

# ALL-STAR SPOTLIGHT

## WEBROOT®

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## WEBROOT TAKES PARTNERSHIPS SERIOUSLY

**T**raditional endpoint security solutions often bring unplanned downtime and performance issues. As a result, resellers and service providers often add security to their portfolios as a loss leader, and factor customer pain into each implementation.

But offering security doesn't have to be a hassle. The Webroot® Channel Edge® Partner Program is tailored

to enable partners to deliver powerful protection against even the most sophisticated online threats, without sacrificing system performance.

Webroot Channel Edge Partner Programs provide MSPs, resellers, distributors and systems integrators enhanced privacy, performance, protection and market-specific tools to help increase close rate and profitability.

### CHANNEL EDGE® PARTNER PROGRAM

In addition to delivering attractive profit margins, this program is designed to help our partners effectively grow their business. The Channel Edge toolkit offers an innovative set of sales and marketing tools. Best of all, the information is updated automatically, so you can set it and forget it.

#### WEB CONTENT SYNDICATION

Displays up-to-date content, trial software and more on your website. Your customers and prospects can educate themselves on Webroot SecureAnywhere® Business solutions and initiate a free trial that links back to your company.

#### THE RESOURCE CENTER

Provides pertinent sales and marketing materials directly to partner teams, giving them instant access to the information they need when they need it.

#### SOCIAL SYNDICATION

Empowers partners to become security thought leaders and influential voices in promoting security solutions and services. Through this syndication module, partners can easily push fresh content and communicate with potential buyers via social media sites.



LEARN MORE ABOUT THE PROGRAM AT [WEBROOT.COM/PARTNERS](http://WEBROOT.COM/PARTNERS).