

Why Partner With Ipswitch WhatsUp Gold?

The WhatsUp Gold Channel Loyalty Program is designed to support a true partnership, enabling everyone's long term success. Our partners are an extension of our sales force and part of the WhatsUp Gold Team. Not only do we invest in our partners' business, we don't compete with them. We make sure that all our sales, services, and support teams are aligned for our mutual success.

Teaming with Ipswitch WhatsUp Gold offers you the ability to grow your business through innovative new technologies, quality resources and products. Our commitment is to deliver on a world class product and partner experience, backed by our core values. A combination that drives our winning team!

Partner Program Levels and Requirements

We welcome partners who have the ability to proactively sell WhatsUp Gold. Interested partners can submit a partner application on our website at www.whatsupgold.com/partners.

Our channel team will review your application and contact you for more information. Partner requirements vary slightly depending on the level of program participation. Once your application is submitted your dedicated account manager will contact you to review eligibility for membership and specific program requirements including sales and technical certification.

There are three Partner Program participation levels: Authorized, Silver and Gold. The benefits by partner level are outlined in the table on the reverse.

WhatsUp Gold IT Management solutions uniquely provide the ability to visualize network topology, performance and compliance information on a single pane of glass to mitigate risks. The WhatsUp Gold Channel Loyalty Program offers you an additional layer of support and expertise as you seek to provide the highest value to your customers.

Key Benefit Highlights

- Dedicated Account Management
- Interactive Partner Portal
- Lucrative Deal Registration
- Fast-Start Partner Enablement Kit
- Campaign Central – Lead Generation
- WUG Ninja Certification Rewards

Dedicated Account Management

Committed to helping you grow your business, our sales team is available to answer any questions regarding the sales process. Your account manager ensures all your questions whether technical, sales or business related, are answered.

Interactive Partner Portal

Through the WhatsUp Gold Partner Portal powered by Salesforce.com, you will be able to stay connected with the WhatsUp Gold Sales Team. In addition, you will receive unprecedented visibility and management of leads, deal registrations, opportunities and service renewals, priority technical support and access to Sales, Marketing, Technical and Training resources.

Lucrative Deal Registration

The Deal Registration program is designed to reward partners who are proactively promoting WhatsUp Gold products with additional margin to support their efforts for registered deals.

Fast-Start Partner Enablement Kit

The Fast-Start Partner Enablement Kit includes a **Sales Toolkit** that gives you one-click access to comprehensive sales tools with clear, compelling information about how WhatsUp Gold solutions can meet network performance challenges. The **Marketing Resource Center** offers you a host of marketing tools to support your needs, including banner ads, and event materials to expand your market reach.

Campaign Central – Lead Generation

To help you acquire new customers, we help you generate qualified leads from our lead-generation programs. Custom download links, custom email templates and call scripts are some of the tools available.

WUG Ninja Certification Rewards

Two certification programs – the WhatsUp Gold Technical Certification Program and the WhatsUp Gold Sales Certification Program – provide you with the tools your customers need to do their job and maximize ROI. In addition, certified partners receive benefits such as access to the “WhatsUp Gold Ninja Partner Online Community,” qualifying for the “WhatsUp Gold Ninja of the Month” to earn rewards and prizes, among others.

BENEFITS AT A GLANCE

Partner Benefits	Authorized	Silver	Gold
Sales & Marketing			
Listing on WUG website			✓
Dedicated Sales Account Manager		✓	✓
Sales Tools	✓	✓	✓
Sales Training & Certification	✓	✓	✓
Access to Sales Engineer			✓
Strategic Marketing Plan			✓
Market Development Funds			✓
Turnkey Marketing Tools		✓	✓
Co-branded Evaluation Links		✓	✓
Exclusive Promotions			✓
Lucrative Deal Registration	✓	✓	✓
Access to Channel Marketing Manager			✓
Partner Advisory Council			✓
Fast-Start Partner Enablement Kit	✓	✓	✓
Campaign Central - Lead Generation	✓	✓	✓
Technical			
Not For Resale (NFR) Software Kit		25 License	100 License
Priority Technical Support	✓	✓	✓
Technical Training & Certification			✓
Technical Preview Program			✓
Communication			
Interactive Partner Portal	✓	✓	✓
Newsletters, Product Updates	✓	✓	✓
Ipswitch WhatsUp Gold online Community: www.wugspace.com	✓	✓	✓

AWARD-WINNING SOLUTIONS



WhatsUp Gold

2012 Network Management
Product of the Year

WhatsUp Log Management

2012 Global Excellence Award
in Compliance

Ipswitch, Inc.

Tech Data 2011 Fast Start
Partner of the Year

Resources

Learn more at:
www.whatsupgold.com/partners

Contact us at:
wugpartners@whatsupgold.com

Partner Portal:
www.whatsupgoldpartners.com

Quotes & Orders:
ipswitch@techdata.com



Scan the QR Code to
watch the "WhatsUp
Gold 2 Minute
Explainer" video

"Our partners are an extension of our sales force and part of the WhatsUp Gold Team," stated Caitlin Buxton, Ipswitch Network Management Division's Director of North American Channel Sales. "Not only do we invest in our partners' business, we don't compete with them. We want to make sure that all of our sales, services, and support teams are aligned for mutual success and the WhatsUp Gold Channel Loyalty Program will enable this to occur."

The Network Management Division of Ipswitch, Inc. is the developer of the WhatsUp Gold suite of innovative IT management software. WhatsUp Gold is deployed on over 100,000 networks worldwide and delivers comprehensive network, system, application and event log monitoring and management solutions for small and medium businesses and enterprises. The award winning solution supports a wide range of IT management tasks including automated discovery, mapping, real-time monitoring, alerting, troubleshooting and reporting.

Founded in 1991 and currently celebrating its 20th anniversary, Ipswitch, Inc. is headquartered in Lexington, Massachusetts, and has offices in Atlanta and Augusta, Georgia and Madison, Wisconsin, as well as its European headquarters in Amsterdam, The Netherlands.