

# Become a Zone Labs® Small Business Reseller



<http://www.zonelabs.com/smallbizreseller>

## Introducing the Zone Labs Small Business Channel Partner Program

At Zone Labs, it's our goal to provide our channel partners with the critical resources, tools, and expertise they need in order to run a profitable business. We are committed to help you market, sell, and support your customers with award-winning security solutions from Zone Labs.

There has never been a better time to partner with Zone Labs, the leading creator of endpoint security solutions protecting millions of PCs from hackers, spyware, and data theft. Zone Lab's ZoneAlarm® family of products is one of the most powerful and successful Internet security products available today and is the recipient of numerous awards including most recently:

- PC Magazine Editors' Choice, February 2006—ZoneAlarm Internet Security Suite 6.0
- PC Magazine Best of the Year, December 2005—ZoneAlarm Internet Security Suite 6.0
- Laptop Editors' Choice, October 2005—ZoneAlarm Internet Security Suite 6.0
- CNET Editors' Choice July 2005—ZoneAlarm Internet Security Suite 6.0.

## Channel Partner Program Benefits

As a Zone Labs Small Business Reseller, you will be able to leverage a rich array of resources to achieve your goals including discounted software, sales incentives, access to our channel sales team, technical support, and more.

### We offer two levels of association:

#### Elite Zone Partner Program

Our Elite Zone channel program level is designed for channel partners who want to develop a strong partnership with Zone Labs. Becoming an Elite Zone Partner will allow you to penetrate deeper into your customer base while creating new and incremental opportunities.

As an Elite partner, you will have access to our channel sales team to assist you in reaching our mutually agreed upon market goals. Zone Labs will also provide you with both market development sales tools and funds to generate demand and sales of ZoneAlarm products and solutions for small businesses.

#### Premier Zone Partner Program

Our Premier Zone Partner program is designed for those channel partners who want to provide comprehensive security solutions for their small business customers, but are not yet ready to make a strong commitment to selling ZoneAlarm products. We'll provide you with competitive discounts on our products, technical support, and access to our partner extranet.

Program Benefits At-A-Glance		
Benefit	Elite	Premier
Substantial product discounts through our Electronic Distribution Download service	✓	✓ competitive product discounts
Recurring revenue opportunity for 2nd year software renewals	✓	
Start-up market development fund (MDF) advances	✓	
Dedicated local channel resources to assist in business planning and sales development	✓	
Pre-qualified sales leads and opportunity to participate in Zone Labs sponsored lead generation activities	✓	
Free demo software and discounted hardware for in-house use and customer trials	✓	✓
Participation in early product releases and beta programs	✓	
Access to dedicated partner extranet for marketing, sales, and support tools to help grow partner business	✓	✓
Priority technical support	✓	✓ standard technical support
Free technical training and certification programs	✓	✓
Limited number of Elite partners in each territory	✓	
Use of Zone Labs Certified Elite Partner logo	✓	

Choosing the right Internet security partner is critical for you to maintain your competitive edge. With Zone Labs ZoneAlarm products you have access to one of the most trusted brands in Internet security. By partnering with Zone Labs, you'll be able to provide your customers with the best Internet security and technology available today.

#### About Check Point Software Technologies Ltd.

Check Point Software Technologies Ltd. ([www.checkpoint.com](http://www.checkpoint.com)) is the worldwide leader in securing the Internet. It is the market leader in the worldwide enterprise firewall, personal firewall and VPN markets. Through its NGX platform, the company delivers a unified security architecture for a broad range of perimeter, internal and Web security solutions that protect business communications and resources for corporate networks and applications, remote employees, branch offices and partner extranets. The company's ZoneAlarm product line is one of the most trusted brands in Internet security, creating award-winning endpoint security solutions that protect millions of PCs from hackers, spyware and data theft. Extending the power of the Check Point solution is its Open Platform for Security (OPSEC), the industry's framework and alliance for integration and interoperability with "best-of-breed" solutions from over 350 leading companies. Check Point solutions are sold, integrated and serviced by a network of more than 2,200 Check Point partners in 88 countries.

