



WatchGuardONE Technology Partner Program Guide

Partner. Promote. Solve.

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The WatchGuardONE Technology Partner Program

WatchGuard is proud to introduce a program that recognizes and supports industry-leading technology companies and new innovators. The WatchGuardONE Technology Partner Program is a powerful opportunity for companies that integrate their products with WatchGuard's best-in-class network security solutions.

As a Technology Partner, you receive technical, marketing, and sales support as well as additional benefits associated to your partnership level: Silver, Gold, and Platinum. Together, we will help customers overcome some of their greatest integration challenges.



Partner with a Global Leader in Network Security

Seattle-based WatchGuard has deployed nearly a million of its integrated, multi-function threat management appliances worldwide, to businesses that range from SMEs to large distributed enterprises. Recognizing an unmet need for a security solution that addresses the rapidly evolving threat landscape, WatchGuard architected its high-throughput, highly scalable, and flexible Fireware® operating system to form the backbone of its products. This platform yields dramatically higher performance at a much lower cost than competitors in environments where multiple security engines are enabled.



Scalability with Hardware Advances

WatchGuard's use of industry-standard hardware ensures that its product performance scales with processor advances from Intel and Freescale.



Best-in-Class Technology

WatchGuard's modular architecture, based on its Fireware operating system, runs full versions of the industry's leading third-party scanning engines. This offers best-in-class security at every price point, and with maximum flexibility to meet the changing threat landscape.



Segment-Leading Manageability

WatchGuard's policy-based management console provides a single interface to easily configure and control all scanning engines, with the flexibility to manage network security from anywhere (such as headquarters to branch locations), without having to install additional management software.



Award-Winning Visibility

The award-winning WatchGuard Dimension™ visibility tool distills oceans of security data into key trends and critical events to quickly and effectively identify potential threats and productivity issues. Operating from any public or private cloud, Dimension requires no installation and runs from any browser.

Build a Powerful Partnership

The WatchGuardONE Technology Partner Program offers three levels of partnership (Silver, Gold, and Platinum) to provide flexibility based on Partner commitment as well as two levels of integration classifications (Documented and Certified) to validate solution compatibility with WatchGuard products. Please see page 7 for more information regarding integration requirements.

Technology Partnership Levels



Silver: Recognized as a trusted WatchGuardONE Technology Partner.



Gold: A collaborative partnership that includes select marketing, sales, and technical support benefits.



Platinum: The most rewarding partnership that includes the greatest level of marketing, sales, and technical support benefits.



Integration Classifications



Documented: WatchGuard or Technology Partner has provided documentation demonstrating integration.



Certified: Both WatchGuard and Technology Partner have worked together to verify integration.

Technology Partner Benefits

The WatchGuardONE Technology Partner Program provides powerful benefits to help you reach new customers and build brand loyalty.

- Be recognized as a trusted Technology Partner of an industry leader in network security
- Ensure compatibility with WatchGuard products
- Increase your revenue through brand exposure, cross promotions, and other valuable program benefits



Technology Partner Benefits Chart

PROGRAM BENEFITS ELIGIBILITY	SILVER	GOLD	PLATINUM
Recognized as a WatchGuardONE Technology Partner	•	•	•
Partner listing on WatchGuard public website	•	•	•
Rights to use WatchGuardONE Technology partner logos	•	•	•
Personalized landing page on WatchGuard		•	•
Partner Portal access		•	•
Partnership brochure or ebook		•	•
Dedicated WatchGuard marketing representative		•	•
Dedicated WatchGuard BD/sales representative		•	•
Co-funded marketing plan		•	•
Referral Bonuses		•	•
Access to exclusive WatchGuard events			•
Executive-level WatchGuard contact			•
Access to WatchGuard's award-winning re-seller network			•

Benefit Descriptions

Recognized as a WatchGuardONE Technology Partner

WatchGuardONE Technology Partners are recognized as a trusted solution provider of products and services that are compatible with WatchGuard products.

Partner Listing on WatchGuard Public Website

All Technology Partners are listed on the WatchGuard public website with a company overview and integration information.

Rights to Use WatchGuardONE Technology Partner Logos

WatchGuardONE Technology Partner and integration classification logos are available for use.

Personalized Landing Page on Public Website

Gold and Platinum Technology Partners get a profile page that includes a company overview, integration information, and customized promotional content.

Partner Portal Access

Gold and Platinum Technology Partners receive access to the WatchGuard Partner Portal, which includes sales tools, product information, and other WatchGuard resources.

Partnership Brochure or eBook

Gold and Platinum Technology Partners are eligible to receive a customized brochure or eBook that highlights the WatchGuard and Technology Partner relationship. Brochures and eBooks may be used by WatchGuard and Technology Partners at tradeshows and other promotional events.

Dedicated WatchGuard Marketing Representative

Gold and Platinum Technology Partners are assigned a WatchGuard marketing representative to drive marketing collaboration.

Dedicated WatchGuard Business Development/Sales Representative

Gold and Platinum Technology Partners receive a dedicated business development/sales representative who supports business opportunities and customer relations.

Co-Funded Marketing Plan

Gold and Platinum Technology Partners are eligible for co-funded marketing plans. Please see page 7 for more information.

Referral Bonuses

Gold and Platinum Technology Partners can apply for referral bonuses.

Access to Exclusive WatchGuard Events

Platinum Technology Partners are invited to exclusive WatchGuard events where they have the opportunity to network and participate in presentations.

Executive-Level WatchGuard Contact

Platinum Technology Partners receive direct access to a member of the WatchGuard executive team who provides strategic alignment and business planning support.

Access to WatchGuard's Award-Winning Reseller Network

Platinum Technology Partners receive access to WatchGuard's reseller network for increased market exposure and revenue opportunities.

Technology Partner Requirements

WatchGuardONE Technology partnership levels are determined by meeting specific requirements. In addition to level-specific requirements, please review all WatchGuardONE Technology Partner Program documentation.

Technology Partner Requirement Chart

PROGRAM BENEFITS ELIGIBILITY	SILVER	GOLD	PLATINUM
One or more Documented Integrations	•	•	•
One or more Certified Integrations		•	•
Measurable marketing objective identified		•	•
Dedicated sales/marketing contact		•	•
Committed to joint marketing plan		•	•
WatchGuard featured on Partner's public website		•	•
Dedicated technical support		•	•
Access to indirect or direct sales channel			•

Requirement Descriptions

One or More Documented Integrations

All WatchGuardONE Technology Partners are required to have at least one Documented Integration.

One or More Certified Integrations

Gold and Platinum Technology Partners are required to have at least one Certified Integration.

Measurable Marketing Objective Identified

Gold and Platinum Technology Partners must agree to at least one marketing objective, for example revenue or lead generation. Maintaining Gold or Platinum level is dependent on achieving the objective.

Dedicated Sales/Marketing Contact

Gold and Platinum Technology Partners must provide a sales/marketing contact who collaborates with an assigned WatchGuard marketing representative. This person is the point of contact for cross promotions and all marketing-related activities.

Committed to Joint Marketing Plan

Gold and Platinum Technology Partners are required to collaborate with a WatchGuard marketing representative to develop annual joint marketing plans.

WatchGuard Featured on Partner's Public Website

Gold and Platinum Technology Partners are required to list WatchGuard on their public websites.

Dedicated Technical Support

Gold and Platinum Technology Partners are required to provide ongoing access to developers and technical resources for product integration and troubleshooting support.

Access to Direct or Indirect Sales Channel

Platinum Technology Partners share access to their sales channels, and WatchGuard uses these channels to promote product integrations.

Integration Requirements

All WatchGuardONE Technology partnerships require proof of successful integration with WatchGuard products. Listed below are general requirements for obtaining Documented and Certified Integration classifications.

Documented Integration

A Documented Integration requires WatchGuard or the Technology Partner to provide the following in either a separate integration guide or online help:

- A brief description of the WatchGuard and Technology Partner product(s) involved in the integration
- The product versions for both WatchGuard and Technology Partner product(s) used in the integration
- A list of all third-party tools (with product versions) required to implement the integration
- An explanation of the benefits to an end user after implementing the integration
- Images, screenshots, videos and other electronic collateral that support integration validation

Certified Integration

In addition to the Documented Integration requirements, Certified Integrations must meet the following criteria:

- The integration is verified by both WatchGuard and Technology Partner, and it remains current with new product versions.
- The integration guide remains updated as new product versions are released. Online help and/or knowledge base articles are not permitted.

Build a Tailored Marketing Plan and Engage Customers

Gold and Platinum Technology Partners collaborate with WatchGuard marketing representatives to define marketing objectives and build and implement joint marketing plans. These plans include strategies that cross-promote both companies. Listed below are some examples of co-funded marketing activities.

- Webinars
- Press releases
- Print collateral
- Joint interviews
- Paid advertising
- Promotional videos
- Event presentations
- Social media campaigns



Become a WatchGuardONE Technology Partner

1. Please complete and submit the application found at www.watchguard.com/wgrd-partners
WatchGuard will reply to all applications within two business weeks.
2. Your application will need to be approved for Silver partnership
3. Once approved, WatchGuard will work with you to achieve Certified Integration status and Gold and Platinum level partnerships.

Please email Technology.Partners@WatchGuard.com for specific questions regarding the WatchGuardONE Technology Partner Program.

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