

NORTH AMERICA

Global Partner Program

**POWERED BY
PHENOMENAL**



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Designed for Your Success

As your technology stack grows, so does the challenge of managing a diverse set of vendors. Why not simplify and partner with a vendor that has you covered on multiple fronts?

With AppRiver, you have the power to provide your customers with the best-in-class productivity, resiliency, and compliance tools your customers demand. The AppRiver partner platform is purpose-built to help you consolidate sourcing, streamline service delivery, reduce support hours, and increase customer opportunities and margin.

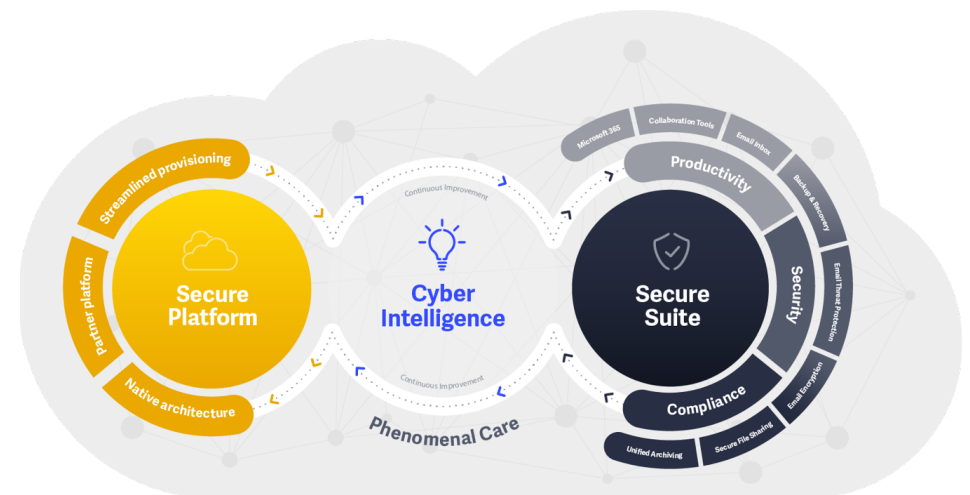


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Partner Types

Referral Agents & Advisors

Agents enjoy the only program in the industry that allows them to scale their commissions as they grow. AppRiver provides the billing and support direct to the customer. No administrative burden and no financial investment required.

MSPs & VARs

Resellers gain access to benefits designed to help them grow their businesses. MSP's who work with us bill and provide first- tier customer support for their customers. Our VAR partners bill their customers while AppRiver provides the support. In all cases our services are backed by our industry leading Phenomenal support.



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Partner Tiers

STANDARD	ASSOCIATE	PROFESSIONAL	EXECUTIVE
<ul style="list-style-type: none"> • Masterclass* • MPN Updates • Demand Automation <ul style="list-style-type: none"> – Co-branded Collateral – Case Studies – Sales Presentations – And more! • Security Audit Tool • PSA Integrations • Incumbent Protection • Partner Communities 	<p><i>Everything in the Standard benefits plus:</i></p> <ul style="list-style-type: none"> • Co-selling 	<p><i>Everything in the Associate benefits plus:</i></p> <ul style="list-style-type: none"> • MDF Opportunities • Dedicated Channel Account Manager 	<p><i>Everything in the Professional benefits plus:</i></p> <ul style="list-style-type: none"> • MPN Consultation • Quarterly Executive Access • Lead Referrals • Not For Resale (NFR) Program

* **What is a Masterclass? It's where we share our secret sauce. First two ingredients: experience and determination.**

- Exclusive content for our partners built by industry experts
- Help Partners sell and market their own services more effectively
- Enable Partners to outperform their peers
- Promote thought leadership and benefits for all AppRiver Partners
- And more...

The benefit is immediate.

All AppRiver Partners also have access to Partner Power, our one-stop-shop for Partner benefits!

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Diamond Elite

» VIP Marketing Consultation

» VIP Support

» Annual Business Analysis

» AppRiver Pack

PLUS:

- Co-Selling
- Dedicated Channel Account Manager
- Incumbent Protection
- Lead Referrals
- Masterclass
- MDF Opportunities
- MPN Consultation
- Not For Resale (NFR) Program
- Partner Communities
- PSA Integrations
- Quarterly Executive Access
- Security Audit Tool

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Annual Business Analysis

A collaboration with Service Leadership, Inc. to provide financial analysis across 17 different metrics. Helps partners identify gaps and competencies while comparing their businesses to thousands across the industry.

Co-Selling

Our knowledge around Security, Productivity, and Compliance are second to none. From complex sales motions to simple product demos our teams work hand-in-hand with our partners throughout the sales cycle.

Dedicated Channel Account Manager

Whether it's helping a partner team uncover new positioning methods or working with executives on go-to-market strategy, our CAMs are dedicated to their partner's growth.

Incumbent Protection

Our goal is to support the incumbent partner at renewal time.

Lead Referrals

As a channel first company, we pride ourselves on landing opportunities with our partners at every possible opportunity.

MDF Opportunities

Partners looking to grow their business need vendors who are committed to helping them do so. We work with our partners to create marketing plans that drive more deals.

MPN Consultation

You will receive quarterly briefings regarding changes to the Microsoft Partner Network (MPN) program, along with tips to make the most of your Microsoft relationship. If you are one of our most committed partners, you will receive 1-on-1 consulting to teach you how to take advantage of MPN incentive programs.

Masterclass

This isn't sales enablement; this is business enablement. We provide the instructors (leaders from across the industry). We provide the coursework (Bundling Strategies, Go To Market Planning, Digital Marketing, Sales Techniques, Closing training, and more). Our partners grow.

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Program Benefits *(continued)*

Not For Resale (NFR) Program

We are adding a custom-tailored (per partner) approach to NFR. You will be able to take advantage of AppRiver licenses to help protect your business.

Partner Communities

Whether it's discussing business opportunities with partners in other states or working with peers to build more effective proposals, our partners work together in the AppRiver Partner Community.

PSA Integrations

We're committed to helping our partners drive efficiencies throughout their organization. This starts with integrations with two of the leading PSAs - ConnectWise and AutoTask. But it doesn't end there. Stay tuned for more to come.

Quarterly Executive Access

Our top partners get face time once a quarter with our executive team. During a private session, they can examine the roadmap, gain insight and provide feedback into the direction of the company.

Security Audit Tool

This is the tool for partners who sell Microsoft 365 but need help in differentiating themselves or highlighting their value to their clients/prospects while providing security awareness.

VIP Marketing Consultation

A modern day interpretation of lead generation. We dedicate an expert from our team to work with the partner to build digital and social media marketing campaigns.

VIP Support

An evolution of our Phenomenal Support. Our most committed partners' calls and tickets are monitored by leadership to enable a proactive approach to solving problems.

AppRiver Pack

A competition for the ages. Ask your CAM for information about this sales incentive.

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Partnership Simplified

The Cloud-enabled Advantage

AppRiver solutions target the pain points your customers are experiencing—and bring added value to your market position as their trusted provider.

The Local Handshake

Trust isn't built overnight, but the Global Partner Program helps you build stronger customer relationships. We offer phenomenal capabilities to partners of all sizes, giving you the power to continue as the trusted provider they want and need.

Powered by Phenomenal...

...is more than a tagline. It's our guarantee that your efficiency and security is our priority and that your Partner success is strictly intentional.



We help businesses of all sizes improve productivity with responsive tools, secure the business from cyber threats and challenges, and establish a safe and compliant workplace — all manageable with our integrated Secure Cloud platform that is easy to configure and optimize. And everything is delivered with Phenomenal Care, our guarantee of a seamless experience that frees up your IT team for the more important things. Start your cyber transformation today with AppRiver.

To become a partner and grow with AppRiver learn more [here](#). You can also reach one of our experts at partnerpower@appriver.com.

