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Go-To-Market Playbook



About This Playbook

Thank you for your interest in Webroot cyber resilience solutions. The goal of this go-to-market playbook is to help you build a successful, differentiated business in today's booming cybersecurity space through effective, automated solutions purpose-built for channel partners and their clients.

Who's it for?

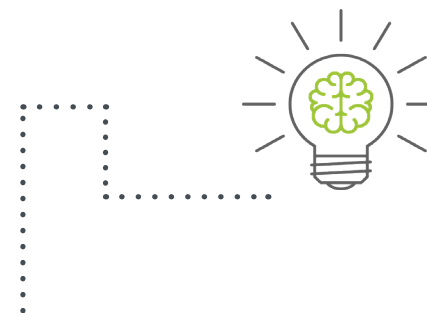
This playbook is designed for new, existing, and prospective managed service providers (MSPs), resellers, distributors, and system integrators who want to provide effective, easy-to-use cybersecurity solutions that lower operational costs and grow profits.

What's in it?

You'll find compelling facts about today's cybersecurity market, the obstacles small and medium-sized businesses (SMBs) face, and how Webroot can help you overcome these challenges through automated threat detection and cyber resilience solutions. Key training and certification resources; marketing assets for promoting solutions and offerings; and sales tools are also included inside.

What's Inside

- The Cybersecurity Opportunity 3
- Webroot Partner Edge Program..... 4
 - Program Benefits4
 - Embrace Cyber Resilience 5
 - Endpoint Security, DNS Protection, and Security Awareness Training are Vital6
 - Gaining a Competitive Edge 7
- Partner Toolkit.....8
 - What You Will Find in the Webroot Partner Toolkit 8
- Go-to-Market Resources..... 9
 - 1.0 Cybersecurity Market & Trends 10
 - 2.0 Business Strategy 11
 - 3.0 Training and Certification 12
 - 4.0 Marketing Assets 13
 - 5.0 Sales Tools..... 14
- About Webroot..... 15



We will help you expand your security business and grow profitability through our comprehensive partner program, innovative resources and tools, and easy-to-manage, award-winning cybersecurity solutions.

The Cybersecurity Opportunity



With today's complex and evolving threat landscape, increased regulations, and the influx of big data, cybersecurity is a top concern among SMBs. Coupled with the massive shortage of skilled cybersecurity professionals to shore up adequate cyber-defense, they are actively seeking out trusted advisors to fill the void. It is clear – **now is the time to capitalize on this growing opportunity.**

104%

The average ransom payment in a ransomware attack has increased by 104% to \$84,116, up from \$41,198 in the fall of 2019. Some payment demands are as high as \$780,000.¹

4 Million

Although there are ~2.8 million professionals currently working in the cybersecurity field, an additional 4 million trained workers are needed to close the skills gap.²

7 in 10

70% of global IT decision makers say they experienced a damaging cyberattack in the last 12 months. The same number plan to increase cybersecurity spend in the next year.³

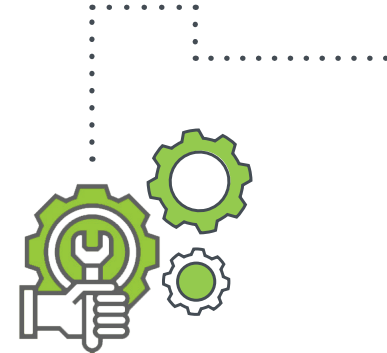
[1] Coveware. "Q4 Ransomware Marketplace Report." (January 2020)

[2] (ISC)2. "2019 (ISC)2 Cybersecurity Workforce Study." (November 2019)

[3] Webroot Inc. "AI/ML: Cybersecurity Perspectives from IT Pros Worldwide." (February 2020)

Webroot Partner Edge Program

The Webroot Partner Edge program gives MSPs, resellers, distributors, and systems integrators an innovative set of tools (Partner Toolkit), resources, and MSP-friendly cybersecurity solutions to effectively grow their businesses. The Partner Edge program enables and supports growth opportunities to help you boost profits.



Program Benefits

Webroot enablement and support activities help to promote the value of effective, purpose-built cyber resilience solutions as part of your offering.

Growth

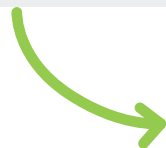
- Cloud-based solutions help grow your business
- Sales and marketing tools increase profitability
- Automated deployment and management put hours back in your day

Enablement

- Industry-leading syndicated web content
- Partner training and certification, demos, webinars, and more
- Marketing expansion funds and activity reimbursement

Support

- Pre-sales engineering and ongoing technical support
- Access to the latest co-branded marketing assets and content
- Event support, partner community access, and more



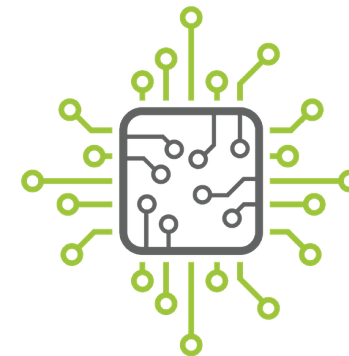
[Learn More About the Partner Edge Program](#)

Embrace Cyber Resilience

Cyberattacks continue to target small and medium-sized businesses. In fact, nearly half of all security breaches are aimed at SMBs.⁴ Ransomware is rampant and presents a very real and very serious issue for organizations of all sizes. In the face of growing risks online, your customers need cyber resilience.

Cyber resilience is the ability to continuously deliver on business goals, even in the face of massive data breaches and cyberattacks. Think of it like digital fitness—it gives you (and your clients) the power to absorb punches and get back on your feet, no matter what the online world throws at you.

Webroot is dedicated to offering cyber resilience solutions for businesses and the MSPs and others who serve them. Webroot Business Endpoint Protection, DNS Protection, and Security Awareness Training were specifically designed with businesses like yours and its unique challenges in mind. Integrated into a unified admin console, our cybersecurity solutions offer the automation and ease of management you need to successfully prevent attacks and grow your business.⁴



[4] Verizon. "2019 Data Breach Investigations Report." (May 2019)

Endpoint Security, DNS Protection, and Security Awareness Training are Vital



Hackers know that end users are the weakest links in many organizations – yours and your clients! They employ a variety of techniques to target unsuspecting victims, such as phishing and other social engineering tactics to get a foothold into networks. Through these attacks, they trick end users into installing malware, revealing sensitive information, paying false invoices, and granting access to systems. That’s exactly why businesses need comprehensive, layered cybersecurity solutions that can block threats at the DNS level, before they even hit endpoints; that can block, detect, and remediate threats that do get to the endpoint level; and that empower end users to avoid risks and become a strong first line of cyber-defense.

“I’m a Webroot champion because Webroot is the best antivirus, anti-malware solution that we can provide to our business users.”

– John Hart, EntrepreNerd, Nerds On Site Technology Partners

“Layered security is very much an upsell for us. We’re trying to move our customers to this type of layered model, where they’re more protected. When we add the right services with partners like Webroot, upsells improve our margins and give us more room to maneuver in other aspects of our business.”

– Jason Ballard, IT Solutions Manager, Sedona Technologies

Gaining a Competitive Edge

Automated Threat Detection – Advanced threat intelligence, automated machine learning, and predictive technologies provide a deeper level of security for MSPs and their clients.

Essential Endpoint Protection – Performance benchmarks consistently outrank other leading endpoint solutions in the market. Real-time, cloud-based protection offers superior security against known and unknown malware without compromising endpoint device performance or user productivity.

Convenient Single Pane of Glass – A single, MSP-friendly centralized console powers simplified deployment and management across mobile devices, multiple domains, and geographically dispersed customers and offices.

Powerful Network DNS Protection – DNS agent support for Ipv6 (the next generation Internet protocol) future-proofs network protection.

Advanced Security Awareness Training – Effective security awareness training ensures that people, processes, and technology are all harnessed together to stop cybercriminals.

Diverse RMM/PSA Integrations – Integrations with RMMs such as ConnectWise, Continuum, Kaseya, Ninja RMM, Pulseway, and others enable fulfillment of unique SMB requirements, streamline and lower operational costs.

Effective Rollback Remediation and No Reimaging – Journaling and rollback remediation easily restores local drives to their uninfected state, so reimaging is not required.

Superior Technical Support – Local support is never more than a click away, offered around the globe, with technical services in your time zone, and in over 60 languages.

Integrated Security Solution – A combined solution for anti-malware and antivirus keeps customers safe, while streamlining and simplifying management.

Improved Productivity and Uptime – Installs and protects in seconds, runs alongside other protection software, and is optimized for virtualized environments – allowing IT teams to reclaim time and better manage resources.

Accelerated Profitability – Flexible and month-to-month billing options drive predictable, recurring revenue streams, and decrease up-front costs.

Comprehensive Technical and Sales Certifications – Certification programs enhance IT services businesses by enabling sales and technical teams to better sell and support solutions and offerings.

Valuable Sales and Marketing Tools (Toolkit) – An innovative sales and marketing toolkit, available on-demand and tailored for MSPs, supports and grows businesses.

With Webroot's MSP-ready solutions, you benefit from real-time threat intelligence, streamlined management, accelerated profitability, lower operational costs, improved productivity, stronger client trust, and innovative resources for competitive advantage.

Partner Toolkit



Not all MSPs have in-house marketing resources. More often than not, managing directors and other employees work to market, promote, and sell solutions and offerings themselves, without always knowing where to start or having the necessary tools for success. This Toolkit helps companies easily kick-start promotion and sales efforts to drive ROI as quickly as possible. It's a one-stop shop for all the information and resources MSPs need.

What You Will Find in the Webroot Partner Toolkit

The Toolkit includes resources from product information and marketing materials to training and sales enablement resources.



Request Access to the Toolkit

Registration will trigger an email from a regional channel marketing manager with your Partner ID that is required for registration. This gives you the ability to self-register for the Partner Toolkit.

Examples include:

- Technical and sales certifications by product
- Co-branded marketing collateral
- Web content for lead generation
- Marketing content
- How-to sell guides
- Webinar-in-a-box
- Competitor information
- Product data sheets and sales guides

Go-To-Market Resources

Our goal is your success. In the following sections, you'll find an innovative set of tools and resources from third parties and Webroot, intended to effectively grow your business. Please note that all of the items in these sections are free to access; but some resources reside only inside the Webroot Partner Toolkit. You must be a Webroot Partner to access assets inside the toolkit.

1.0 Cybersecurity Market and Trends

Provides insight into the constantly evolving cybersecurity landscape and the latest threats and trends that will affect MSPs and SMBs now and in the future.

2.0 Business Strategy

Demonstrates approaches for developing an effective IT security program for SMBs to defend against attacks.

3.0 Training and Certification

Offers guidance for selling cybersecurity solutions, builds a deeper understanding of the sales story, and provides technical specifications behind Webroot products.

4.0 Marketing Assets

Supplies digital marketing assets for executing a successful and scalable go-to-market strategy.

5.0 Sales Tools

Delivers datasheets, demos, presentations, and talking points for conveying the right message—at the right time.

NOTE: More resources like these can be found in the **WEBROOT PARTNER TOOLKIT**

[Request Access to the Toolkit](#)

1.0

Cybersecurity Market and Trends

The rising prevalence of polymorphism, ransomware, and cryptojacking, the growing volume of malicious URLs, more sophisticated phishing attacks and malicious mobile apps, all paint a picture of a dangerous, dynamic threat landscape.

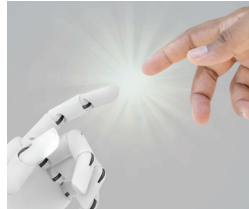


2020 WEBROOT THREAT REPORT

The annual Webroot Threat Report offers a glimpse into each year's threat discoveries, analysis, and predictions to equip partners and SMBs with knowledge for overcoming modern cybercrime. Because the cyber threat to businesses large and small, in all sectors, will continue to evolve over time, this report keeps you up-to-date on the threats most likely to affect businesses today.

 [Download 2020 Threat Report](#)

 [Watch Video](#)



MACHINE LEARNING, AI, AND WHAT IT MEANS FOR MSPS

This webinar describes the challenges of Security-as-a-Service for MSPs. Joe Panettieri, Executive VP and Co-Founder, After Nines Inc., MSSP Alert and ChannelE2E and Hal Lonas, CTO at Webroot explain how artificial intelligence and machine learning make security services more predictable and profitable through automation.

 [Watch Webinar](#)



2019 PASSMARK PERFORMANCE BENCHMARK

This report summarizes objective performance testing conducted by PassMark on nine security software products with the goal of comparing the performance impact of Webroot Business Endpoint Protection product with eight competitors.

 [Download the Passmark Report](#)



WEBROOT PODCASTS

Webroot podcasts explore the hottest topics in cybersecurity. If businesses and IT professionals need to know about it to stay one step ahead of the latest threats, we're discussing it on one of our podcast episodes.

 [Lockdown Lessons](#)

 [Hacker Files](#)

2.0

Business Strategy



MSP GUIDE: IMPLEMENTING A LAYERED CYBERSECURITY STRATEGY

This guide is designed to help MSPs develop an effective IT security program for their clients to defend against today's advanced attacks – ranging from malicious email attachments and infected web ads to phishing sites and more.

↓ [Download MSP Guide](#)



ESG WHITEPAPER: HOW MACHINE LEARNING AND AI DRIVE MSP SUCCESS

This third-party whitepaper from Enterprise Strategy Group (ESG) establishes a strong business case for MSPs to adopt advanced security solutions that incorporate machine learning and AI capabilities.

↓ [Read White Paper](#)



HOW TO PRICE YOUR SECURITY OFFERINGS

This interactive webcast with industry expert and former MSP Nick Cavalancia, owner of Techvangelism and Charlie Tomeo, VP of Worldwide Business Sales at Webroot discusses the “Goldilocks” principle of cybersecurity pricing, factors that influence pricing choices, and building a pricing model that’s a win for all.

> [Watch Webinar](#)



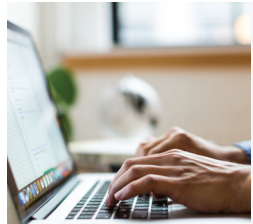
LOCKDOWN LESSONS

You need to protect your business first. These assets provide you with simple tips and guidelines to implement cybersecurity strategies that can effectively protect your business, and also help your customers stay secure.

↓ [Download Assets](#)

3.0

Training and Certification



HOW-TO GUIDES

These guides are designed to help sell Webroot cybersecurity solutions to prospects and SMB clients. Also available in the Webroot Partner Toolkit.



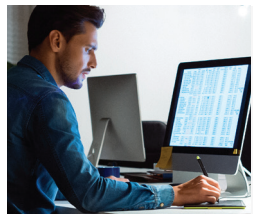
PARTNER CERTIFICATION TRAINING

The Webroot Master Partner Certification and Platform Partner Certification training enable a deeper understanding of the sales story and technical specifications for Webroot products. Certifications remain effective for two years.



PRODUCT CERTIFICATION TRAINING GUIDE

The Webroot Product Certification Training Guide describes sales and technical certification requirements by product and provides a roadmap for becoming a Master and Platform Certified partner.



MSP RESOURCE HUB

We believe your success is our success. We want to help you become an expert in your space by arming you with industry knowledge so you can build a stronger, more profitable business. This is where the latest guides, podcasts, success stories, webinars and free trial links can be accessed.

- [Download How To Make Money With Webroot DNS](#)
- [Download Making Money With Webroot SAT](#)
- [Download 5 Tips For Selling Webroot SAT](#)
- [Download Why SMBs are Vulnerable to Malware](#)

[Register Now](#)

[Download Certification Guide](#)

[MSP Resource HUB](#)

4.0

Marketing Assets



DATASHEETS

These datasheets offer an overview of Webroot cybersecurity threat intelligence, endpoint protection, DNS protection and end user security training to help partners better represent Webroot solutions to SMB clients.



CASE STUDIES

These case studies describe the MSP-ready solutions that have been implemented with customers to overcome cybersecurity challenges.



MARKETING ASSETS

- **Why You Need Security Awareness Training**

This infographic can be downloaded and sent to clients to educate them on how cyber-savvy employees add a necessary layer of protection.

- **Why SMBs Make Ideal Targets — Protect Your Network**

This one-pager educates MSP clients on the importance of protecting their network. Many SMB owners feel they aren't big enough to catch the eye of cybercriminals. Unfortunately, cybercriminals often consider these very businesses prime targets.

NOTE – co-branded documents are available on the Webroot Partner Toolkit. To leverage these assets please log in or request access.

- ↓ [Download Endpoint Protection](#)
- ↓ [Download DNS Protection For MSPs](#)
- ↓ [Download Security Awareness Training](#)
- ↓ [Download Threat Intelligence](#)

➤ [Read All Case Studies](#)

- ↓ [Download Why You Need Security Awareness Training](#)
- ↓ [Download Why SMBs Make Ideal Targets](#)

5.0

Sales Tools



WEBROOT SALES GUIDE

These sales guides and presentations provide guidance and talking points for delivering the right message to clients and prospects.

[Download Sales Guide](#)



WEBROOT PRESENTATIONS AND DEMOS

This set of webinars, presentations and live, in-depth product demos educate on cybersecurity topics, how best to position security product offerings and how Webroot Cybersecurity solutions work.

[On-Demand Webinars, Demos, and Presentations](#)

[Upcoming LIVE Webinars and Demos](#)



FAQ DOCUMENTS

These FAQs summarize questions from SMBs regarding security. MSPs and SMBs can familiarize themselves with these talking points to learn best practices for effectively presenting Webroot layered security solutions to prospective clients.

[Download Endpoint Protection FAQ](#)

[Download DNS Protection FAQ](#)

[Download Security Awareness Training FAQ](#)



About Carbonite and Webroot

Carbonite and Webroot, OpenText companies, harness the cloud and artificial intelligence to provide comprehensive cyber resilience solutions for businesses, individuals, and managed service providers. Cyber resilience means being able to stay up and running, even in the face of cyberattacks and data loss. That's why we've combined forces to provide endpoint protection, network protection, security awareness training, and data backup and disaster recovery solutions, as well as threat intelligence services used by market leading technology providers worldwide. Leveraging the power of machine learning to protect millions of businesses and individuals, we secure the connected world. Carbonite and Webroot operate globally across North America, Europe, Australia, and Asia. Discover cyber resilience at carbonite.com and webroot.com.

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