

# Partnership Counts



# Why ESET

Top-Tier Research

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Experience & Reputation

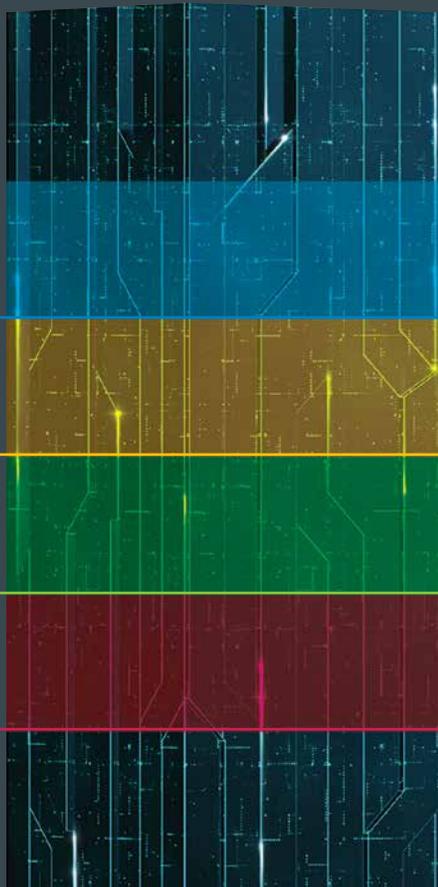
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Multilayered Technology

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Profitable Partnerships

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## Top-Tier Research

Global research and development are key to ESET's groundbreaking technologies. One-third of our employees are devoted to developing new solutions for emerging threats; tracking and staying ahead of cybercrime trends; educating the public and private sector; and collaborating with government agencies worldwide to identify and prosecute cybercriminals.

## Experience & Reputation

Since 1992, ESET has led the internet security industry in creating award-winning threat detection software.

Today, ESET's goal continues to be enabling our users to enjoy the full potential of their technology in a secure digital world. Our security solutions protect more than 110 million users in 200+ countries and territories, with tech support provided in their local languages.

ESET is privately owned, enabling us to focus 100 percent of our efforts on building the best internet security on the market.

# Multilayered Technology

## ESET Dynamic Threat Defense

Prevent zero day threats with powerful cloud sandboxing

### ESET Security Management Center



#### LAPTOP & DESKTOP PROTECTION



##### ADD ONS

- ESET Secure Authentication (2FA)
- ESET Encryption (Windows)
- ESET Enterprise Inspector



#### SERVER & MAIL PROTECTION



##### ADD ONS

- ESET Secure Authentication (2FA)
- ESET Enterprise Inspector



#### SHAREPOINT PROTECTION



##### ADD ONS

- ESET Secure Authentication (2FA)



#### MOBILE PROTECTION



### ESET Cyber Awareness Training

## Profitable Partnerships

The ESET Partner Connect Program is designed to empower you with tools and resources to get you up to speed quickly. It includes an extensive array of benefits to make working with ESET **Easy, Flexible** and **Profitable!**

### EASY

#### 100% Channel focused:

We don't compete with our partners and recognize that our customers are best served by the expertise that our partners bring to the table.

#### Award-winning products that sell themselves:

Major reviews consistently rate ESET a winner for low system impact, solid security and top detection rates.

### FLEXIBLE

#### Full range of products:

The ESET product portfolio is available for multiple platforms and environments including servers, desktops, laptops, mobile and multiple OSes—all with the ability to manage users via a single pane of glass.

#### Partner Portals:

Allows you to place orders, check invoices, review renewals. In addition, you can customize and deploy marketing campaigns and leverage ready-made drip campaigns, landing pages, and more.

### PROFITABLE

#### Competitive Margin Programs:

Stackable margins allow you to add profit margins to the sale as you register deals, conduct demos and more.

#### Easy-to-use MDF programs:

Easy process to request funding to help drive leads and increase your company branding.



ENJOY SAFER TECHNOLOGY®

# ESET PARTNER CONNECT PROGRAM

Linking you with resources to build your business, fast.



Your connection to

## **Tiered plan format**

Tiered program structure that fits your business needs.

*Partnerships that align with your business.*



Your connection to

## **Higher profits with stackable margins**

Earn bonus margins and recurring revenues.

*Make more on every deal.*



Your connection to

## **Sales and technical certifications**

Deliver focused selling messages with proven sales and technical certifications.

*Position against competitors and close quickly.*

## **Easy to partner, fast to sell, quick to profit.**

The ESET partner program for resellers features a straightforward enrollment process, simple requirements and comprehensive sales support to help you win business and make a healthy margin.



ENJOY SAFER TECHNOLOGY®

# CONNECT AND GROW

Businesses of all sizes need a connection to trusted partners and bigger profits. Join our team and build your business fast. Level-up as we grow together.

## Partner profiles

### PLATINUM

You sell into Enterprise organizations and have the technical expertise to have higher level security discussions.

Qualifying annual revenue:

**\$300,000**

### GOLD

You sell into medium-sized and larger businesses that have anywhere from one hundred seats to more than a thousand to secure.

Qualifying annual revenue:

**\$150,000**

### SILVER

You typically serve small and medium-sized businesses, ranging in size from dozens of seats to a hundred or so.

Qualifying annual revenue:

**\$50,000**

### BRONZE

Your business focuses on home offices and smaller businesses, with a handful of users up to several dozen.

Qualifying annual revenue:

**\$10,000**



ENJOY SAFER TECHNOLOGY®

# WHY IS ESET PARTNER CONNECT THE BEST CONNECTION FOR YOUR BUSINESS?

No endpoint security solution can build your bottom line faster.

The entire family of solutions features straightforward installation, award-winning performance and centralized management for trouble-free installations and satisfied customers.

## More advantages to hooking up with ESET



### Stackable margins

Take a look at our pricing structure—proof we're serious about win/win relationships with our resellers



### Channel focused

We don't compete with our partners. We know that our customers are best served with the expertise you bring to the table.



### Excellent training resources

Whether you need ESET knowledge yourself or need to pass it on to your customer, come up to speed fast on the essentials and dive as deep as you need.



### Industry-specific support

Address your customers' regulatory, compliance or other issues with materials that demonstrate how you can solve them with cost-effective, easy to use solutions.



### Award winning products that sell themselves

Major reviews consistently rate ESET tops for low system impact, solid security and top detection rates.



### Multiple platforms and environments

The ESET product portfolio spans servers, desktops, laptops, mobile, and multiple OS's—all with single-vendor accountability and convenience.



### World class sales and marketing tools

Product literature, online resources, webinars and more from our sales staff jumpstart your selling efforts.

Learn more about our program and see how easy it is to get connected with ESET: <http://www.eset.com/us/partners/>

“There are many ways ESET makes you profitable. First, it starts with great products. Then, with ESET’s stackable margin system, you’re ensured multiple ways to remain competitive and add dollars to your bottom line. Finally, with the assistance of a team dedicated to help you succeed, you’ll realize that this is by far your most important partnership.”

—NATHAN WARE, RAIN NETWORKS

“After our internal testing, Babson determined ESET Endpoint Antivirus would be a great addition to the client security as well as the security of the Babson server environment. After the rollout of ESET, we immediately saw a dramatic decrease in spyware and virus infections within our network”

—BABSON COLLEGE, MASSACHUSETTS

For more than 30 years, ESET has focused on customer satisfaction. We deliver topnotch security products and services backed up by world-class research and technical support—and our users love us.

It’s that stability and commitment, as well as our award-winning products, that set ESET apart from a crowded field of competitors.

Learn more about our partner program and see how easy it is to get connected with ESET:

[eset.com/us/partners](https://www.eset.com/us/partners)



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TECHNOLOGY™

