



# Partner Program

smoothwall



## About Smoothwall

Smoothwall is a US based software vendor specialising in web filtering, monitoring and firewall solutions for the public sector. Customers around the globe rely on Smoothwall to provide safe web access for their users, and in turn we rely on our partners to help us to deliver our customer centric service, locally.

Being a Smoothwall partner couldn't be simpler, with superlative support delivered every day by vertical specialist sales managers and dedicated channel managers. Our established partner program has been developed and proven to provide you with all of the knowledge, tools and support to achieve success.

## Our Vision

Smoothwall aim to be the best solution for keeping people safe in the digital world. Our future driven team will continue to identify emerging customer needs and deliver them to organisations who have vulnerable users or a vulnerable brand to protect. We need you to help us deliver this vision.





## Our Partner Program

Smoothwall's partner program is built on a tried and tested, channel first model. We understand our channel partners are the key to our success and that's why we place them at the heart of our sales and marketing process. From lead generation, to opportunity development, to customer retention, we will be with you every step of the way to keep growing your business. Intrinsic to our partner program is the desire to help your business grow, through our innovative and market leading solutions.

Our partner program has been engineered to offer you great rewards and our personal touch is part of what makes it so special. You will build long lasting, meaningful relationships with multiple departments in our business to ensure you have the essential touch points you need to close business when it counts for you.



[us.smoothwall.com/partners](https://us.smoothwall.com/partners)

# Why Partner with Smoothwall?

Smoothwall is a market leading web filtering provider in the US Education and Government sectors. As we continue to expand our product offering and grow into new, complimentary markets, we rely more on our partners to help us grow. In return, we offer a generous partner package. Here are a few reasons why partners choose Smoothwall:

- ✓ Highly competitive margins
- ✓ Generous rebate scheme
- ✓ Sales incentives
- ✓ Marketing funding and support
- ✓ Fair deal registration process
- ✓ Free training and accreditations
- ✓ Access to vertical sales specialists
- ✓ US based sales and support staff
- ✓ Dedicated channel managers
- ✓ 90% customer retention rate



## Our Values



### Transparent

We pride ourselves on making our whole process as transparent as possible. This way, you know you we treat all partners fairly and with integrity. We will always be honest with you, and believe this creates a more equal and harmonious channel.



### Committed

Our success is your success, and therefore our teams are all committed to the growth of your business and the value they can bring to your sales and marketing process. Our teams are all motivated to think channel first and are driven to help you succeed.



### Supportive

We truly see your team as an extension of our own, and therefore we want to tailor a support package that works for you. This could range from providing technical training, to collaboration in your sales journey, through to funding for marketing initiatives or help with campaigns.

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## What our Partners have to say...

“ Smoothwall provides fantastic support from dedicated channel managers and sales managers to ensure that we are supported every step of the way. Their deal registration process is clear, concise and transparent making it easy to initiate a sales process. Smoothwall invest a great deal of time with their partners, building personable relationships across all areas of the company, which leads to an incredibly successful working relationship.”

**Insight**

“ I am pleased to endorse the Smoothwall Partner Program and the benefits it offers to the reseller channel. Beyond the usual benefits around deal registration, rebates and MDF, the program ensures requisite accreditation levels and is focused on a collaborative sales approach. Commensurate rewards are passed to partners that have the correct level of customer intimacy and early engagement on Smoothwall opportunities.”

**XMA**

## Getting Started

To start your channel journey with Smoothwall, you will first need to speak to one of our channel managers who will talk with you about your business needs and will build a proposition that best helps you address it by working with Smoothwall.

We will give you all the tools you need to start selling and progress your opportunities, and will then categorise you into one of our partnership tiers to ensure you get the best support from our program.

smoothwall  
platinum partner

smoothwall  
gold partner

smoothwall  
silver partner

To get started, contact us today by emailing [inquiries@smoothwall.com](mailto:inquiries@smoothwall.com) or call us at 800.959.3760.



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