Channel Edge® MSP Program

MSPs and Endpoint Security Challenges

The increase in global security threats means businesses now have to allocate a significant portion of their budget to protecting their users, monetary assets, data, and intellectual property. Unfortunately, implementing traditional client/server endpoint security solutions often entails suffering unplanned downtime and performance issues. As a result, many MSPs have come to expect a modicum of customer pain into each implementation.

As a leader in the industry, Webroot has redefined endpoint protection with our feather-light, intelligent, and straightforward management console. Webroot is partnering with MSPs to deliver powerful security solutions that protect against even the most sophisticated online threats, without sacrificing system performance.

Our latest product line offers a comprehensive array of intuitive, cloud-driven protection features that deploy with ease and are simple to manage. Backed by unique, real-time, collective threat intelligence, Webroot provides scalable security that addresses historical challenges MSPs have faced quickly and efficiently, while helping generate new revenue streams and maintain margins.

Decrease Operational Costs with RMM Integration

With Webroot SecureAnywhere® Business solutions, MSPs can now take advantage of extended RMM service capabilities from providers such as LabTech Software. This allows simple deployment and management of endpoint security – across mobile devices, multiple domains, and geographically dispersed customers and offices – from a single, centralized console. The value to MSPs not only includes reduced costs, but also improved productivity and increased recurring revenue streams.

Webroot MSP Channel Program Highlights

- ***Management Automation for Greater Profit*** – Remotely manage customers' endpoint and mobile devices with Webroot SecureAnywhere solutions, which integrate with RMM platforms.
- ***Advanced Threat Protection for Better Bandwidth*** – Cloud-based Smarter Cybersecurity™ solutions provide rapid deployment and scans without security updates or signature downloads.
- ***Improved Availability & Uptime*** – Webroot solutions install and protect in seconds, augment and coexist with other security software, and are optimized for virtual environments.
- ***Highest Customer Satisfaction Rating in the Industry*** – Reduce costs and deliver improved services and experience to your users with predictive, intelligent support.
- ***Competitive Advantage*** – Expand your services to include leading endpoint and mobile protection. We'll help you grow and differentiate your business with marketing, enablement, and sales resources.
- ***Accelerate Profitability*** – Flexible billing options help to drive predictable, recurring revenue streams and decrease upfront costs.

MSP Endpoint Imperatives	Maintaining Uptime & Productivity	Ensuring Security	Delivering Support SLAs	Single Pane of Glass Management
Traditional Endpoint Challenges	• Bulky endpoint clients that impede system performance • Software Conflicts • Poor support for virtual environments	• Sophisticated threats in a network environment • Balancing access & lockdown • Difficulty enforcing network protection with increasing BYOD numbers	• Response time variability • Complex, drawn out infection resolution • Poor customer satisfaction	• Complex, on-premise environments • Expensive security skillsets • Competitive pressures

Webroot SecureAnywhere® Business Solutions

SecureAnywhere Business solutions deliver comprehensive, real-time protection against new online threats, wherever your customers are connected, via our robust, cloud-based collective threat intelligence platform.

Endpoint and Mobile Protection

- Remotely manage PCs and mobile devices from one console
- Provide intelligent protection against advanced threats
- Deploy and protect endpoints in seconds
- Never deal with signature updates or patches

Web Security Service

- Completely cloud-based; no hardware or software to manage
- Top-of-the-line URL and web filtering engine
- Enforces internet usage policies seamlessly
- Stops web-based malware and phishing attacks

Partnership also comes with:

Channel Edge Program Benefits	MSP Program
Channel Edge Toolkit Access	X
Self-serve Marketing Collateral and Campaigns	X
Partner Newsletter	X
Dedicated Trial Link for Lead Gen	X
Social Media and SEM Guides	X
Webroot Partner Community Access	X
Technical & Sales Support	**MSP Program**
Technical Training	X
Pre-Sales Engineering Support	X
Product Training	X
Channel Account Manager (CAM)	X
Sales Enablement	**MSP Program**
Competitive Intelligence	X
Product Collateral	X
Sales Training	X

About Webroot

Webroot provides Smarter Cybersecurity™ solutions. We provide intelligent endpoint protection and threat intelligence services to secure the Internet of Everything. By leveraging our cloud-based collective threat intelligence platform, computers, tablets, smartphones, and more are protected from malware and other cyberattacks. Our award-winning SecureAnywhere™ intelligent endpoint protection and BrightCloud® threat intelligence services protect tens of millions of consumer, business, and enterprise devices. Webroot technology is trusted and integrated into market-leading companies including Cisco, F5 Networks, HP, Microsoft, Palo Alto Networks, RSA, Aruba and many more. Webroot is headquartered in Colorado and operates globally across North America, Europe, and the Asia Pacific region. Discover Smarter Cybersecurity solutions at www.webroot.com.

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