clearswift Service Packages	X	X	X		X
Lead Management Tool	Restricted	X	X		
Partner Resource Centre	Restricted Pages	X	X	X	X

Get in Touch



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'Best Content Security'



'Security Product of the Year'

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