

Kerio Partner Program

Partnering for Success

We believe that our Partners' success translates into our success, and this mutually beneficial culture drives our partnership program. The Kerio business partner program enables leading sales and solution providers to engage with Kerio to increase revenue and win business with Kerio's award-winning messaging and Internet security products, Kerio MailServer and Kerio WinRoute Firewall.

[Explore the benefits of partnering with Kerio!](#)

PRODUCT PORTFOLIO

MEET CLIENT NEEDS

Simple. Stable. Secure.

A stable product results in a satisfied customer and a secure network is always top priority. Your clients will appreciate the peace of mind you offer them by recommending and installing Kerio MailServer or Kerio WinRoute Firewall.

Ease of set-up, use and administration for Kerio products means that partners offering support contracts can spend less time & resources solving customer issues and more time finding and supporting a larger client base. This translates into more revenue for the consultant, better quality of life for engineers, and increased customer satisfaction.

Cross Platform

Kerio MailServer runs on Windows, Mac OS X, and Linux with additional email groupware support for most common mobile devices. This allows for a diverse client base and tailored solutions for a wide range of network environments. Give your customers the power of options.

Consultant Ready

Kerio products are made for solutions based selling and fit perfectly into a variety of service models. Partners have the unique advantage of creating custom packages to meet market needs by combining their expertise in technical support, consulting, software sales, or other with Kerio product solutions.

Kerio MailServer and Kerio WinRoute Firewall can be sold as a complete package for network security and email collaboration, or as stand alone solutions for specific needs such as VPN access, Internet monitoring, back-up and archiving, content-filtering, mobile device email support, anti-virus or anti-spam protection, webmail access and more.

Appliance Friendly

In addition to hardware cross-sell opportunities, Kerio products are ideal for creating self branded appliances that help foster long term sales and support relationships.

MARKETING RESOURCES

ATTRACT NEW BUSINESS

Lead Referral

Incoming direct leads are distributed by Kerio to established Kerio Business Partners in the region according to Partner Level and area of expertise. We bring them to you!

Partner Locator

Kerio's reseller listing at www.kerio.com gives approved Kerio Business Partners coveted exposure to new potential customers. Our partner locator includes geographic, technical certification & partner level distinctions. Exclusively for Preferred partners, we offer a dedicated company profile page.

Co-Marketing Programs

We see our partners as an extension of the Kerio sales team, and to develop this relationship Kerio invests in co-sponsored marketing initiatives with qualifying partners. Some examples include regional events, targeted campaigns, local tradeshows, and a variety of other activities. Through our Marketing Development Fund program, Kerio teams up with partners to creatively reach out in local markets and secure new business opportunities for mutual revenue growth.

Promotional Tools

To help partners promote Kerio products and their status in the partner program, Kerio offers partners tools such as banner graphics for websites, exclusive use of the Kerio corporate logo and Kerio partner program logos based on partnership and certification level, and retail store posters.

Marketing Collateral

Kerio equips partners with marketing collateral for every step within the sales cycle. This includes competitive comparisons, product datasheets, customizable product presentations and mailers, new release value propositions, targeted turn-key campaigns, customer testimonials, industry awards and reviews and more.

TESTIMONIALS

"Kerio not only makes wonderful products, but they are also very easy and helpful to work with from a partner point of view."

Kerry Springer, Bridge Digital, Inc.
Kerio Preferred Partner



"Kerio has a great development team constantly adding new features and improvements to their products. Kerio's technical support is very responsive to all of our requests which helps us gain customer confidence and loyalty."

German Ruiz, Home & Office Store
Kerio Preferred Partner



SALES TOOLS

CLOSE DEALS

Account managers / Sales support

The Kerio Sales Team consists of Channel Managers, Inside Sales and Support Specialists committed to facilitating both new and established partners in their sales efforts. Authorized partners get assistance with quotes, sales tools and product training. Certified and Preferred partners work closely with a dedicated account manager to develop the business relationship based on each partner's individual focus and market goals. This single, familiar point of contact with Kerio helps build a foundation for success and is central to Kerio's channel philosophy of in-depth partner cultivation.

Sales Engineer

Our experienced Kerio sales engineers give partners direct access to the technical expertise needed to help close sales and gain customer confidence. Partners may contact a sales engineer for specific questions or request their participation in co-hosted web meetings with clients.

Partner Portal

The Partner Portal is a comprehensive "home base" for Kerio Business Partners designed to incorporate all essential business resources in one place. Its many functions include a partner e-commerce store for secure orders and invoice tracking, sales history, license management tools, marketing collateral, banners & logos, product presentations, Kerio channel news and promotions, and much more.

Margin

Kerio Authorized Business Partners enjoy generous discount margins on Kerio purchases with tiered margin increases as partners advance to the higher levels of Certified Partner or Preferred Partner.

Subscription revenue

An easy way to maximize ongoing revenue from subscription renewals is by keeping close track of upcoming product expirations for your existing Kerio subscribed customers. The Expirations Overview and License Management tools available in the Partner Portal make it simple to track, manage, and purchase renewals or upgrades for your clients.

TRAINING & CERTIFICATION

BECOME EQUIPPED

Online Training Modules

Web-based training modules on Kerio products and associated technologies are designed to support continuing technical education of our partners. With a hands-on focus on securing e-mail systems and firewalls, these trainings prepare technical staff to optimize use of Kerio Technologies products and services.

Webinars

Kerio frequently hosts online webinars to give partners exclusive training on new product releases, certification exam tips, and a wide range of related topics.

Reseller Training Seminars

Regional partner training seminars, hosted by Kerio staff or local Distributors, are organized quarterly to provide partners with up-to date product information, upcoming feature enhancements, technical and sales training courses.

Certifications

Demonstrate your technical expertise and familiarity with Kerio solutions by participating in the Kerio certification program. We offer two certification tracks:

- > Kerio Certified Technician
- > Kerio Certified Sales Professional

Technical and Sales Certification are requirements for advancing to Certified or Preferred partner status. Certification brings additional program benefits and is a symbol to Kerio customers of a partner's ability to provide high-quality service and support.

Preferential Technical Support

Kerio's dedicated Partner Support email queue with preferential response time is accessible to registered Kerio partners. Phone support is also available from all three Kerio offices during standard business hours.

NFR Licenses

Discounted "Not for Resale" Kerio product licenses are available to authorized partners for evaluation, testing, demonstration, and limited "in house" use according to Kerio program guidelines.

CONTACT



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LEARN MORE ONLINE

www.kerio.com/resellers.html

REGISTER NOW!

Its simple and FREE to join!

ABOUT KERIO

Innovating in Internet security and messaging since 1997, Kerio Technologies Inc. provides Internet messaging and firewall software solutions for small to medium sized businesses across the globe.

Kerio Technologies distributes its products globally using the Internet and a network of more than 500 resellers who service and support tens of thousands of customers in over 75 countries.

LOCATIONS

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REGISTER NOW!

www.kerio.com/resellers.html

GET MORE INFO!