



## *Partner Benefits and Expectations*

Partnerships are an important extension of the Ipswitch Messaging worldwide business strategy. Our partners are crucial to providing our customers with product knowledge and ease of doing business. As a Messaging Partner the door is opened to developing new product sales, year over year service agreement annuities, and value-add consultative solutions.

For our Messaging Partners we offer a wide variety of resources including our partner portal with access to partner communications, recorded trainings, at-a-glance sales tools, co-brand-able email templates, product literature, priority service and more.

Ipswitch's messaging team of devoted Account Managers, knowledgeable technicians, customer-focused CS representatives, capable development team, and senior level managers are here to help you and your clients with any questions that may surface.

As an Ipswitch Messaging partner, you'll receive direct personal access to sales and customer service support to assist you in the selling process. We have outlined the benefits below. As you can see, we pride ourselves in providing you with clear "up-to-date" information.

### Benefits:

- > Access to the Messaging Partner Portal
- > Key contact information for Account Managers, Customer Service, Marketing, Technical Support and Management
- > Access to White papers and educational articles
- > Partner Purchase Program
- > Advanced Notification of price and part number lists
- > Priority Tech Support for Email Cases
- > Assisted Website Lead Generation
- > Not for Resale (NFR) Kits
- > Promotional opportunities
- > One-on-one campaign development for your marketplace
- > Tiered discount levels

A partnership is also a 50/50 relationship. We will supply you with everything that you need in order to be profitable. Likewise, we ask that you do the same by agreeing to the following expectations:

- > Quarterly business development calls
- > Quarterly sales goals
- > Regular feedback and updates provided to designated account manager on leads, opportunities, and sales pipeline

