

ACCELERATING 2012



AGENDA



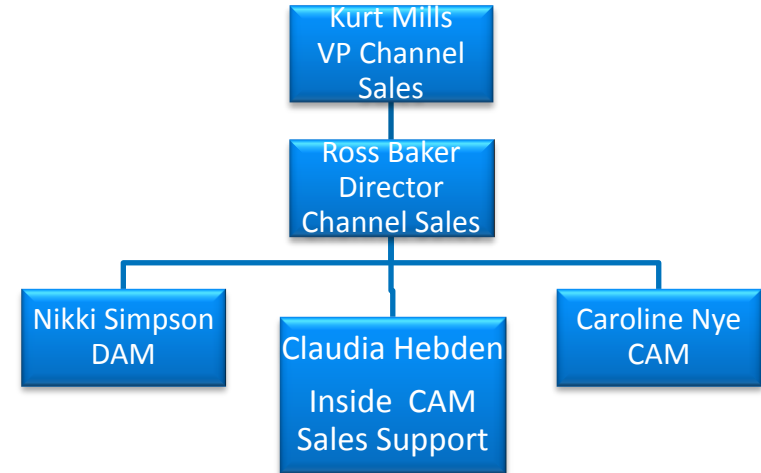
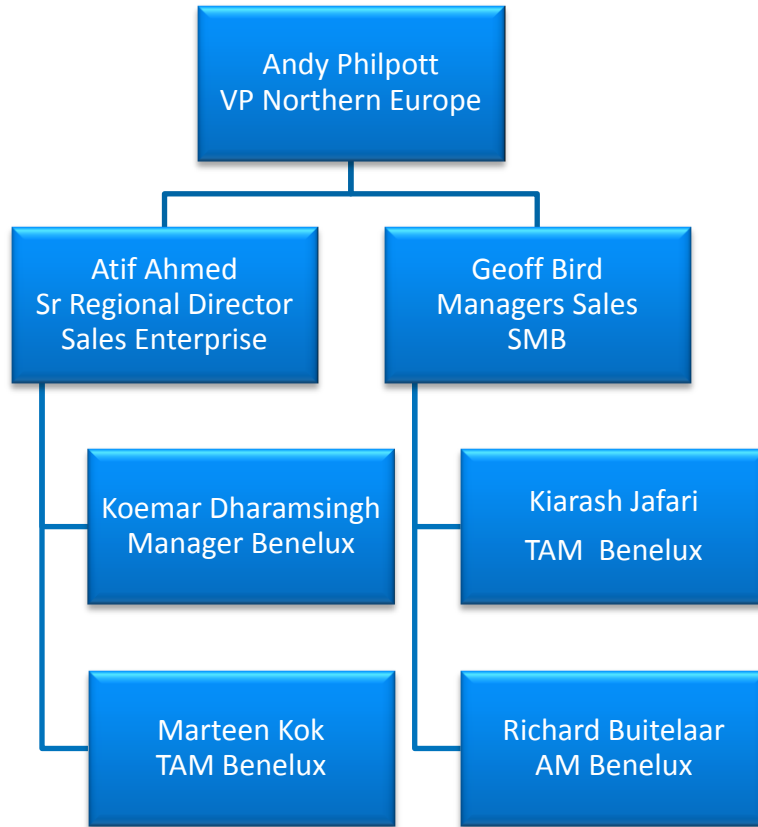
Welcome & Introductions

View from the Commercial world

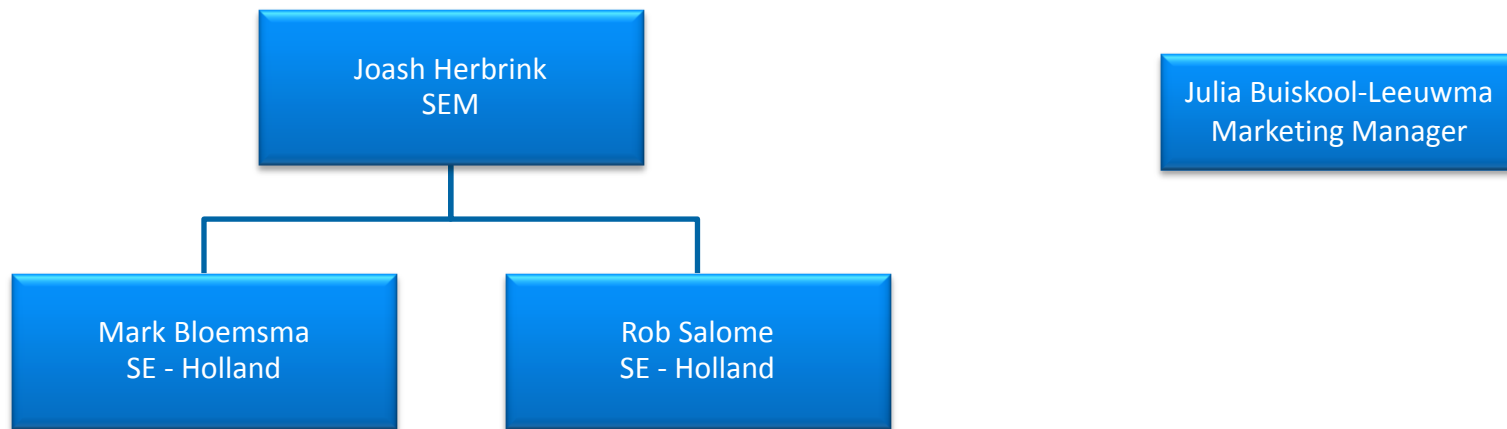
View from the Technical world

MEET THE TEAM





THE SE & MARKETING TEAM



WEBSense IN YOUR REGION

Not the best of starts 😊



WEBSense IN YOUR REGION.

- Established sales, marketing and presales team
- Previously very little channel support or focus from us
- Strong competition from other vendors
- However, we maintain a strong install base, make good numbers in a tough economic climate
- Websense is relevant
- Your support is vital

- Net New logo customers:
- Commission plans
- Marketing budget
- We have the products

- Customer Retention
- High and early
- Find your peer
- Incumbency
- Technical capability

- Upsell / Cross Sell
- Huge opportunity
- Old products?
- Deal registration
- Enablement

- Hosted / SaaS
- New plans & programs
- Its Cloudy

- There is more to Websense:
- ACE
- Threat Seeker
- TRITON

- The Market
 - Threat Reports
 - PR research
 - Cloud/mobile /social
 - Mobility risks
 - DLP



Financial Services



Healthcare - Insurance



Government



Technology



Telecommunications



Transportation



Manufacturing



Retail



Media



WEBSense UNIFIED CONTENT SECURITY EVOLUTION

websense

2007

2008

2009

2010

2011

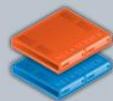
2012 and Beyond

DISCRETE PRODUCTS

UNIFIED ARCHITECTURE

UNIFIED SOLUTION

eXtending THE PLATFORM



websense
TRITON[™]
Unified Security



CLOUD



MOBILE



SCALE

At the end of ~~2010~~ **2011** WE HAD MORE THAN

~~2,600~~ **4,200** WSG TRITON CUSTOMERS

RESULTING IN:

50%

DLP
BILLINGS GROWTH

30%

CLOUD WEB
BILLINGS GROWTH

250%

HYBRID CLOUD
BILLINGS GROWTH

...AND GROWING

OVER

7,000

UNITS SOLD



Protection from:

- Mobile malware
- Malicious apps
- Phishing & scams
- Advanced malware
- Data theft



Control for:

- BYOD
- Enterprise devices
- Mobile DLP for email
- Web security & apps
- Compliance

Mobility is a hot topic!

websense®



Web security



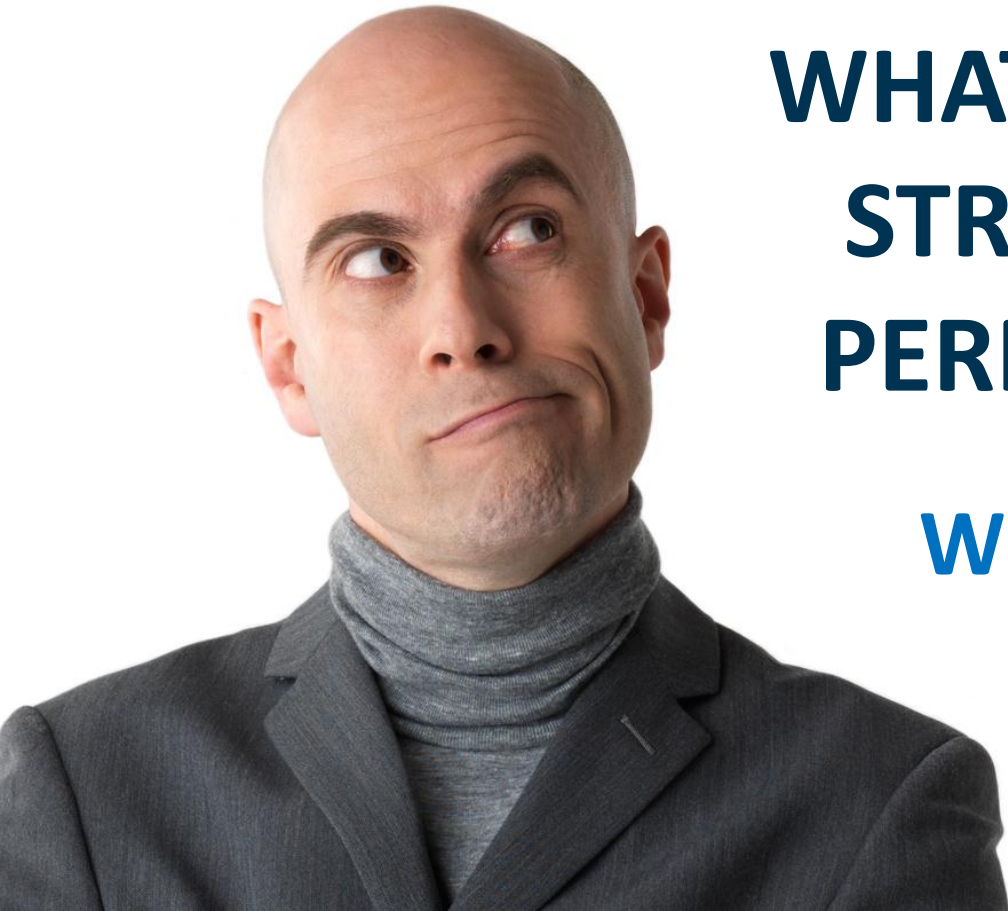
**Malicious app and
mobile malware protection**



MDM



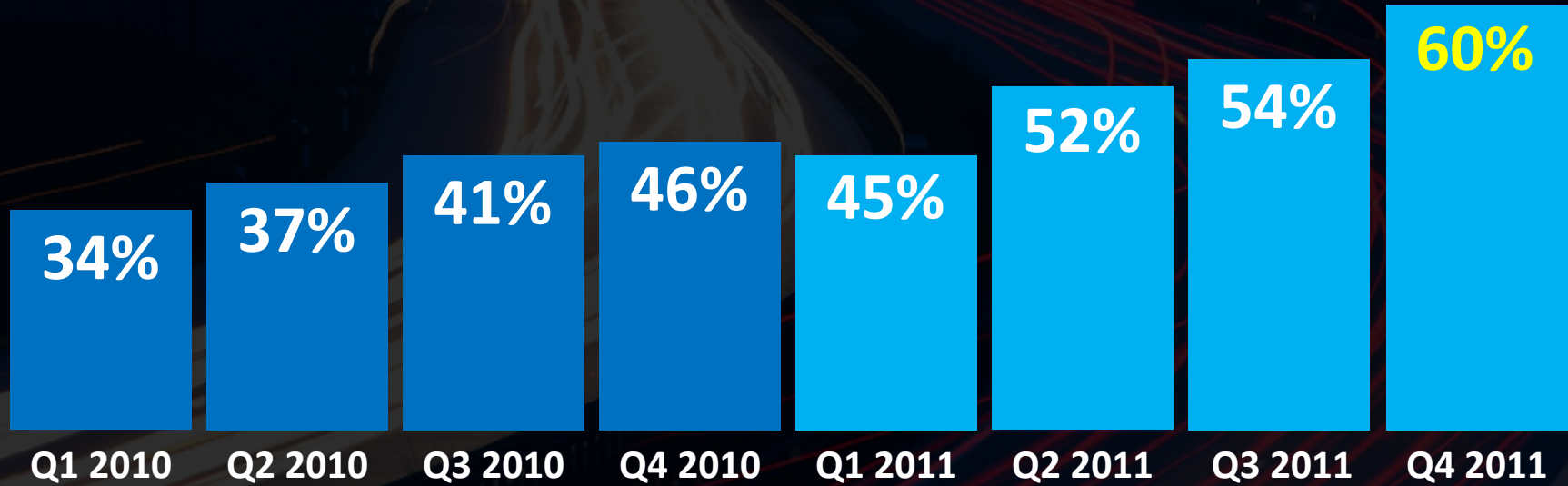
2012 IS WELL UNDER WAY...



WHAT DRIVES STRATEGIC PERFORMANCE?

Why are **We** doing
what **We** are doing?

WE KNOW HOW TO DO STRATEGIC TRITON UPGRADES



TRITON Billings As % Of Websense End User Total Billings

WE KNOW HOW TO DO STRATEGIC TRITON UPGRADES

- Customers have budget to upgrade
- Customer retention rates are moving up since TRITON is “stickier”
- Once they “buy-in”, customers upgrade more frequently
- Pricing and duration are stable
- Customers on old versions—there are so many of them!

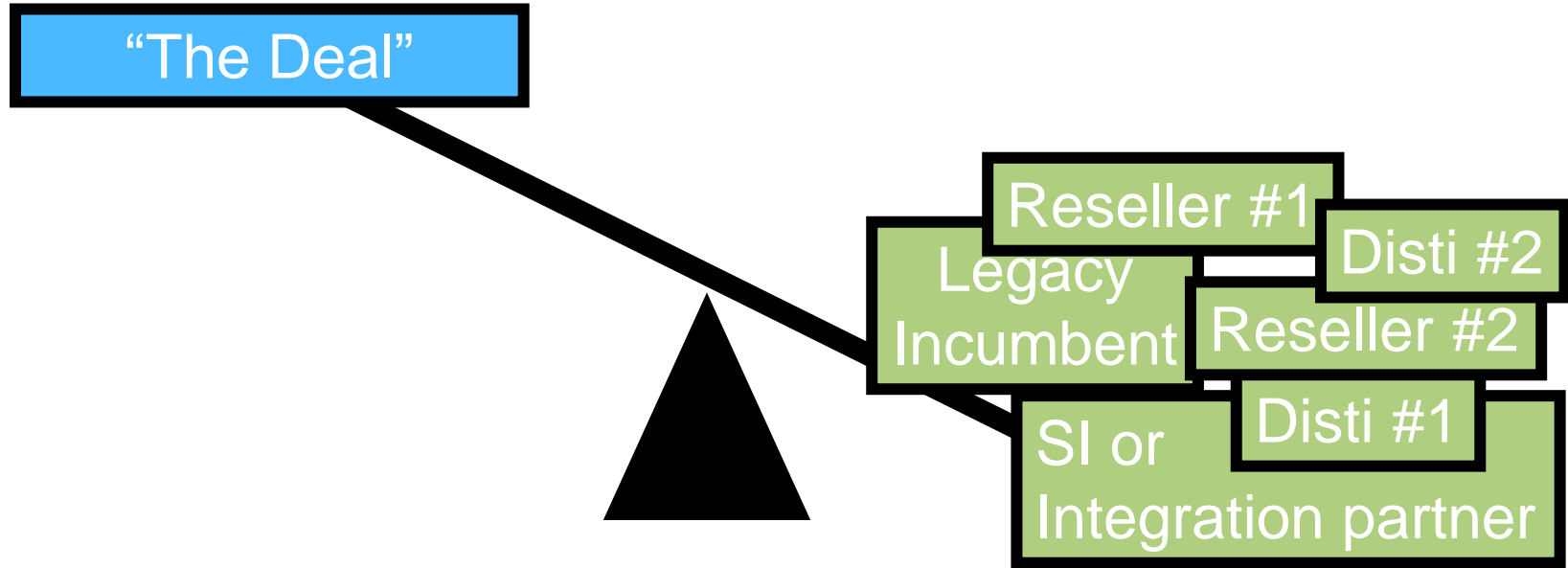
HOW DO WE “GET MORE” IN 2012?

**Build skills and relationships
to drive TRITON
competitive displacements
and
upgrades**

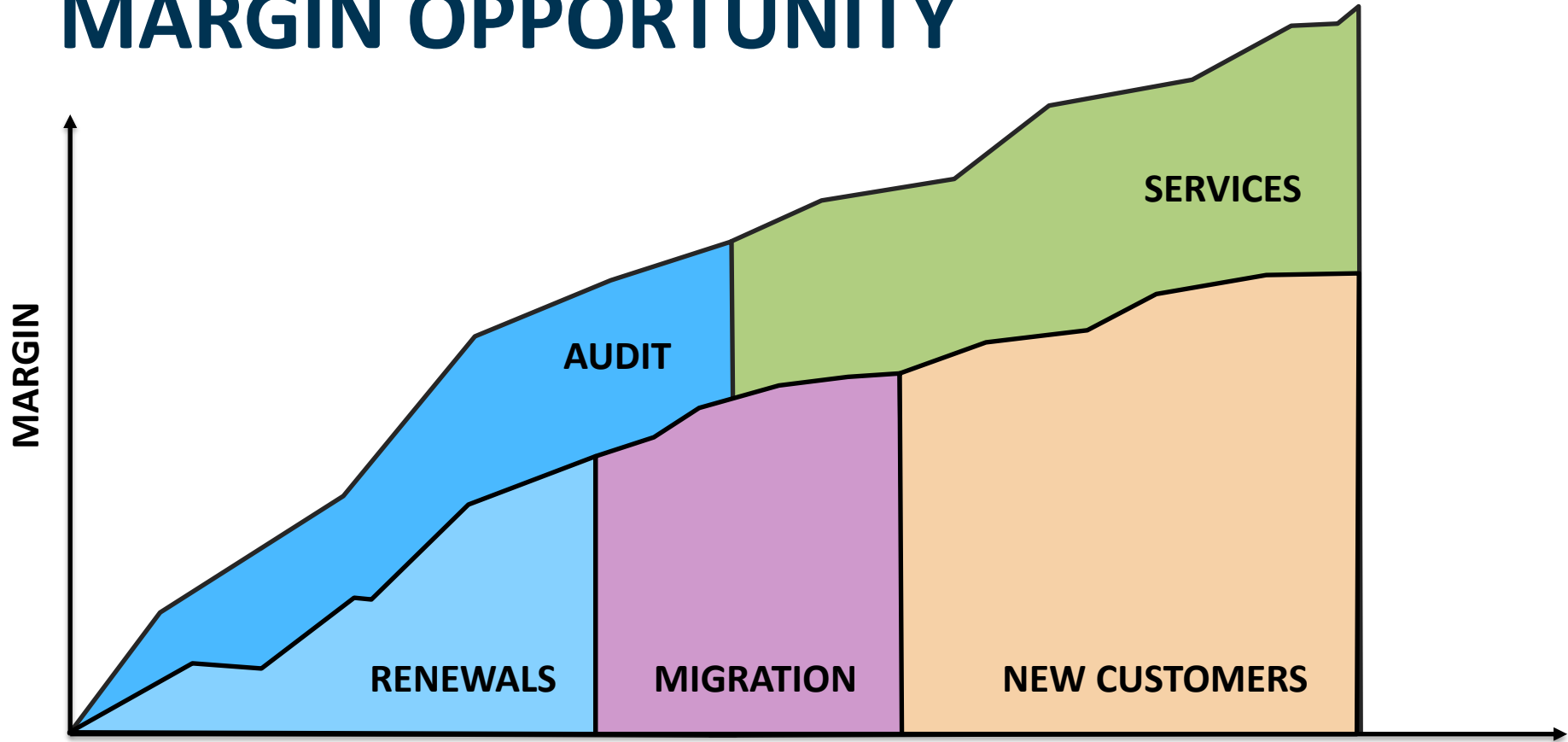
WHAT I SAW AND WHAT I CAN SEE...

- Multiple partners per deal

WHO DOES WEBSense BACK?



MARGIN OPPORTUNITY



Welcome

[My Company Profile](#)
[My Profile](#)
Channel Manager:

Welcome to Websense University

- [Log into Websense University Now](#)

Tools (EMEA)

- [Deal Registration](#)
- [Online Renewal Center](#)
- [Subscription Viewer](#)
- [Security Labs](#)
- [Hotfixes & Patches](#)

Recent Items


[New Channel Triton Launch Kit](#)

FOR UNIFIED CONTENT SECURITY

THINK WEBSense

TRITON Unified Content Security [learn more >](#)

v7.6 training is coming....
[learn more >](#)

Deal Registration Updates
[learn more >](#)

Websense TRITON™

[learn more >](#)

This is not your average security solution! The next generation of the Websense TRITON solution offers email security with enterprise-class data loss prevention (DLP) and a hybrid platform. Websense partners can also take advantage of three new TRITON solution packages that fit together to address your customers' security needs.

Available now, the Websense TRITON solution helps partners win more deals and upgrade existing customers to a unified, more powerful and cost-effective security solution. More information on the TRITON solution is [available here](#). Don't delay, start selling Websense TRITON today!

NEW PROMOTIONS*

[learn more >](#)

Web Filter to Web Security

quick links

[Contact Us >](#)
[Logging Support Cases >](#)
[Download the TRITON Olympian Brochure >](#)
[Download the Portal Guide >](#)
[Customer Subscriptions >](#)
[MyWebsense >](#)

Channel Newsletters

Review the regular channel update email newsletters from Websense
[Learn more.](#)

- Analysts Reports
- Ready made presentations
- Sales training
- Whitepapers
- Case Studies
- TM Scripts
- Competitive Info
- All available on the Websense Partner Portal via the Content tab
 - www.websense.com/partners

The screenshot displays the Websense Partner Portal interface. At the top, there's a navigation bar with tabs: Home, Sales, Marketing, Content (selected), Leads, Opportunities, Subscriptions, Reports, Documents, and Workspace. Below the navigation bar, the 'Content' section is active, showing a 'Search for Content' interface. On the left, a 'Filter Your Results' sidebar lists various categories like Product (7), Platform (3), Audience (5), Activity (4), Content Type (23), Sales Stage (6), Competitor (14), Sales Operations and ... (1), Featured Content (1), Tags (15), and File Formats (16). The main area shows search results for '2011 Corporate Sales Presentation Tool Kit', which is highlighted in yellow. Other results include 'Websense Intro for Partner Use - English - Mar11', 'New Channel Triton Launch Kit', 'Partner Training Deck - What is new in v7.6 - Feb11 - English', 'Competitive Battle Cards', 'Cisco Web Gateway Competitor Fact Sheet Q1-2011', 'Websense Leadership Validation by Analysts', 'Whitepaper: Securing The Social Enterprise', 'Presentations - ChannelConnect Febbraio 2011 Materiale Tecnico Comm', 'Telemarketing Call Script- Data Security Suite- Existing customers', 'Websense Solution Matrix', 'FAQ - Email Security Gateway Anywhere', 'Corporate PPT Presentation Template', 'UK&I DMR LAR 2011 Partner Requirements', 'In The Mail - Latest Edition - English', 'In the Mail - Return Of The Spam - January 2011 - English', and 'FAQ Protector available as Appliance'.

WHAT I SAW AND WHAT I CAN SEE...

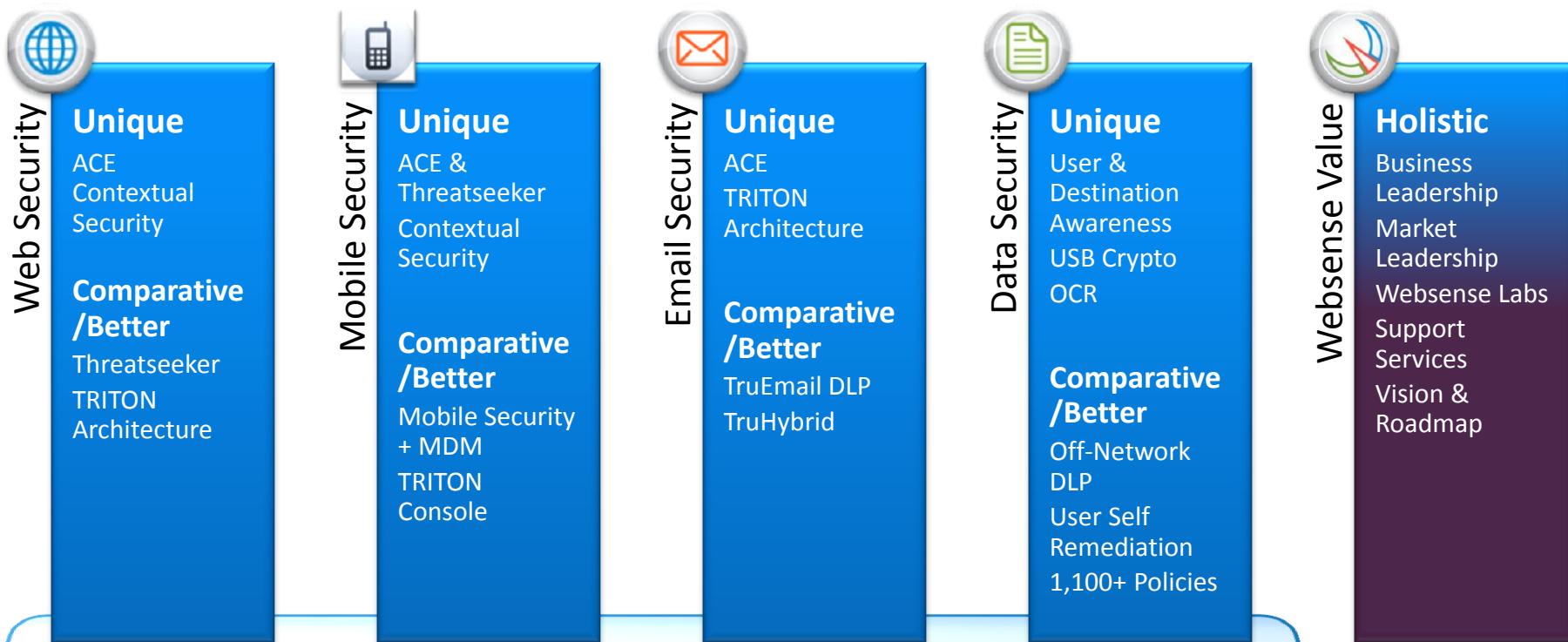
- Multiple partners per deal
- Customers still want to renew old technology
- Fail to plan, plan to fail.
- Engagement is OK, but it could be better
- It seems that you are open to re-engage
- We have well kept secrets...
- Technically capable partners are winning

My Top 5 goals

- #5 Update you.....
- #4 Protect you and your margin
- #3 Make Websense a priority for you
- #2 Invest in technical value-add
- #1 Focus on new business, whilst retaining existing customers

Its not just url filtering anymore.....

websense®



websense®
TRITON™

Unified Architecture, Security Intelligence, Console, Policy & Reporting