

SiteLock SECURE Partner Program FAQ

Industry-leading website and business reputation protection for your valued customers

Why should I become a SECURE Reseller?

There have never been more threats to website than now; Hackers use malware, SQL Injection, Cross-site scripting and more sophisticated techniques to steal customer data or redirect traffic, ruining a website's reputation. As stated in the Sophos Security Threat Report 2011*:

- 90,000 malware pieces were produced per day
- 30,000 new malicious URLs were found daily
- Over 20,000 legitimate sites hacked per day
- More than 6,000 sites are blacklisted by Google per day

Clearly, security is something every online business owner should be concerned about, but solutions can be complicated and expensive. Although the number of solutions available in the market is plentiful, only a few offer true value. The deep sea of conflicting information only makes the selective process annoying and cumbersome.

There is a massive opportunity to help customers proactively protect their websites from vulnerabilities and meet the growing demand amongst online businesses by offering SiteLock. Becoming a SECURE reseller allows you to create a profitable business selling the award-winning SiteLock Software-as-a-Service (SaaS) to your valued customers. With **\$8 million** in partner payout planned for 2012, there couldn't be a better time to become a SECURE Partner.

What makes this partner program different from other programs available?

- Simple to start offering real help to customer before issues arise
- Brief and clear messaging targeted at online businesses
- Security is top-of-mind for most website owners
- SiteLock is the leader in website scanning and monitoring
- Daily scans for vulnerabilities is lightweight and won't bog down website or servers
- Over 400,000 customers trust SiteLock to protect their website and business

Why do customers choose SiteLock?

- Simple to set up, easy-to-use
- Low-cost, but more value delivered over competing offers
- SiteLock's Trust Seal helps increase their sales by over 10%
- Very friendly and knowledgeable support team

* Sophos Security Threat Report 2011 - <http://www.sophos.com/sophos/docs/eng/papers/sophos-security-threat-report-2011-wpna.pdf>

What does SiteLock have to offer to my customers?

SiteLock offers an easy, low-cost way to keep your customers website protected and their businesses verified by a trusted 3rd party. SiteLock delivers peace of mind to online businesses at a fraction of the costs of other comparable security solutions and trust seals.

SiteLock empowers your customer to proactively protect their investment and reputation through:
Proactive scanning → Searches their site and network for common weak spots hackers exploit to inject malicious code into the site

Blacklist monitoring → Monitors search engine and spam blacklists to make sure your customer's websites are being seen by visitors and their e-mails are reaching their intended recipients

SiteLock's security solution offers these features:

- Deep 360-degree website scanning and monitoring for
 - SQL Injections
 - Cross-Site Scripting (XSS)
 - Application & Network Vulnerabilities
 - Viruses & other Vulnerabilities
 - Malware & Spam blacklisting
- 3rd Party business verification (domain ownership, business phone, address, email)
- SiteLock SECURE Trust Seal – well-known and trusted
- On-demand Expert Services to help fix any security issue on the customer's site
- Stay informed from easy-to-use dashboard, real-time alerts & email notifications

Are there any minimum purchase or revenue requirements?

The program has no cost or risk involved. Although some program benefits do require partners to reach qualified sales fulfillment, there are no long-term commitments, minimum purchase or revenue requirements to join the SECURE Partner Program.

What are the designations of the program?

The program has three tiers designed with significant benefits to enable business growth, regardless of partner's size or specialty. Each tier is geared to complement a partner's existing business. Most of all, we help you sell SiteLock because our success depends on you!

The three tiers of our program are:

1. SECURE Affiliate Partner
2. Registered Reseller
3. API Advantage Partner

How can I make money? How does SiteLock help my business become more profitable?

The SECURE Partner Program is designed to immediately empower resellers to start offering Software-as-a-Service (SaaS) from day one of signing up. SiteLock's SECURE Partner Program helps to increase revenue based on offering low-cost, comprehensive scanning and monitoring solutions. Compared to other 3rd party add-ons, SiteLock outsells at 2.5X the next-closest offering.

Affiliates make money by sending us as many qualified leads as possible and getting paid on them. Registered Resellers have the ability to earn margins of up to 60%. All partners at this level start out at 20% payout based on selling SiteLock at retail pricing. To help reseller's accelerate profitability, SiteLock offers Performance Incentives that could add an additional 14-40% with a few simple steps. API Advantage Partners have full control over how much they want to make and how they position SiteLock within their line card. To learn more, call our Business Development Manager at **(904)437-4562**.

How do I determine what partnership level my business qualifies for? What's required?

SECURE Affiliate Partner

SECURE Affiliates have the opportunity to make unlimited commissions based on leads and sales referred to SiteLock. Affiliates can join without any commitment or technical involvement. Easily create new revenue stream overnight by aligning SiteLock with complementary offers or by positioning as a content expert on website security and trust seals.

- Ideal for bloggers, web developers, any business with an audience
- Must have a valid, working website with recent activity within the last 60 days
- E-commerce or business-related websites preferred
- Ready-to-go marketing tools include: Banners, Links, Text
- Join program through [Commission Junction](#)

Registered Reseller

Registered Resellers have the opportunity of offering a proven cloud service without the huge invest in infrastructure. Leverage our brand and technology to develop your new practice or extend your existing offering and capture revenue otherwise left on the table. Registered Resellers also benefit from reduced customer support costs because we remediate sites to improve overall network security.

- Ideal for businesses new to hosting, shared hosting providers, ecommerce platforms, manage service providers (MSP), cloud platforms, Value-add Resellers, and web developers
- Signed Reseller Agreement and necessary tax forms (W9 or W8BEN) to get started
- Earn margins of up to 60% through revenue-share partnership
- Ability to offer security SaaS without any investment – risk-free
- Full suite of Ready-to-Go marketing tools
- Dedicated partner support for business growth

API Advantage

API Advantage Partners demonstrate the ability to distribute large volumes either because of a large existing customer base or upfront investment in bulk licenses. These partners have invested in growing their SaaS practices and choose SiteLock as a competitive advantage.

One advantage of being an **API Advantage Partner** is higher conversions through full integration. It is proven that these partners experience higher attachment rates during the registration process. Another advantage is providing an exceptional end-user experience through simple sign-up process, single sign-on and easy administration of SiteLock.

- Ideal for partners with large customer base or ability to distribute bulk licenses
- Integrated API for easier purchasing process and better customer experience
- Signed Reseller Agreement and necessary tax forms (W9 or W8BEN) to get started
- List of IP address for all servers managing shared hosting customers, if applicable
- Ongoing business planning and SiteLock placement required
- Full partner support of business planning, marketing collateral and sales
- Sales and technical training provided at no cost
- Co-branded marketing efforts
- Flexible pricing

To learn more about becoming an **API Advantage Partner**, please call us at **(904) 437-4562**.

How do I get co-branding to sell SiteLock through my business?

Resellers who meet the minimum annual sales fulfillment threshold of \$10,000 are eligible. Co-branding requires SiteLock to work closely with partner on planning and execution. This means your company logo can be placed on co-branding landing pages. **API Advantage Partners** automatically qualify for this benefit due to their investment in the partnership.

I've seen SiteLock sold at wholesale pricing before. Is there a way to get flexible pricing?

Yes, by either purchasing bulk licenses or earning the **API Advantage Partner** designation. Registered resellers also have the option of purchasing bulk licenses to resell or add to existing service offering. Bulk licenses can be purchased by contacting SiteLock's Business Development at **(904)437-4562**.

What should I charge my customers for SiteLock if I purchase bulk licenses?

As a reseller that has purchased bulk licenses, it is at your discretion and in agreement with SiteLock what you can charge your customers. SiteLock has established Minimum Advertised Pricing (MAP) Guidelines for the purpose of maintaining fair market practices that applies to all partners. To learn more about the MAP Guidelines, please contact SiteLock's Business Development at **(904)437-4562**.

SECURE Partner Program Benefits by Tier

Program Benefits	SECURE Partner Tiers		
	API Advantage	Registered	Affiliate
Easy-to-use website security to offer customers	✓	✓	✓
Ready-to-go marketing collateral	✓	✓	✓
Proven conversion rates (average per tier)	Up to 30%	10-12%	Up to 5%
Pre- and post-sales user tech support	✓	✓	
Dedicated channel partner support	✓	✓	
Recurring revenue sharing opportunities	✓	✓	
Access to the SECURESource Partner Portal	✓	✓	
SiteLock SECURE badge	✓	✓	
Integrated API within Partner's business process	✓		
Co-branded marketing collateral	✓		
Business planning / lead generation assistance	✓		
Flexible / special pricing	✓		
Annual revenue / sign-up agreement	✓		

Are there other ways that Registered Resellers can easily integrate with SiteLock without an investment of money or time on implementation?

Yes, there are several reseller platforms that allow you to sell SiteLock and provide easy integration. To learn more about this option, please call us at **(904) 437-4562**.

Does SiteLock integration with any hosting control panels or platforms?

As of November 2011, SiteLock does not integrate with any hosting control panels or platforms. SiteLock is currently developing integrations for the following, planned for release in 2012:

- Parallels Plesk
- cPanel / WHM
- Jamcracker
- OpenSRS – (completed)

What types of marketing materials are available?

SiteLock provides SECURE Partners with the following Ready-to-Go marketing collateral for sales efforts.

SECURE Affiliates

- Banners, Links, Text
- Special Promotions through [Commission Junction](#)

Registered Resellers / API Advantage Partners

- SiteLock Sales Playbook
- Customer-focused content (Email/Web)
- Customer-focused datasheet
- Press release template
- SiteLock web template
- SiteLock logo's & banners

API Advantage Partners

- Co-branded landing page
- Other co-branded collateral
- Free trial offers /promotions