



# Channel Partner Program

Building Secure Partnerships



## Why Partner with Zix?

At Zix, we respect our customers and partners, keep our promises and constantly strive to make email security simple and better every day. Not only do we focus on keeping emails safe and sound with industry-leading security solutions, we're dedicated to building long-term partner relationships. That's why we offer the tools you need to make our partnership a success. From discounts and sales support to dedicated channel managers and marketing materials, we want our relationship with you to enhance your security solutions and strengthen the connection between you and your customers.



## Key Benefits of the Zix Partner Program

### Deal Registration

A key part of the channel program is deal registration to support our partners in proactively selling and marketing Zix's email security services.

### Profitable, Recurring Revenue Model

With strong renewal rates and additional margin for registered deals, you will experience a profitable revenue stream for years to come.

### Sales Commitment

Zix's compensation plan incentivizes our sales team to support and work together with you, eliminating channel conflict.

### Sales Support

You will receive hands-on help, lead sharing, account mapping and territory planning.

### Channel Commitment

Zix believes in building mutually beneficial business relationships with each of our channel partners.

### Marketing Support

Our team is committed to providing partners assistance with marketing initiatives, including co-sponsoring trade shows and webinars, developing co-branded marketing collateral and creating sales communications to customers and prospects.

### Scalable Solutions

Zix provides effortless email security for companies and budgets of all sizes.

### Not-for-Resale Solutions

Zix partners may receive not-for-resale versions of our solutions for internal use, training and promotion.



"We had to address our customers' need for email encryption. As a provider of industry-leading technology solutions, partnering with Zix was an easy decision. They are the market leader; offer easy-to-use and cost effective solutions; and have an exceptional list of referenceable customers. I've been very impressed with their onboarding process and expect to see solid returns from our partnership."

— Brent Williams, President, The AME Group

## Partnerships at Every Level

	Authorized	Preferred	Premier
<b>Program Requirements</b>			
Sales training	✓	✓	✓
Annual sales target	✓	✓	✓
Place Zix logo on website		✓	✓
Technical training		✓	✓
Business plan with quarterly review			✓
Minimum of two marketing events per calendar year			✓

### Program Benefits

#### Sales

Discount on all solutions based on program level	✓	✓	✓
Deal registration	✓	✓	✓
Sales support throughout sales cycle	✓	✓	✓
Recurring revenue model	✓	✓	✓
Additional margin through deal registration	✓	✓	✓
Dedicated Channel Account Manager		✓	✓
Sales promotions and incentives		✓	✓
Lead sharing			✓

#### Marketing

Use of Zix logo	✓	✓	✓
Use of Zix marketing materials (data sheets, case studies, etc.)	✓	✓	✓
Partner portal access	✓	✓	✓
Co-branded documents		✓	✓
Eligible for co-marketing funds		✓	✓
Highest level of marketing support, including on-site visits			✓

#### Training and Support

Sales and product training	✓	✓	✓
Pre-sales technical training	✓	✓	✓
No cost not-for resale email encryption and advanced threat protection solutions			✓





## Join the Zix Partner Program

We look forward to speaking with your organization about a potential partnership with Zix. If you feel that your company is a good fit, we invite you to learn more about our program and fill out the Zix Partner Program request form at <https://www.zixcorp.com/about-us/partners/become-a-partner>.



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