

## NETASQ GRANTS ITS PARTNERS REAL ADDED VALUE

***NETASQ revamps its channel partner programme and offers more granular training to help partners make the difference***



Paris, May 2<sup>nd</sup> 2009

NETASQ, a reference in the IT security market, announces the launch of its new Channel partner programme which has added in significant training modules and practical workshops. After the recent NETASQ Security Academy, the company's annual partner meeting which was held in October 2008, the partners were unanimous in their need for more comprehensive knowledge of NETASQ's product features and advantages in order to be more competitive on their markets. NETASQ has not only introduced new training sessions, but has also significantly reviewed and modified all training courses to include more practical exercises.

The NCTC's are now in a position to provide a wider range of services to cover more in-depth training needs, and actually promote the company's expertise and competitive advantages more clearly.

NCTCs are often also NCSCs: in order to qualify, they need to have 2 EXPERT PLUS Certified technical persons, to be VADs (Value Added Distributors) and to have signed the agreement with NETASQ

The certification program, with an international reach, applies to all NETASQ VADs worldwide. It was developed to uniformly meet the local conditions of the different markets in which NETASQ solutions are marketed.

### **Three partnership types: Silver, Gold, Platinum**



It is now even easier for partners to market NETASQ solutions. All accredited partners can display the logo relevant to their level of certification in order to vouch for their skills and to guarantee clients that they have complied with the requirements of the program. Clients can thus identify the partners that are best suited to address their needs.

Partners are given access to a dedicated portal and GOLD and PLATINUM partners have access to technical support as well as sales and marketing aids. A training session and NETASQ experts will guide them in optimizing their sales. Depending on their status, they will also be able to benefit from co-marketing budgets.

The partner program is related to the Certification Program intended for technical teams and consulting and service-oriented departments.

### **Three levels of certification: Administrator, Expert and Expert Plus**

The new program structures partners into three levels (Administrator, Expert and Expert Plus) according to their level of training. Therefore, apart from just profits, what also determines the status of partners and the advantages they will receive include their regular attendance at training courses, success in the certification examinations or even the number of sales representatives that specialize in the products. With this aim and according to the recommendations of existing partners, the duration of practical exercises has been increased and the contents of the courses have been enriched.

Upon the occasion of the launch of this new program, **Dominique Meurisse, Executive Vice President Sales and Marketing** said *"When the training courses are more adapted and have a richer content, the services that our integrators provide present a real added value to manage not only deployment operations but also the more complicated support cases that are submitted to them."*

### **About NETASQ**

With more than 45,000 products sold worldwide to date via a distribution channel of more than 300 partners spread out in more than 30 countries, NETASQ has made a name for itself as a major player in the information security field. NETASQ solutions efficiently meet the needs that enterprises have for a unified form of protection from network threats and spam.

For more information: <http://www.netasq.com>

Photos and logos: <http://www.netasq.com/marketing/marketing.php>

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### **Press contacts**

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