



# WebSense ChannelConnect Global Partner Program Overview

Empowering Partners with the  
Best Security for Modern Threats

# Team with Websense for success in the security market

The Websense® ChannelConnect™ Global Partner Program was designed to grow reseller revenue in the Web security, data security, and email security markets. The ChannelConnect Partner Program provides the infrastructure, tools, resources, and support ChannelConnect Partners need to drive security-related revenue and increase profitability. This enhanced program also makes it easier to do business with us, identify customer opportunities, and sell and support Websense solutions. The program provides a framework that enables ChannelConnect Partners to create and manage opportunities through such tools as lead distribution, deal registration, referral registration, and pipeline management — all from the centralized, secure ChannelConnect Partner Portal.

The ChannelConnect Global Partner Program is designed to nurture profitable partner relationships based on seven guiding principals:

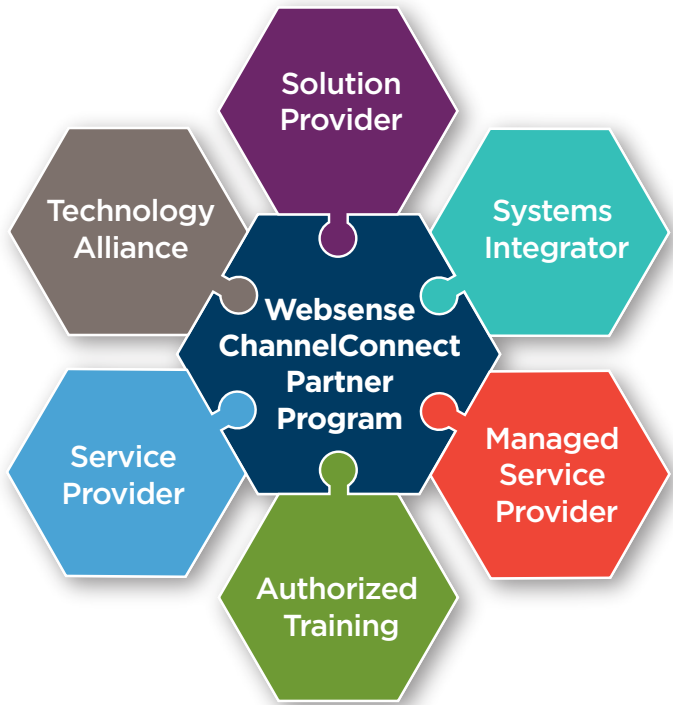
- Enable ChannelConnect Partners to sell our products and services.
- Build efficient processes to make it easier to do business.
- Reward results and foster growth.
- Provide thought leadership through technology innovation.
- Create momentum through creative, demand-generating campaigns.
- Respond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

## Our Mission

Websense is committed to supporting its ChannelConnect Partners worldwide. We are dedicated to creating new business opportunities in the security market-place and to increasing our ChannelConnect Partners' profitability. To support this commitment, Websense has designed the Websense ChannelConnect Global Partner Program as a single unified program to simplify and streamline operations and make doing business with Websense easier than ever.

## ChannelConnect Partner Types

The Websense ChannelConnect Global Partner Program is designed to meet the needs of our various growing partner communities and address innovative routes to market as new ChannelConnect Partner types emerge. We empower Websense Partners through a unique and efficient approach to business that balances profitability, go-to-market strategies, and customer satisfaction.



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

**Solution Provider Partners** are sales oriented and technically sophisticated channel resellers that 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).



“Websense is committed to the ongoing success of our ChannelConnect 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.”

**Erin Malone**  
Senior Director, Worldwide Channel Programs and Operations, Websense, Inc.





“With these new announcements, we have found that the Websense channel 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 new margin enhancements certainly increase our profit potential and demonstrate just how serious Websense is about working as a partnership to build upon our joint success.”

**Steve Russell Pool**  
Sales Director  
2E2 (Based in the U.K.)

**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. They can help customers to focus on their core business goals by providing additional security expertise and resources.

**Authorized Training Partners** are a global network of training providers ready to deliver superior classroom training on Websense products. Their 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 ChannelConnect Partners gain immediate access to solutions, offerings, and program benefits that help grow industry knowledge and win in the market-place. The ChannelConnect Global Partner Program is designed to help maximize partner relationships with Websense and provides specialized attention through:

- **ChannelConnect Partner Support:** Providing immediate access to Websense resources you need, when you need them.
- **Technical Support:** Providing 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.

## ChannelConnect Partner Support

Websense offers a variety of sales and technical support options. Whether it is a channel account manager in the field or inside sales support, there is always a resource available to support our ChannelConnect Partners. Websense is committed to strong, interactive communications with our ChannelConnect Partners. ChannelConnect Partners have secure access to the Partner Portal where all sales and marketing support materials, competitive information, and relevant channel tools are available. Websense provides regular security alerts, product updates, newsletters, and webinars to ensure ChannelConnect 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 professional customer experience. Websense technical support delivers a tiered support service for our customers and ChannelConnect 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 help our partners have 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 and business planning, lead distribution, competitive analysis, and sales training.

## Training and Education

Websense offers free sales and technical training, designed to 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 ChannelConnect Partners to differentiate their services to customers, build credibility, and demonstrate the 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, ChannelConnect Partners can take advantage of a variety of marketing programs to drive more sales opportunities. Marketing support is offered to all ChannelConnect Partners according to the tiers shown below.



“The Websense ChannelConnect 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



“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

## North American Solution Provider 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			
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) (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	•	•	•
Guru on the Go On-Demand Sales Training	•	•	•
Quarterly Training Updates	•	•	•
Monthly Technical Partner Webinars	•	•	•
Partner Enablement Toolkits	•	•	•
Product Sales and Technical Jumpstart Tools	•	•	•

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

Competencies			
Websense SALES	3	2	1
Web Security			
Data Security			
Email Security			
Security-as-a-Service (SaaS)			
Websense TECHNICAL	3	2	1
Web Security			
Data Security			
Email Security			
Security-as-a-Service (SaaS)			

Commitment			
Annual Websense Business Plan	•	•	
Annual Qualification	•	•	•

Coverage			
National	•	•	
Regional	•	•	•
Local	•	•	•

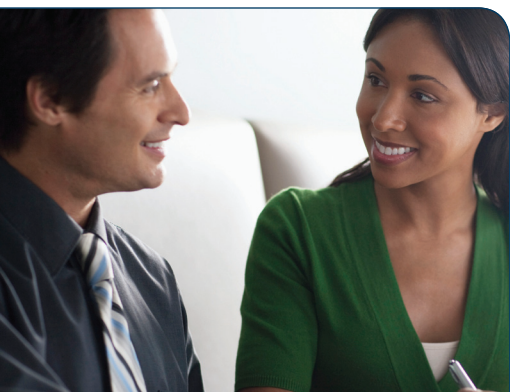
\* Certain program offerings are modified for the LAR/DMR solution provider partners as communicated by the Websense channel account manager.



“Websense is committed to doing right by its channel partners and continues to invest in programs, resources, and incentives that drive partner loyalty. Over the last several months, we’ve seen a number of enhancements to the ChannelConnect Global Partner Program and Partner Portal. These programs are designed to increase profitability with Websense products; reward our success; and increase sales, marketing, and services potential.”

**Dan Wilson**  
VP of Partner Alliances  
Accuvant, Inc.





“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

### Our Commitment to You

As a member of the Websense ChannelConnect Global Partner Program, you will benefit from competitive margins, service offerings, and a powerful marketing engine that will drive customer demand. Throughout the organization — from our senior management team to our sales, marketing, and technical support staff — Websense is dedicated to building profitable relationships, growing your business, and providing value to both you and your customers. ChannelConnect Partners are an extension of our team and the key element at the core of the Websense market strategy.

### ChannelConnect Partnership Tiers

The ChannelConnect 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. ChannelConnect 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.



#### Platinum ChannelConnect Partner

Websense Platinum ChannelConnect Partner status represents our highest

level of reseller certification. It is reserved for ChannelConnect Partners who have made a significant commitment to actively sell Websense solutions and maintain a well-trained sales force. Platinum ChannelConnect 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 channel account managers, and renewal protection subject to the current renewal protection guidelines.



#### Gold ChannelConnect Partner

The Websense Gold ChannelConnect Partner status requires a good under-

standing of how to sell and support Websense products. It reflects and rewards a commitment to business success and technical competence. Gold ChannelConnect Partners have a complementary business strategy, strong Websense product expertise, and enjoy benefits such as an inside channel account manager, participation in beta programs, and lead referrals.



#### Silver ChannelConnect Partner

Websense Silver ChannelConnect Partners demonstrate the technical competence to

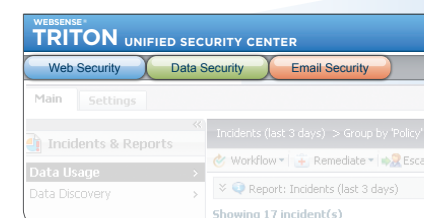
sell Websense solutions. These ChannelConnect Partners are required to receive technical training or certification at the minimum level. Silver ChannelConnect Partners enjoy benefits such as deal and referral registration.

## The Websense TRITON™ Advantage

In today's age of sophisticated blended attacks and other advanced persistent threats (APT), your customers need the best security to protect their sensitive data and maintain workflow, while taking advantage of the benefits new technologies provide. The Websense TRITON™ solution enables you to meet this critical customer need. It is the first and only solution to combine market-leading Web, email, and data security technologies in a unified architecture. With the TRITON solution, your customers receive the best protection against modern threats at the lowest total cost of ownership. This provides you, our partner, with a significant advantage and differentiates you from competitors.

With the TRITON solution, your customers benefit from the market's leading content security technology that offers a host of one-of-a-kind capabilities. Websense TruHybrid™ deployment, for example, unifies deployment of high-performance appliances at a corporate headquarters with Security-as-a-Service (SaaS) at branch and remote offices. Websense TruWeb DLP™ provides enterprise-class data loss prevention for the Web. These unique capabilities deliver superior value to customers. They are combined into a single management console within the TRITON solution to further reduce TCO, increase visibility and control, and extend security coverage across the organization.

The unified content security offered by the TRITON solution is the antidote to the higher costs associated with legacy point security solutions and to customers' growing needs for security from modern threats. Shifting, rapidly evolving security threats demand additional software, hardware, and infrastructure investments adding additional layers of cost and complexity. A unified content security solution addresses these challenges. The TRITON solution gives your customers greater value and enables collaboration, consolidation, and innovation without sacrificing security. As a Websense ChannelConnect partner, you, in turn, benefit from the greater opportunities it presents.



“TRITON represents a game-changing security solution for Websense and its channel 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 the new Websense TruHybrid™ deployment and 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

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.

"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.

# Websense Portfolio of Solutions

## 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 Monitor** provides monitoring of internal and external communications giving visibility into confidential communications, simplifying compliance and governance auditing, and measuring and mitigating risk.

**Websense Data Protect** provides built-in, automated policy enforcement to secure who and what go where and how.

**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 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 V5000 G2 V-Series and Websense V10000 G2 V-Series Appliances

## 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. The Websense V10000™ appliance is well suited for headquarters and large branch office deployments.

**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.



"With the general availability of Websense Web Security Gateway Anywhere, and the upcoming V5000, Websense has widened its leadership in the content security market, making it even easier for customers to protect their essential information. We anticipate significant interest in both products in the coming year."

**Gordon Shevlin**  
Executive Vice President,  
Fishnet Security

<b>Websense, Inc.</b> San Diego, CA USA tel 800 723 1166 tel 858 320 8000 www.websense.com	<b>Websense UK Ltd.</b> Reading, Berkshire UK tel 0118 938 8600 fax 0118 938 8697 www.websense.co.uk
--	--

<b>Australia</b> websense.com.au	<b>Italy</b> websense.it
<b>Brazil</b> websense.com/brasil	<b>Japan</b> websense.jp
<b>Colombia</b> websense.com/latam	<b>Malaysia</b> websense.com
<b>France</b> websense.fr	<b>Mexico</b> websense.com/latam
<b>Germany</b> websense.de	<b>PRC</b> prc.websense.com
<b>Hong Kong</b> websense.cn	<b>Singapore</b> websense.com
<b>India</b> websense.com	<b>Spain</b> websense.com.es
<b>Ireland</b> websense.co.uk	<b>Taiwan</b> websense.cn
<b>Israel</b> websense.com	<b>UAE</b> websense.com

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

© 2010 Websense, Inc. All rights reserved. Websense is a registered trademark of Websense, Inc., in the United States and certain international markets. Websense has numerous other registered and unregistered trademarks in the United States and internationally. All other trademarks are the property of their respective owner. 06.15.10

\*CAGR is compound annual growth rate.



## ABOUT WEBSense

Websense, Inc. (NASDAQ: WBSN), a global leader in integrated Web, data, and email security solutions, provides unified content security for approximately 40,000 organizations worldwide. Distributed through its global network of channel partners, Websense solutions help organizations block malicious code, prevent the loss of confidential information, and enforce Internet use and security policies.

For more information, visit [www.websense.com](http://www.websense.com), or call our Partner Hotline (866)878-2345.