



“Websense now has not just one, but three things that make being its partner a wonderful experience: good programs, good people, and good technology.”

Steve Groom
Director of security
Technology Integration Group

Program Benefits

Platinum Gold Silver

Partner Support

Named Field-based Channel Account Manager	•		
Inside Channel Account Manager	•	•	
Dedicated Field Sales Support	•		
Dedicated Inside Sales Support	•	•	•
Assigned Sales Engineer Support	•		
Regional Sales Engineer Support		•	
Access to Channel Hotline (800#)	•	•	•

Technical Support

24x7 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

Tiered Pricing/Product Discounts	•	•	•
Deal Registration	Eligible	Eligible	Eligible
Sales Leads Access	•	•	
Quarterly Rebate	Eligible		
Renewal Protection*	•		
Advanced Product Information	•		
Competitive Information & Research	•	•	•
Not-for-resale (NFR) (100 Seat License*)	•	•	•
Product Brochures and Sales Tools	•	•	•
Discount on Hardware Not For Resale	•	•	•
Partner Advisory Council Eligibility	•		
Business Planning Assistance	•	Eligible	
Access to Email Sales Support (partner@websense.com)	•	•	•

Training and Education

Access to Virtual Learning Lab Environment	•	Eligible	
Free Online Sales and Technical Training	•	•	•
Free Monthly Instructor-led Classes	•	•	•
Online Partner Orientation and On-boarding Micro-site	•	•	•
Quarterly Training Updates	•	•	•
Monthly Technical Partner Webinars	•	•	•
Partner Enablement Toolkits	•	•	•
Product Sales and Technical Jumpstart Tools	•	•	•



Program Benefits (continued)

Platinum Gold Silver

Marketing

Market Development Funds (MDF) Eligibility	•	•	•
Access to the ChannelConnect Partner Portal	•	•	•
Partner Events and Conferences	•	Eligible	
Websense ChannelConnect Newsletter	•	•	•
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	•	•	•

Requirements

Annual Sales Target	Required	Required	
Signed Partner Agreement	Yes	Yes	Yes
Annual Program Fee	No	No	No

Competencies

Websense SALES	3	2	1
Web Security			
Data Security			
Messaging Security			
Hosted Security			
Websense TECHNICAL	3	2	1
Web Security			
Data Security			
Messaging Security			
Hosted Security			

Commitment

Annual Websense Business Plan	•	•	
Annual Qualification	•	•	

Coverage

National	•	•	
Regional	•	•	•
Local	•	•	•

“Websense continues to improve the partner program experience for all levels of its partners... further empowering partners to manage their relationship while maximizing their program benefits.”

IDC Channel Partner Program
Review: Websense
IDC#218315
May 2009

* Certain program offerings are modified for the LAR/DMR solution provider partners as communicated by the Websense channel account manager.