



BOXPHISH

**PARTNER PROGRAM
BROCHURE**



Welcome to the Boxphish MSP Partner Program

Boxphish's **MSP partner program** is designed to help you deliver expert-led training in an easy to manage, automated format, meeting the security demands of current threat trends without the need for a significant amount of technical resources.

With our multi-tenant technology working alongside the automated training schedule, our partners can choose how much time and resource they allocate to managing the service.

We strive for partner relationships that result in high sales activity, increased revenue and overall have a dedication to improve and support user Cyber Security knowledge through training – to achieve this, our program is built on a platform that promotes proactive partnerships and rewards success.

- > **Promote.** Marketing material available from the partner portal to help partners increase demand and leads, including full 'campaigns in a box' and customisable collateral.
- > **Sell.** On top of marketing material, access to sales toolkits is available through the portal to develop skills, as well as price discounts to incentivise and accelerate deals.
- > **Support.** As well as expert support for customer technical issues, full training on Boxphish products will be given to all partners to ensure all MSPs are presenting strong knowledge and confidence when advising customers.

We value our MSP partnerships highly, which promote business growth and development on both sides – this is why we're so dedicated to creating relationships with longevity and success.





Program Overview & Framework

The Boxphish MSP Partner Program is built to encourage growth and success, catering to the individual needs of each business through various resources, tools and benefits.

	Silver	Gold	Platinum
Customers	1+ Customer	5+ Customers	20+ Customers
Price Incentives	Standard	15% Discount	25% Discount
Access to Sales Toolkit	Yes	Yes	Yes
Access to 'Campaigns in a Box'	-	Yes	Yes
Customised Collateral	-	-	Yes
NFR Subscription	Yes	Yes	Yes
Technical Support	10X5	10X5	10X5
Technical Training	Yes	Yes	Yes
Customer Count	1-5	6-19	20+
Customer Support	Required	Required	Required

Program Eligibility

The following must be met for eligibility to access the Boxphish MSP Partner Program:

1. A minimum of one customer **or** 10 licenses.
2. Signed latest version of the Boxphish license agreement.

Financial Model

The Boxphish MSP program rewards partners for their continued commitment to the service, which is achieved by running a license model which reduces in cost as the partner's license count grows. We have three different levels - Silver, Gold and Platinum - with each level receiving additional discount.

Included in the pricing model is the ability to pay monthly for the service, ensuring that all our MSP partners are reducing the upfront on-boarding cost and matching the selling model.





Discounts

Discounts are put in place as a benefit to our more dedicated partners – this means that as you increase your integration of Boxphish products, your monthly costs will be lowered in turn.

This equates to a **15%** discount for Gold partners – partners with 5 or more customers – and a **25%** discount for Platinum partners – partners with 20 or more customers. Discounts are applied on a monthly basis to ensure these invested MSPs can quickly reap the benefits of their efforts.

Sales & Marketing Model

At Boxphish we pride ourselves on offering our MSP's with quality and defined sales and marketing collateral to ensure they have the best resources possible to help optimize end user engagement.

All MSP's will have access to the Boxphish Partner Portal which includes some of the following, which all have the ability to be white labelled:

- Email Campaigns
- Reference Sites & Case Studies (Multiple Industries)
- Security Awareness Whitepapers
- Weekly thought leadership blogs
- Example subscription end-user contracts
- End user Security & Awareness office posters
- Online demos
- Pricing & quote tools
- Sales training collateral including presentations and videos

We also have an in-house content team that are employed to work with our partners to create co-branded and white labelled content that meets the MSP's customer's requirements.





Collateral Template Access

We want to ensure that your partnership with Boxphish is as hassle-free but effective as possible – which is why we offer our partners emails, datasheets & landing pages as co-brandable templates, as well as fully planned marketing campaigns, allowing you to drive lead generation without committing too much time or resources.

Similar to our pricing discounts, marketing support scales alongside your investment to the partnership, ensuring that your increasing Boxphish customer base won't prevent you from reaching out to new customers and generally growing as an MSP.

Sales Training

At the start of your partnership with Boxphish, one of our experts will be allocated to giving your sales team in-depth and insightful training. This will of course cover the technical specifications of the product as well as how to sell it – including who to target, why it's so relevant in the current security climate, and the benefits it will entail.

As well as these initial group sessions, training resources will be available through the partner portal for individuals to refresh their sales pitch and stay updated on any product.

NFR License

In order to display the full benefits of the Boxphish solution when driving sales, we offer an NFR (Not For Resale) subscription license, not only allowing partners to implement the product themselves to gain first-hand insights on the functionality and features, but also creating the opportunity for effective product demonstrations.

