WEBSENSE CHANNEL MANAGEMENT

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TOPICS

- What the analyst's say
- Websense marketing
- Upcoming activities
- Campaign kits and sales tools
- Web syndication – New translated content

INDUSTRY RECOGNITION

What the industry Analysts say

ANALYSTS RECOGNISE WEBSENSE

Gartner.

- **2012 Secure Web Gateway MQ:** Leaders Quadrant
- **2011 Content-Aware Data Loss Prevention MQ:** Leaders Quadrant
- **Secure Web Gateway Software:** 2011 Worldwide Market Share Leader

INFO~TECH research group

- **2011 DLP Vendor** Landscape: Champion

FROST & SULLIVAN

- **2010 Global Content Filtering Products** Market Share Leadership of the Year Award
- **Content Filtering & Web Filtering Products** 2010 Competitive Landscape: Market Leader
- **Content Filtering & Web Filtering Products** 2010 Market Share Leader

FORRESTER®

- **Data Leak Prevention Suites** Wave, Q4 2010: Recognized Leader

EMA

- **Hosted Message Security Services** Radar Report: Value Leader Best Hybrid Strategy Award

INFONETICS RESEARCH

- **Integrated Content Security Gateway** CY11 Worldwide Market Share Leader

IDC *Analyze the Future*

- **Web Security:** 2010 Overall Market Share Leader
- **Web Security Appliance** 2010 Market Leader
- **Web Security Software** 2010 Market Leader

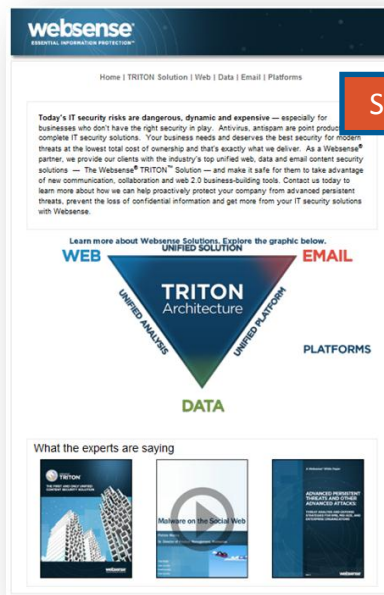**THE RADICATI GROUP, INC.** A TECHNOLOGY MARKET RESEARCH FIRM

- **2012 Corporate Web Security** Market Quadrant: Recognized Leader

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What is Web Syndication?

- Content owned and managed by Websense

- Displayed within partners web sites within their HTML code

- Content is updated centrally and automatically posted

- Local language support

- 57 Partners worldwide have signed up

- Easy to Integrate into your own Website

Syndicated Content

SAMPLE CAMPAIGN KIT

Email

Instructions

Contents

- datalossandsocial.html
- datalossandsocial.oft
- readme-instructions.pdf
- securityprosandcons.pdf
- socialmediapolicycampaignkit.zip

UPCOMING ACTIVITIES

- Direct Mobile device trends & security issues Webinar www.websense.com/Bloorwebinar
  - June 27th – 11.30 AM CET
  - Security Practice Leader with Bloor Research, looks at mobile devices as a threat vector to security.
- IDC Security Congres (BE & NL), Infosecurity
- More theme webinars
- Launch V7.7 (July 2012)
- Reference & customer case studies
- Accelerate channel incentive
- Partner driven activity – *Come to us with your plans*

ACCELERATE 2012

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WEBSENSE MARKETING

- Direct Marketing
  - Infosecurity, Heliview events, IDC events, SpeakUp Live, Webinars & Telemarketing
- Channel Marketing
  - We would like to find business together
  - MDF budget available to support lead generation activities
  - Messaging support & Creative services
  - Partner Portal

NEW MDF PROCESS

- Automated process integrated with SFDC
- Launch – June, Q3 requests will go through the system
- Benefits
  - Visibility: Investments, activities, process status
  - Budget Management and Reporting – Improved allocation
  - Automated communications: status changes, reminders etc.
  - Streamlined process and Integrated with Salesforce.com
- Training guide and presentation available shortly for
  - Requests
  - Claim process

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CAMPAIGN KITS

- We have 4 campaign kits available (in the partner portal)
  - APTs,
  - Data Loss Prevention and Social Media
  - Social Media AUP Policy
  - Try Before you Buy!

- Each kit contains instructions and relevant collateral

- You can obviously pick & choose, copy & paste our content into your own marketing communications as well!

- Coming soon – competitive displacement kit (Blue Coat)

TELEMARKETING SCRIPT

- Websense telemarketing team

- We are in the process of developing a local, tailored telemarketing script to support your Websense call out activity

  – Enterprise script – short -> key objective is to set a face to face meeting

  – Mid market script – a little more detailed -> key objective is to qualify security needs based on the TRITON components and BANT qualification

- Ready for use by July

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ACCELERATE 2012: THE RACES

REVENUE RACES

- Largest single transaction closed
- Highest total value of transactions closed
- Highest number of individual transactions closed

OPPORTUNITY RACES

- Highest total value of net new customer opportunities accepted
- Highest number of individual net new customer opportunities accepted

ALL RACES RUN FROM 2ND APRIL UNTIL 30TH SEPTEMBER 2012

ACCELERATE 2012

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