



**mimecast®**

Mimecast Global Partner Program

**Global Reseller  
Program**

### Global Reseller Program



As our Channel landscape continues to evolve into a cloud services model we feel the time is right to align our global operations with a worldwide program allowing for consistent metrics to be applied across all our territories.

By helping our Resellers to differentiate their business, this new program is designed to reward Resellers that can build a growing base of customers, drive incremental revenues, and invest resources in Mimecast technical training and sales enablement. At the same time, the program ensures newer Resellers have rational requirements and a clear on-boarding path as they develop a new partnership with Mimecast.

### Program Values

Mimecast's aim is to develop not only a Reseller Program that's mutually rewarding, but one that also positions our Resellers as the lead in any client engagement. We work proactively with our Resellers to develop and maintain their trusted business advisor reputation. Winning joint business is our goal. Our industry leading customer retention rate, combined with a comprehensive program designed to provide our Resellers with a rich and predictable long-term revenue stream.

- Simplicity is a core value of the new program. We want to make our joint engagements easy and rewarding for everyone involved as we service our customers.
- We are proud of Mimecast's channel-centric company ethos and strive to develop and maintain those committed working relationships with our trusted Reseller community.
- The implementation of a tiering structure provides our Resellers with clear and measurable goals with a visible path on how to move up to higher tiers.
- Healthy discounts and programmatic rewards, varied by tier, are enjoyed by our Resellers across the globe.
- Mimecast is committed to Reseller enablement and have formulated a robust series of training courses for Sales, Pre-Sales, Technical and Helpdesk staff.

### Why Resell Mimecast Solutions?

Mimecast's security, archiving and continuity cloud services are engineered to protect business email and deliver comprehensive email risk management in one fully-integrated subscription service.

Our service is designed to archive and protect email for tens of thousands of customers with millions of users worldwide against targeted attacks, data leaks, malware and spam. We give employees fast and secure access to sensitive business information and help ensure email keeps running in the event of a primary service outage.

By being agile in developing new technology and solutions to protect a customer's environment, Mimecast has the perfect Reseller solution to help you maintain your 'trusted advisor' status with customers keen to deploy a Cyber Resiliency strategy within their business. Your customers benefit from solutions that are engineered to be cost-effective, intuitive and easy-to-use solutions that stand out in the market today and with simple project implementation enjoyed by our channel Resellers world-wide, making the decision to lead with Mimecast couldn't be easier.

Our program is synonymous with the Mimecast brand and provides Resellers with piece-of-mind that our organizations jointly maintain a customer-led approach.

For Resellers wanting to grow Professional Services, Consulting and Training revenues, the opportunity is extensive with Mimecast and your Partner Account Managers can provide you with further detailed information.

### Partner Portal login here:

<https://portal.mimecast.com/partner/common/Login>

### Contact a channel representative here:

Europe: [emepartners@mimecast.com](mailto:emepartners@mimecast.com)

South Africa: [channel@mimecast.co.za](mailto:channel@mimecast.co.za)

North America: [uspartners@mimecast.com](mailto:uspartners@mimecast.com)

Australia and APAC: [aupartners@mimecast.com](mailto:aupartners@mimecast.com)

Middle East: [middleeast@mimecast.com](mailto:middleeast@mimecast.com)



### Reseller Program Overview

The Mimecast Reseller Program provides four types of membership. As your business grows our framework has been developed to support you with resources, training, discounts and other benefits. Each tier allows you to enjoy the benefits awarded to your level of commitment with Mimecast.

	Business Partner	Certified Partner	Premier Partner	Elite Partner
Business Plan			✓	✓
Technical Training			✓	✓
Sales Training		✓	✓	✓
Targets		✓	✓	✓
Account Management		Internal	PAM	PAM Team
Discount	✓	✓	✓	✓
Contract	✓	✓	✓	✓

#### Business Partner

The starting point for many. By signing the Mimecast Global Reseller agreement, you enter a growing community of Resellers across the globe. There are a variety of benefits awarded to our Business Partners starting with access to our Reseller portal where you will find a wealth of information, collateral and resources. Here you can also access the Mimecast Academy and start to learn more about the Mimecast products.

#### Certified Partner


Certified Partners would have already been involved with our channel teams who support this community. Those internal resources are important as you start to ramp up activity with Mimecast and those teams can assist you in the development of opportunities leading to new business. Our deal registration and enablement programs are benefits that our Certified Partners also enjoy, which help to build on success and allow Resellers to gain a deeper understanding of the Mimecast product range.

#### Premier Partner

As a committed Mimecast Reseller and working with a regional Partner Account Manager you will be actively promoting a variety of Mimecast solutions. Premier Partners meet the necessary revenue, technical certification and sales accreditation targets that place them into this tier. By achieving those specific measurements, we provide Premier Partners with a variety of additional benefits such as, quarterly MDF funding to support new campaigns and drive lead generation, additional programmatic discounting, SPIF Funds and focused call-out days.

#### Elite Partner

In our new global program, the most highly accredited and fully certified Resellers achieve Elite status. Mimecast has stringent requirements but offer high rewards to those Resellers who are completely dedicated to the Mimecast way. Success has been built upon annually and both organizations are motivated to drive incremental revenues within our existing customer base as well as seeking new opportunity. Additional benefits include; members of our Partner Advisory Board, exclusive access to a new product roadmaps, rebate and incentive schemes.

	Business Partner	Certified Partner	Premier Partner	Elite Partner
 Supporting Growth				
Quarterly Business Review			✓	✓
Joint Marketing Plans			✓	✓
Annual Business Plan			✓	✓
Minimum Number of Deals Per Year		✓		
Designated Account Manager			✓	✓
Designated Account Management Team				✓
Telephone/Online Account Manager		✓		
 Driving Collaboration				
Access to the Mimecast Partner Portal and Training Academy	✓	✓	✓	✓
Deal Registration		✓	✓	✓
Co-Branded Marketing Campaign Assets	✓	✓	✓	✓
Promote on Resellers Web Site	✓	✓	✓	✓
Mutual Account Mapping Plans			✓	✓
MDF Program			✓	✓
Rebate & Incentive schemes				✓
Mimecast Business Development Call-outs			✓	✓
Product Roadmap Access & Beta Testing Program				✓
Mimecast Reseller Advisory Committee				✓
Mimecast NFR Program		✓	✓	✓
 Learning and Development				
Sales Foundation Training	✓	✓	✓	✓
Sales Specialist Training	✓	✓	✓	✓
Pre-Sales Technical Foundation Training	✓	✓	✓	✓
Technical Certification Training	✓	✓	✓	✓



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## Mimecast Global Partner Program

### Mimecast Partner Portal

<https://portal.mimecast.com/partner/common/Login>

### Mimecast Academy

For access to online Reseller resources please register via the portal or contact your regional channel support team.

<https://portal.mimecast.com/partner/LMS/LMSSSO/index/0>

# mimecast®



Mimecast (NASDAQ: MIME) makes business email and data safer for thousands of customers with millions of employees worldwide. Founded in 2003, the company's next-generation cloud-based security, archiving and continuity

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