



(June 7 2004)

“MailFrontier is serious about its channel strategy and this is reflected in its VAR partner program. It supports large enterprise sales not only with a rich product suite, but also with programs that drive leads to VAR partners.”

- Robert C. DeMarzo,
Vice President/
Editorial Director
VARBusiness

Our Mission

MailFrontier is an email security company trusted by individuals and organizations to protect their email from spam, virus, phishing fraud, and other dangerous and costly email threats.

MailFrontier Advantage

At a time when the threat of unwanted email continues to grow and remain a moving target, MailFrontier provides the only email security solution that promises to be:

- **Effective: MailFrontier stops 98 percent of unwanted email.**
Only MailFrontier uses a variety of independent techniques to cross analyze *all* the message attributes that set unwanted email apart from legitimate email. These techniques enable MailFrontier to make definitive judgments, giving you maximum protection from spam, virus, fraud and other existing threats, blended threats and new threats as they emerge.
- **Easy: MailFrontier requires just 10 minutes a week of your time.**
Only MailFrontier gives you control *and* effortless management. MailFrontier is easy to install and requires just 10 minutes a week to manage. Once installed, MailFrontier provides detailed reports that help you respond quickly to threats with minimum management. IT makes the decisions and MailFrontier automatically implements them and tracks their effectiveness, ensuring a high degree of flexibility and a low total cost of ownership.
- **A Step Ahead: MailFrontier continues to evolve its technology and its techniques to stop emerging threats.**
Only MailFrontier has the 500,000-user SMART Network™ automatically engaged in detecting new threats to your organization. The SMART Network combined with our leading technology means that MailFrontier is effective the moment you deploy it and stays effective as threats change. It also ensures that you have equal access to the most advanced email threat management techniques regardless of your organization’s size or stage of growth.

Program Overview

The MailFrontier Channel Program is designed for enterprise-class channel partners with expertise in email and security solutions and services. Our program offers partners assistance to effectively market, sell, and support MailFrontier email security solutions in the areas of product competency, demand generation, sales support, and delivery of a complete MailFrontier email security solution. The program also includes:

- Dedicated channel sales, marketing & technical support resources to help ensure your success
- Competitive margins, with incentives for service, support, & sales volume
- Products designed to maximize your services revenue, while minimizing your labor expenses
- Opportunity registration program to keep your deals secure

There are two categories for Channel Partners, which are based on annual MailFrontier revenue. A minimum annual attainment of MailFrontier revenue applies to each partnership category:

- Associate Partner: \$40,000+ per year (USD)
- Premier Partner: \$250,000+ per year (USD)

MailFrontier revenue must be attained from procurement through MailFrontier. Each progressive program level offers additional benefits. New Channel Partners are assigned to the base level of Associate. Partners can move up program levels quarterly, and are re-evaluated on an annual basis according to the MailFrontier fiscal year.

Program Requirements

In order to purchase MailFrontier products, and to be eligible for MailFrontier Channel Program benefits, partners must have an approved credit application on file with MailFrontier, and be under a current MailFrontier Reseller Agreement. Potential partners can submit a partner profile for approval at www.MailFrontier.com under the "Partners" section.

All Channel Partners are expected to:

- Demonstrate added value to end user customers and prospects
- Invest in MailFrontier skills development
- Have at least one MailFrontier trained system engineer on staff per office
- Provide installation and first-tier technical support services
- Engage in end-user customer demand-generation activities
- Have product demonstration capabilities

MailFrontier Channel Partner Program Highlights

To help reach our mutual business goals, we will support all channel partners at all program levels with a multitude of benefits that include high margins, innovative SPIFs, information, resources, and tools designed specifically to help you effectively market and sell MailFrontier email security solutions. With no product inventory or initial dollar investment, our winning-program is designed to help you retain your margins and increase your sales. Each program level offers additional benefits.

Contact Information

Phone (650) 461-7500
Sales Hotline 866-3NO-SPAM
Fax (650) 461-7501

Address MailFrontier
1841 Page Mill Rd.
Palo Alto, CA 94304

MailFrontier offers all Channel Partners access to:

Training & Certification

- No-charge, internal use demonstration software
- Fees waived on technical trainings

Pre-Sales & Technical Support

- End-user evaluation software
- Sales presentations & product collateral
- Email & web-based technical support

Sales & Marketing Support

- Access to the Partner Resource Center
- Availability to marketing materials, sales tools, images & information
- Monthly communications: MailFrontier Insider e-newsletter

Channel Commitment

- Program structured to avoid channel conflict