

## SALES SUPPORT

GFI's professional channel sales organisation is fully committed to supporting our partners. Gold partners have access to a dedicated Channel Sales Manager to work with on all things GFI-related. Wherever possible, Silver partners will have access to a Channel sales team who will be able to assist with business development plans, training, lead qualification and joint sales calls. All partners have access to an internal sales team who can assist with general sales enquiries, support and pricing questions.

## MARKETING SUPPORT

GFI has a dedicated partner marketing team that develops communication tools, promotions, campaigns, sales incentives, sales tools and special programs to support our partners. They can also assist in developing, planning and executing marketing campaigns to promote and drive the sales of GFI to your customers.

## GFI PARTNER AREA AND GFI CUSTOMER AREA

Our partners have access to an online GFI Partner Area and a GFI Customer Area.

The Partner Area provides access to key marketing and sales and training resources that help our partners. The online Customer Area provides facilities and resources to manage customers and their purchases, get pricing and quotes, along with the ability to see and manage any license keys allocated. Here, partners can also create customer accounts, register license keys to customers, collect auto-generated keys for customers and submit support queries on behalf of their customers. These tools are designed to make working with us even easier for our partners.

The combination of these two areas gives our partners what they need to position, promote, sell and manage all that is GFI!

## TECHNICAL SUPPORT

GFI's technical support organization offers a number of alternative ways to access and receive product and technical support, and this service is provided free of charge to our partners. The three ways that are most commonly used are the GFI online KnowledgeBase, GFI web-chat and opening a case with the online support team or via the telephone.

We recommend that you take a look at our online Technical Support area: <http://support.gfi.com/> for further information.

## HOW TO BECOME A GFI PARTNER TODAY!

**Working with a new portfolio has never been easier, to sign up to become a GFI Partner today, simply apply via the quick online application form at <http://www.gfi.com/partner> and we will process your application immediately.**

**Alternatively you can contact your local GFI Sales office if you have any questions or require any further details.**



GFI Partners have access to a comprehensive range of marketing and advertising material, FREE of charge.



The GFI Partner Area is your online resource to all things GFI.



The GFI Partner Newsletter is sent to Partners on a monthly basis.



GFI Partners have access to a comprehensive range of online training material.



[www.gfi.com/partner](http://www.gfi.com/partner)

## USA, CANADA AND CENTRAL AND SOUTH AMERICA

15300 Weston Parkway | Suite 104 Cary | NC 27513 | USA  
Telephone: +1 (888) 243-4329 | +1 (919) 379-3397  
Fax: +1 (919) 379-3402  
Email: [partners@gfi.com](mailto:partners@gfi.com)

## ENGLAND AND IRELAND

Magna House | 18-32 London Road | Staines | Middlesex | TW18 4BP | UK  
Telephone: +44 (0) 870 770 5370  
Fax: +44 (0) 870 770 5377  
Email: [partners@gfi.com](mailto:partners@gfi.com)

## EUROPE, MIDDLE EAST & AFRICA

GFI House | San Andrea Street | San Gwann | SGN 1612 | Malta  
Telephone: +356 2205 2000 | Fax: +356 2138 2419  
Email: [partners@gfi.com](mailto:partners@gfi.com)

## AUSTRALIA AND NEW ZEALAND

83 King William Road | Unley 5061 | South Australia  
Telephone: +61 8 8273 3000 | Fax: +61 8 8273 3099  
Email: [partners@gfiap.com](mailto:partners@gfiap.com)



Looking forward to working with you!  
[www.gfi.com/partner](http://www.gfi.com/partner)



[www.gfi.com](http://www.gfi.com)



Find out why you should join today!



GFI  
Partner  
Program



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ІСІІСІІ



Focused on driving teamwork and profitability

### WELCOME TO THE GFI SOFTWARE PARTNER PROGRAM

The GFI Partner Program is a global channel-wide program in the small and medium-sized business (SMB) space. The program has been designed to provide our partners with the necessary sales, marketing and support tools needed to drive GFI product sales and increase their revenues.

Our commitment to our partners is very simple: we deliver products with growth potential, excellent profitability and market leadership, coupled with unparalleled support. The program offers membership for many different types and levels of partner, and is backed up by award-winning industry-leading solutions from GFI. Our focus and flexibility on meeting the individual needs of our partners is shown through competitive pricing, flexible licensing and dedicated sales and marketing resources.

Our outstanding sales and marketing programs, technical support services, training tools and sales leads will help our partners to compete and be successful in winning business in today's market.

### ABOUT GFI SOFTWARE

We believe that GFI provides the single best source of web and mail security, archiving and fax, networking and security software and hosted services for SMB's via an extensive global partner community. GFI products have traditionally been available as an on-premise solution; with recent acquisitions, we have also moved into the Software as a Service (SaaS) and hybrid models.

With award-winning technology, an aggressive pricing strategy, and a strong focus on the unique requirements of SMBs, GFI partners can satisfy the needs of SMB organizations on a global scale. Founded in 1992, we have offices in the United States (North Carolina and California) Canada, UK (London and Scotland), Austria, Australia, Malta, Hong Kong and Romania, which support more than 270,000 installations worldwide. GFI is a channel-focused company with over 15,000 partners throughout the world. We are also a Microsoft Gold Certified Partner.



### GFI - OFFERING VALUE TO OUR PARTNERS

We offer and deliver:

- » Excellent margin opportunities to provide more profit for our partners.
- » Partnership with a market leader in web and mail security, archiving and fax, networking and security and online hosted and remote services.
- » Multi-faceted product delivery (e.g., on-premise, SaaS ("in the Cloud") hybrid and edge services).
- » A large installation base providing the opportunity to receive valuable, quality leads and drive GFI sales.
- » A product portfolio that creates additional sales opportunities through cross-sell and up-sell into your existing customer base.
- » World-class sales, marketing and technical support tools to assist you to easily position, promote and sell the GFI product range.
- » A product portfolio that is comprehensive and easy to understand, install and support.
- » Excellent training opportunities through free online training (and in some locations, on-site training) and scheduled webinars.
- » Access to the GFI sales and marketing teams.
- » GFI helps your customers meet industry regulations or compliance (e.g., HIPAA) with low-cost, easy-to-use solutions!

### PARTNER BENEFITS AT A GLANCE

With three levels of membership – **Gold**, **Silver** and **Bronze** – our partners' rewards and benefits increase as they advance through to the higher levels of the program and ultimately reach GFI Gold Partner status. For a full list of Partner benefits please visit: [www.gfi.com/partner](http://www.gfi.com/partner)



Our highest achievement, the **Gold Partner** level is for partners that have superior sales and technical expertise in selling and supporting the GFI product range. GFI Gold partners benefit from the highest level of benefits and discounts and an exclusive direct relationship with GFI.

#### Benefits

Dedicated GFI Channel Account Manager
Highest discounts
Sales and technical training
100-user annual NFR products (Including support and updates)
Partner newsletter
Leads
Listing on GFI website *
Deal registration program
Protected leads program
Eligible for beta program
Eligibility for membership in CEO Partner Inner Circle Forums



The **Silver Partner** level is for partners that have already made significant commitment to developing their GFI business and have a proven track record in selling and supporting GFI products. GFI Silver partners benefit from a higher level of benefits and discounts.

#### Benefits

Shared GFI Channel Account Manager
Higher product discounts
Sales and technical training
50-user annual NFR products (including support and updates)
Partner newsletter
Leads
Listing on GFI website *
Deal registration program
Protected leads program
Eligible for beta program



The **Bronze Partner** level gives all our remaining partners the opportunity to gain access to online sales, marketing, training and education tools so that they can start developing their GFI knowledge and business. Bronze partners are interested in taking the first steps in building their GFI business and have access to immediate discounts and benefits.

#### Benefits

Sales and technical training
Immediate discounts
25-user interim NFR products (including support and updates)
Partner newsletter
Product and renewal maintenance discounts
Deal registration program
Protected leads program

### PARTNERSHIP REQUIREMENTS

Our membership levels are determined based on the requirements outlined below. The benefits our partners receive also increase as they move through the program levels.

GFI Gold Partner	APAC	EMEA	EMEA Emerging	Latin America	USA/Canada
Number of Qualifying Transactions	40	160	40	40	160
Sales Staff Trained	2	2	2	2	2
Technical Staff Trained	2	2	2	2	2
Joint Business Plan	Yes	Yes	Yes	Yes	Yes
Forecast Reviews	Yes	Yes	Yes	Yes	Yes

GFI Silver Partner	APAC	EMEA	EMEA Emerging	Latin America	USA/Canada
Number of Qualifying Transactions	20	80	20	20	80
Sales Staff Trained	1	1	1	1	1
Technical Staff Trained	1	1	1	1	1
Joint Business Plan	Yes	Yes	Yes	Yes	Yes
Forecast Reviews	Yes	Yes	Yes	Yes	Yes

GFI Bronze Partner	APAC	EMEA	EMEA Emerging	Latin America	USA/Canada
Number of Qualifying Transactions	1+	1+	1+	1+	1+
Sales Staff Trained	1	1	1	1	1

Partner levels are qualified on an annual basis at the beginning of each calendar year. If during a given year you reach the next level of the program, we will move you to the level that you have achieved during the qualifying year in the next full calendar month. You will then be eligible for those benefits (higher discounts) for the remainder of that calendar year and the next year.



Assisting with general sales enquiries, support and pricing

\*At GFI's approval and discretion.