

# WEBSense® GLOBAL PARTNER PROGRAM OVERVIEW

EMPOWERING PARTNERS WITH THE  
BEST SECURITY FOR TODAY'S THREATS

## **Team with Websense for success in the security market**

Providing your customers with the best web, email, and data security solutions is now more profitable and hassle-free than ever, thanks to the Websense® Global Partner Program. With a full complement of tools, resources and support, this program makes it easier to do business with us, identify customer opportunities, and sell and support Websense solutions. It even includes a framework for creating and managing opportunities through tools such as lead distribution, deal registration, referral registration, and pipeline management — all from one centralized, secure Global Partner Portal.

Please take a moment to learn about all of the assets at your disposal, and see why Websense should be your preferred partner for security solutions.

### **Seven steps to success**

**The Global Partner Program follows seven guiding principles that help us ensure your success:**

- Enable our partners to sell our products and services.
- Build efficient processes to make it easier to do business.
- Reward results and foster growth.
- Provide thought leadership through technology innovation.
- Create momentum through creative, demand-generating campaigns.
- Respond quickly to partner needs.
- Deliver world-class sales, marketing, training, and technical support.

## Global Partner Program Types

The Websense Global Partner Program is designed to meet the needs of our various growing partner communities and enable innovative routes to market as new partner types emerge.



*“Websense is committed to the ongoing success of our partners. Together we will enjoy mutual growth by offering the industry’s best security solutions for modern threats at the lowest total cost of ownership.”*

**-Kurt Mills**  
Vice President,  
Global Channel Sales,  
Websense, Inc.

The enhanced Websense Global Partner Program has been expanded to address the strategic value of our six Global Partner Program types.

*“The Websense Global Partner Program team not only listens to our needs, but executes against them — bringing to market programs, technologies, and resources that really have a positive impact on our business. These enhancements certainly increase our profit potential and demonstrate just how serious Websense is about working in partnership to build upon our joint success.”*

**-Steve Russell Pool**  
Sales Director, 2E2

**Solution Provider Partners** are sales-oriented and technically sophisticated channel resellers who offer value-added security expertise when positioning and selling Websense solutions and services. For more information, please go to [www.websense.com/partner](http://www.websense.com/partner).

**Systems Integrator Partners** are global service delivery partners focused on security integration and support delivery to customers in the enterprise market. They support various lines of business with a significant services practice worldwide.

**Managed Service Provider Partners** are service delivery-focused partners that provide cost-effective managed security solutions to end-users. By providing additional security expertise and resources, these partners enable customers to focus on their core business goals.

**Authorized Training Partners** are a global network of training providers ready to deliver superior classroom training on Websense products. These instructors are thoroughly trained and certified to deliver superior classroom and online training on Websense products. For more information, please go to [www.websense.com/watp](http://www.websense.com/watp).

**Service Provider Partners** are consulting partners with the skills to deliver services that support the Websense solutions they sell. Authorized Websense Service Providers provide implementation and integration services based on Websense service offerings and best practices.

**Technology Alliance Partners** are security and networking technology providers that enable easy deployment, interoperability, and integration of Websense solutions in enterprise environments. These relationships are based on specific conditions that might include product integration requirements, innovative solution creation, or business development.

### Speed to Market

Websense partners gain immediate access to solutions, offerings, and program benefits that help them build industry knowledge and win in the marketplace. The Global Partner Program provides specialized attention through:

- **Global Partner Program Support:** Immediate access to Websense resources you need, when you need them.
- **Technical Support:** Technical resources to help you sell, implement and support Websense security solutions.
- **Sales Enablement:** Tools and resources designed to address each phase of the sales cycle, from proposal to proof of concept.
- **Training and Education:** Comprehensive education and training offerings to help you gain the skill set needed to succeed.
- **Marketing:** Tools and resources designed to support the marketing process: market analysis, demand generation, execution, and tracking.

### Global Partner Program Support

Websense offers a variety of sales and technical support options. Whether it is an account manager in the field or inside sales support, there is always a resource available to support our partners. Websense is committed to strong, interactive communications with our partners, who have secure access to the Partner Portal for sales and marketing support materials, competitive information, and relevant channel tools. Websense provides regular security alerts, product updates, newsletters, and webinars to ensure our partners have the most up-to-date information.

### Technical Support

Websense Technical Support is a world-class team committed to delivering timely and accurate resolutions to support queries and ensure a positive customer experience. Websense Technical Support delivers a tiered support service for our customers and partners. In addition to resolving technical issues, support includes regular technical updates, state-of-the-art auditing tools, and remote assistance.

We've achieved certification under the Service Capability & Performance (SCP) Support Standard for delivering world-class customer support. SCP is an internationally recognized standard, which defines best practices for delivering the highest levels of enterprise service and support, quantifies performance levels, and establishes a foundation to build on existing quality processes. In addition, the Association of Support Professionals awarded Websense with a 2010 "Best Web Support" award for excellence in online service and support. Our support program is designed to give our partners increased visibility into their cases and help customers achieve the maximum return on their investment in Websense solutions.

### Sales Enablement

Websense provides a comprehensive set of tools and resources to drive sales and business growth, position and sell Websense security solutions, and respond effectively to customer requirements. Sales support includes deal and referral registrations, competitive pricing, sales tools, account management, business planning, lead distribution, competitive analysis, and sales training.

### Training and Education

Websense offers free sales and technical training that helps partners build product expertise, gain security specialization, prepare for certification, assist in selling the solutions, and provide better pre- and post-sales support. The Websense technical certification program allows our partners to differentiate their services to customers, build credibility, and demonstrate their value-added knowledge of Websense products. Courses are available globally, and the locations and dates are published online through Websense University.

### Marketing

Websense provides marketing tools and resources to promote Websense solutions and increase customer demand. From marketing campaign kits to localized activities, our partners can take advantage of a variety of marketing programs to drive more sales opportunities. Marketing support is offered to all Global Partner Program partners according to the tiers shown below.

*"The Websense Global Partner Program delivers fantastic sales incentives, the margins are unbeatable, and our Websense sales and support teams are the best in the business."*

**-Ken Hamilton**  
President and CEO,  
TotalTech (North America)

*“The partnership we have built with Websense has proven to be a mutually beneficial relationship. MTM Technologies intends to continue the dramatic growth in Websense sales and support for years to come.”*

**-Allen Allison**  
VP of Information Security Practice,  
MTM Technologies

## Our Programs

### Global Partner Program Partnership Tiers

The Global Partner Program has three membership tiers, each with distinct requirements and benefits to meet your business goals. As your relationship with Websense grows, so will the program benefits you receive. Partner status is based on fulfillment of the program-level requirements. Your membership level is based on your previous and continued commitment to Websense. Program benefits are aligned with the investments you make and the results you achieve.

#### Global Platinum Partner

Websense Global Platinum Partner status represents our highest level of reseller certification. It is reserved for partners who have made a significant commitment to actively sell Websense solutions and maintain a well-trained sales force. Platinum Partners position Websense as a strategic solution within their portfolio of security products, and enjoy exclusive benefits such as 24/7 priority technical support, dedicated field-based Global Partner Program account managers, and renewal protection subject to the current renewal protection guidelines.



#### Global Gold Partner

The Websense Global Gold Partner status requires a good understanding of how to sell and support Websense products. It reflects and rewards a commitment to business success and technical competence. Gold Partners have a complementary business strategy, strong Websense product expertise, and enjoy benefits such as an inside Global Partner Program account manager, participation in beta programs, and lead referrals.



#### Global Silver Partner

Websense Global Silver Partners demonstrate the technical competence to sell Websense solutions. These partners are required to receive technical training or certification at the minimum level. Silver Partners enjoy benefits such as deal and referral registration.





websense®  
**TRITON™**

## The Websense® TRITON™ Advantage

In today's world of advanced attacks and other blended threats, your customers need smarter, stronger defenses to protect their critical data and operations. They also need to enable powerful new platforms such as social media, mobile devices and cloud apps — securely.

Legacy solutions like antivirus and firewall aren't enough for these dynamic, high-risk environments. Effective protection requires real-time security that analyzes both the content and the context of inbound and outbound communications, as well as any type of access to sensitive data.

Websense TRITON security is the first and only solution to integrate industry-leading web, email, and data security solutions (available together or separately) into a unified architecture that provides shared security awareness for better overall threat detection.

In addition to being more effective, TRITON solutions are easier to deploy, with on-premise, cloud-based and hybrid platforms that provide an optimal blend of performance, flexibility, and cost-effectiveness.

TRITON management is also easy and efficient, thanks to a unified console that enables IT departments to configure, set policies, monitor, and report through one control center for web, email, and data security.

The net result is a much more effective and efficient solution to today's security threats. As a Websense partner, you can take advantage of the opportunity to deliver this unique solution.

**“TRITON takes integration, consolidation, and hybrid delivery to another level.”**

**- Content Security Predictions: 2011 and Beyond  
Forrester Research, Inc., November 10, 2010.**

*“TRITON represents a game-changing security solution for Websense and its partners ... There's no question the unified content security architecture found within TRITON delivers a major technology advantage. Equally important is the flexibility, efficiency and IT management capabilities gained from using Websense TruHybrid™ deployment and the TRITON management console. With TRITON, we can easily manage our on-premise and SaaS customers from a single management console which means incredible cost-savings and profitability gains.”*

**-Paul Dhanota**

Owner,  
Evolve Technology Group  
(North America)

# Global Solution Provider Program

## Benefits

Platinum Gold Silver Associate

### Partner Support

Named Field-Based Account Manager	•			
Inside Account Manager	•	•		
Dedicated Field Sales Support	•			
Dedicated Inside Sales Support	•	•	•	
Assigned Sales Engineer Support	•			
Regional Sales Engineer Support	•			
Access to NA Partner Program Hotline (800#)	•	•	•	

### Technical Support

24/7 Priority Technical Support	•			
5 a.m. to 5 p.m. (PST) Technical Support	•	•		
Online Technical Information and FAQs	•	•	•	•
Access to Partner Technical Knowledge Base	•	•	•	•
Websense Beta Program	Eligible			

### Sales Enablement

Product Discounts	•	•	•	
Tiered Deal Registration	Eligible	Eligible	Eligible	
Sales Leads Access	•	•		
Quarterly Rebate	Eligible			
Renewal Protection*	•	•		
Advanced Product Information	•			
Competitive Information and Research	•	•	•	
Not-for-Resale (NFR) Key	•	•	•	
Product Brochures and Sales Tools	•	•	•	
Discount on Hardware Not For Resale	•	•	•	
Partner Advisory Council Eligibility	•			
Business Planning Assistance	Eligible			
Access to Partner Support	•	•	•	

### Training and Education

Access to Virtual Learning Lab Environment	Eligible			
Free Online Sales and Technical Training	•	•	•	•
Free Monthly Instructor-Led Classes	•	•	•	
Guru on the Go On-Demand Sales Training	•	•	•	•
Quarterly Training Updates	•	•	•	
Monthly Technical Partner Webinars	•	•	•	
Partner Enablement Toolkits	•	•	•	
Product Sales and Technical Jumpstart Tools	•	•	•	

# WEBSense® GLOBAL PARTNER PROGRAM OVERVIEW

## Benefits (continued)

Platinum Gold Silver Associate

### Marketing

	Platinum	Gold	Silver	Associate
Market Development Funds (MDF) Eligibility	•	Eligible		
Access to the Partner Portal	•	•	•	
Co-Branded Evaluation Site	•	•	•	
Partner Events and Conferences	Eligible	Eligible		
Websense Newsletter	•	•	•	
Channel Booster Webinars	•	•	•	
Partner Certificate	•	•		
Websense Campaign Kits	•	•	•	
Public Relations Program and Customer Testimonials	•			
Websense Corporate Style Guide and Logo Usage	•	•	•	
Websense Partner Welcome Kit	•	•	•	
Partner Locator	•			
Access to Websense Rewards Program	•	•	•	

Eligibility: Not all partners at this level will receive this benefit; restrictions may apply or approvals may be needed.

\*Certifications must be active and unexpired under Websense guidelines in order to be valid.

# TRITON Solution Portfolio

Websense® TRITON™ Enterprise provides licensing to all Websense solutions (for web, email, and data security) and leverages the TRITON architecture, with unified content analysis, unified platforms and a unified management console.

Websense TRITON Security Gateway Anywhere combines web, email, and data security into one, consolidated gateway solution that's also built on the TRITON architecture. World-class security analytics powered by the Websense Advanced Classification Engine (ACE) provide superior malware protection and enterprise-class data loss prevention.

## Websense Web Security

**Websense Web Security Gateway Anywhere** provides enterprise-class data loss prevention for the web plus hybrid platform capabilities, along with protection against dynamic threats.

**Websense Web Security Gateway** provides protection from dynamic web threats while enabling Web 2.0 tools for enterprises with 500 or more employees.

**Websense Hosted Web Security** provides filtering and security at the Internet level, with nothing deployed on-premise.

**Websense Web Security** provides security, reputation, and filtering against known and new web threats for enterprises of 250,000 or more users, with networks of virtually any configuration.

**Websense Web Filter** provides market-leading web filtering for enterprises from 50 to 250,000 or more users, with networks of virtually any configuration.

## Websense Data Security

**Websense Data Security Suite** identifies, monitors, and protects information on the network and the endpoint for organizations with over 500 users; especially well-suited to regulated industries.

**Websense Discover** offers comprehensive data discovery and classification to identify where confidential data is located, measure and mitigate risk of data loss, and support e-discovery for legal controls.

**Websense Data Security Gateway** monitors and enforces data loss prevention policy on network traffic, including web and email channels.

**Websense Data Endpoint** provides data loss prevention with the ability to discover, monitor, and protect confidential data whether the user is on or off the network.

## Websense Email Security

**Websense Email Security Gateway Anywhere** provides a hybrid security solution that combines the power of the cloud for compute-intensive inbound mail processing with a robust gateway appliance to enforce outbound DLP.

**Websense Hosted Email Security** provides Security-as-a-Service (SaaS) at the Internet level, eliminating spam and viruses before they hit your network with nothing deployed on premise.

**Websense Email Security** provides comprehensive email security to block spam, viruses, and other inbound threats and prevent outbound leaks of sensitive information.



WebSense V10000™ Appliance

## Platforms

Content security deployed how and where you need it.

**WebSense V-Series™ Appliances** deliver Industry-leading web and data security on a consolidated platform. WebSense appliances significantly reduce deployment time and operational costs for WebSense Web Security Gateway customers. The WebSense V5000™ appliance is ideal for branch offices and medium-sized organizations and provides support for up to 2,000 users. The WebSense V10000™ appliance is positioned for headquarters and large branch office deployments with support for up to 10,000 users and component redundancy.

**Security-as-a-Service (SaaS)** provides exceptional web and email security services without the cost and complexity of on-premise equipment.

**Software** enables granular control over a range of deployment variables for customers who need maximum flexibility.

“IDC has forecast that the CAGR for the Web security SaaS market will be 46 percent from 2008 through 2013, which represents a significant security market growth opportunity for WebSense with its unique approach to borderless enterprise security deployments.”

- IDC White Paper sponsored by WebSense, Unified Content Security: Securing the Borderless Enterprise, Doc #222087, February 2010. CAGR is compound annual growth rate.

**For more information, including how to become a partner, visit:**  
[www.channel.websense.com](http://www.channel.websense.com)

*Gartner positioned WebSense in the Leaders Quadrant of its Magic Quadrant for Secure Web Gateway as well as for Content-Aware Data Loss Prevention, based on the completeness of our vision and our ability to execute. WebSense is also positioned as a Visionary in Gartner's "Magic Quadrant for Secure Email Gateways."*

Gartner, Inc. "Magic Quadrant for Secure Web Gateway" by Peter Firstbrook and Lawrence Orans, January 8, 2010. Gartner, Inc. "Magic Quadrant for Content-Aware Data Loss Prevention" by E. Ouellet and P. Proctor, June 2, 2010. Gartner, Inc. "Magic Quadrant for Secure Email Gateways" by Peter Firstbrook and Eric Ouellet, April 27, 2010.

## ABOUT WEBSense

Websense, Inc. (NASDAQ: WBSN), a global leader in unified web, email, and data security solutions, delivers the best security for modern threats at the lowest total cost of ownership to tens of thousands of enterprise, mid-market, and small organizations around the world. Distributed through a global network of partners and delivered as software, appliances, and Security-as-a-Service (SaaS), Websense unified content security helps organizations take advantage of powerful new communication, collaboration, and Web 2.0 business tools while helping customers defend against advanced attacks, prevent the loss of confidential information and enforce Internet use and security policies. Websense is headquartered in San Diego, Calif., with offices around the world.

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