

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


INFOS TECH

-  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

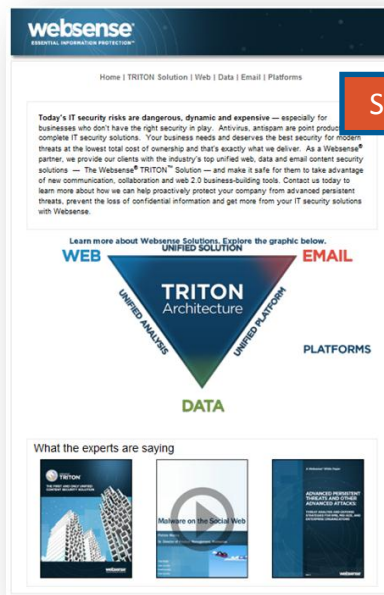


-  2012 Corporate Web Security Market Quadrant: Recognized Leader

What is Web Syndication?

websense

- 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

YOUR LOGO HERE
NO WIDER THAN 230 pixels
NO TALLER THAN 68 pixels

Discover what your peers think about data security, confidence levels and the latest cyber threats





Think divorce is stressful? Some believe it's nothing compared to the stress of managing confidential data.

Faced with the threat of modern malware and advanced data stealing attacks, some IT professionals have admitted that the stress of protecting company data is greater than that of getting a divorce, managing personal debt or being in a minor car accident.

Data breaches put jobs on the line

86% of IT professionals said their jobs would be in danger if a security incident were to occur.

[Read our Research](#) to find out what IT professionals have to say on confidence and confidential data. Find out more about today's cyber 'cons' and learn the most effective ways to keep your confidential data protected and your peace of mind intact.

One proactive approach to data breaches through social media is by implementing a Social Media Policy.

A Social Media AUP Toolkit will help you:

- Define acceptable use policy for employees across all content categories including social media, games, shopping, etc.
- Announce your new social media acceptable use policy to your employees
- Communicate social media risks, corporate policy and usage guidelines for your employees


» **Contact us to learn more and receive your FREE Social Media Policy Kit**

supported by **websense**
SEE MORE - SECURE MORE - DO MORE

Nobody in the world stops more threats

Instructions

Campaign Kit Instructions:
Data Loss and Social Media



Purpose	Audience
Generate interest in your company by providing security insights and tools to establish you as a trusted security advisor.	Prospective or current customers.

Best Practices	Contents
Send to targeted list	HTML Email
Develop a follow-up strategy by phone or email	Outlook Template
Know the messaging and collateral	Collateral
	socialmediapolicycampaignkit.zip
	readme-instructions.pdf

Use

This email is centered around Data Security research white paper collateral "Security Pros & Cons: IT Professionals on confidence, confidential data, and today's cyber-cons". The collateral will give you some insightful talking points to touch upon with your prospects. After informing them of the dangers, you can offer them a free Social Media Policy Kit to help establish a safer working environment, along with Websense products. Please reference the "Establish a Social Media Policy" (socialmediapolicycampaignkit.zip) Campaign Kit.

To use the HTML version, simply open it in your HTML editor, add your logo in the appropriate place, update content as noted below, and save. Then load the email in your email marketing tool and send.

To use the Outlook template, double-click the file and open in Microsoft Outlook. Add your logo, update content as noted below, and send.

Instructions






Subject Line:
"Discover what your peers think about data security"

Place your logo here no wider than 230 pixels and no higher than 68 pixels

Hyperlink to content. If you are hosting the kit yourself, update link as needed

Change this hyperlink to your contact address and/or phone number

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***

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

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

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