

CONNECTWISE

PARTNER PROGRAM

Everything you need to
build and grow a successful
cybersecurity practice.



Protect your clients' critical
assets and infrastructure

Your clients depend on you to keep their critical assets secure and business running

Organizations of all kinds depend on you for services that improve their operational efficiencies and brighten financial outcomes—and increasingly, to protect their critical assets and infrastructure from cyber threats lurking in the shadows. As cyberattacks continue to rise and fewer organizations feel confident in their ability to defend against them, your role as a provider of cybersecurity services will be essential to the trust and confidence your clients place in you, and the value you deliver to their business.

Yet, keeping pace with the chaos of rapidly evolving cyber threats, the tools and process of defense, and the expertise to make sense of it all can be challenging:

- + What mix of solutions?
- + How much knowledge and staff is required?
- + How much investment is needed?
- + Am I missing opportunities for growth?
- + What does success look like? Failure?

61% of SMBs feel they lack the ability to manage security

* Vanson Bourne Research Report, 2021
Cybersecurity in an Era of Competing Priorities:
The Critical Crossroads for MSPs

Everything you need to build and grow a successful cybersecurity practice

Yes—building a successful cyber practice can be challenging, but you are not alone. Many successful practices began right where you are today, and ConnectWise is here to help!

"ConnectWise has been a big part of our cybersecurity journey. We've taken full advantage of all products and services such as Perch, and it's been exciting to share my knowledge and experience with others."

Chris Loehr
EVP & CTO, Solis Security

"We see the demand for cybersecurity services as a growth opportunity for PC Portal that will continue to evolve, both for our business and the people we work with."

Joe Hynes
Founder, PC Portal

"Cybersecurity was not our top priority when we began, but as security risks to our clients became more prevalent, it became the main focus of our business. It's something we talk to our clients about every day."

Kris Nehring
CEO, Nehring Technologies

"The ConnectWise marketing readiness framework was a game changer for our cybersecurity go-to-market process. We were able to quickly build out customer-facing materials, which resonated with our target market."

Jackie Edwards
Director of Marketing, RMM Solutions

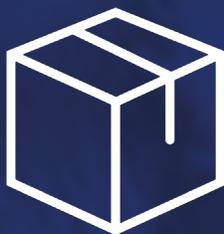
Let's do this together!

No matter where you are in your cyber journey—whether solving for a specific technology challenge or use case requirement—ConnectWise and The IT Nation community of peers and experts are here to help. Your access to educational resources, in-depth training, and community-based events will deepen your knowledge and expertise. When combined with security solutions designed to do more with less, you'll have everything you need to improve your clients' security outcomes and fuel your business for ongoing success.



Build

Prepare your operational foundation



Launch

Ready your go-to-market and rollout your offering



Learn & Grow

Deepen your cyber expertise and credentials

The ConnectWise Partner Program is flexible. All partners are eligible to join the ConnectWise Partner Program at the Registered level. You can opt to join as a Registered partner and develop your offering at your own pace, or as an Accelerate partner where you will work with a partner development manager (PDM) who will guide and support your efforts through designed business journeys.

Registered Level

Access to self-serve Partner Portal, which includes:

- + Content-rich toolkits complete with brandable marketing and sales assets and on-demand videos for events and awareness
- + Robust marketing automation platform with ready-to-go campaigns
- + Business-building best practices, including how to price and bundle cybersecurity solutions



Accelerate Level**

Dedicated partner development manager (PDM)

- + PDM support for identification and qualification of opportunities, and lead generation and awareness
- + Sales support for registered opportunities, including pre-sales resources
- + Resources to help support implementations; guidance as you grow your practice
- + Designated marketing concierge to support demand generation
- + Access to market development funds (MDF) and cooperative (co-op) marketing funds to support lead generation
- + Complimentary IT Nation Certify Sales and Engineering training and certifications
- + Complimentary virtual passes to IT Nation Secure conferences

**Additional eligibility requirements apply; please speak to your account manager for more details.

The need for security is clear. Your opportunity is now!

BUILD A SUSTAINABLE CYBERSECURITY PRACTICE

ConnectWise people, tools, and resources will help you build your infrastructure and execute your go-to-market, while training and certifications will deepen your expertise. Your clients will become more secure, and your practice ready to grow at the pace that's right for you.

EXPAND CLIENT RELATIONSHIPS AND ATTRACT NEW BUSINESS

ConnectWise will help amplify your sales and marketing engines. With out-of-box GTM campaigns and lead generation tools, including white label materials such as blog posts and solution content, you'll expand awareness and drive pipeline growth.

GROW RECURRING REVENUE

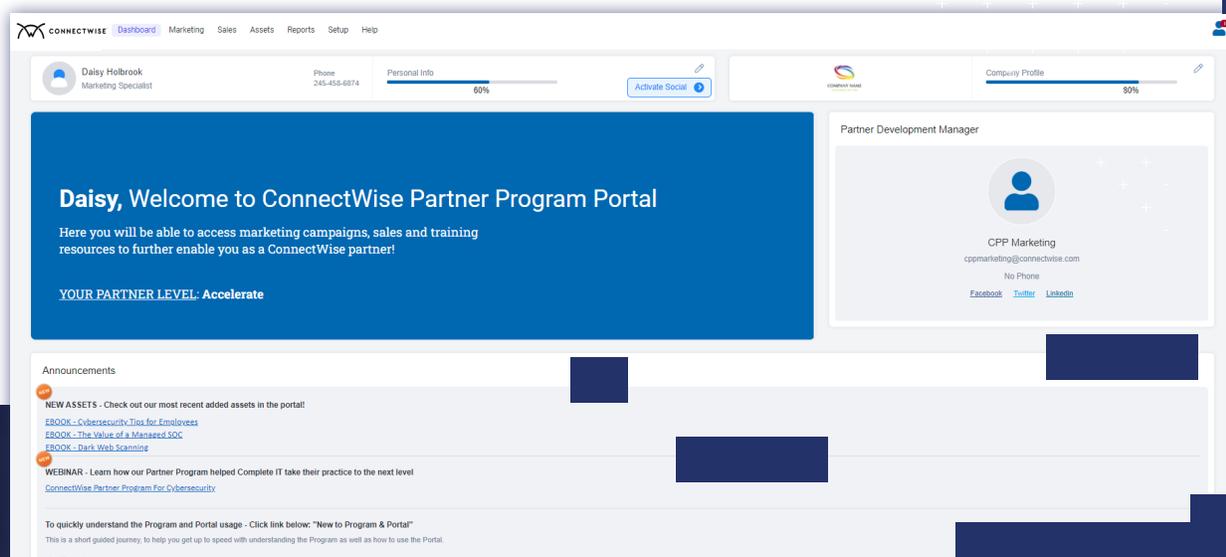
ConnectWise is invested in helping you exceed your revenue goals and establish long-term profitability. Together, we'll plan your solution growth and action plans necessary to offer additional services that strengthen client security while expanding opportunities.

DELIVER VALUE TO YOUR CLIENTS

As cyberattacks continue to rise and fewer organizations feel confident in their ability to defend against them, your role as a provider of cybersecurity services will be essential to the ongoing trust and confidence your clients place in you and the value you deliver to their business. Do so with confidence!

Let's get started! All things cyber at your fingertips

The ConnectWise Partner Portal is your one-stop-shop for access to a diverse portfolio of education and training, certifications, materials for campaigns and lead generation efforts, along with white-label assets from blogs to solution briefs.



For more information or to learn how to register for the ConnectWise Partner Program, visit us at ConnectWise.com/PartnerProgram!