



## Channel One SECNAP's Five-Star Partner Program

### The Best Way To Capitalize On The Growing Email Security Market

Email usage has skyrocketed and, as a result, email is now a mission-critical IT system for every organization. Unfortunately, as email use has grown to record levels, so has the volume of attacks on email systems. What started as simply annoying spam has become a serious security threat for IT departments. And with online theft and cybercrime estimated to have reached a cost of one trillion dollars globally, it is imperative that organizations protect themselves against this rising wave of cybercrime.

### SECNAP Network Security Has The Solution

SECNAP is a leading provider of award-winning email security solutions for organizations ranging from small businesses to global enterprises.

Our innovations include the *Email Security Gateway Powered by SpammerTrap*<sup>®</sup> —available as an appliance or hosted service to effectively protect against spam, viruses and other malware.



### You Are Invited To Sell This Solution

Simply apply for membership in the award-winning SECNAP *Channel One Partner Program* at [www.secnap.com/partners/portal](http://www.secnap.com/partners/portal) to begin enjoying a broad range of programs benefits, including:

- Volume incentive rebates
- Deal registration program
- Lead generation assistance
- Access to special pricing programs
- Marketing tools
- Sales support
- Discounted demonstration units
- Sales incentive programs (contests and promotions)
- Customer evaluation unit program
- 'Meet Comp' pricing



### Sales Support

- ✓ Sales lead referrals
- ✓ Dedicated sales rep
- ✓ Inside sales support
- ✓ Pre- and post-sales

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### Sales and Marketing Tools

- ✓ Sales tools, including comparative and competitive product guides
- ✓ Electronic product literature
- ✓ Dedicated partner portal on SECNAP website
- ✓ Link from SECNAP website to VAR website
- ✓ Product support updates
- ✓ Technical support via toll-free number and online



### Generous Volume Incentive Rebate Program

Volume Incentive Rebates (VIR) based on net annual purchase levels. Paid quarterly back to the first dollar; based on 75% of MSRP.

### Government and Educational Discount

Receive a 3% discount through our Distribution Channel for products purchased by government (state, local and federal) and educational organizations.

- ✓ 3% discount on products
- ✓ Submit claims through distribution

### Marketing Development Funds

Effective January 1, 2009, **Channel One Partners** earn Marketing Development Funds (MDF) after \$25,000 in net purchases; to be used in joint marketing with SECNAP.

### Sales Support for Channel One Members

- ✓ Dedicated sales rep assigned for pre- and post-sales support
- ✓ Business development support, including joint sales calls, seminars, mailings, trade show participation, sales leads, and related activities to generate business
- ✓ Selling tips and techniques available online
- ✓ Sales leads available to VARs based on geography, core competency, and market focus
- ✓ Customer-specific pricing for large opportunities
- ✓ Toll-free and online access to technical support team for quick and direct support

### Exciting Sales Incentive Programs for Channel One Members

Spiffs, rebates, and sales contests throughout the year.

### Customer Evaluation Program

Free, 30-day product evaluations provide demonstrable proof that our products perform as promised and we stand behind them or your money back.

877-667-7264

[www.secnap.com/partners/portal](http://www.secnap.com/partners/portal)

