

# GFI Partner Program

## Together for growth

### Why partner with us?

GFI Software provides award-winning communication, network, and security solutions for small and medium-sized businesses (SMBs) as well as large enterprises.

Our partner program offers competitive solutions and pricing along with a comprehensive collection of marketing and sales resources to help grow your business.



#### 100% channel model

GFI Software transacts all opportunities through its global channel community, to give partners confidence closing deals, with the assistance of our sales specialists.



#### Evaluation and NFR

Evaluate and demonstrate our solutions to potential customers with fully functional “Not For Resale” licenses.



#### Opportunity for growth

Earn high margins and build a recurring revenue stream selling award-winning solutions. We value renewals just as much as new business by offering identical margins for both.



#### Marketing and sales resources

With our ever-growing collection of thought leadership content, product resources, and on-demand webinars, you will have everything you need to run successful prospecting and lead generation campaigns.



#### Enablement program

Access extensive technical and sales training courses completely free of charge. Learn from our expert sales engineering team while you onboard.



#### Smartly engineered for greater IT

GFI Software develops enterprise-quality solutions specifically for small to medium-sized businesses (SMB).

## PARTNER TIERS

## BRONZE PARTNER

## SILVER PARTNER

## GOLD PARTNER

## Marketing

Partner level badges	✓	✓	✓
Product certified logos	✓	✓	✓
Marketing collateral	✓	✓	✓
Branding guidelines	✓	✓	✓
Competitor comparisons	✓	✓	✓
Partner locator	✗	✓	✓

## Financial

Lead referral	✗	✗	✓
Deal registration	✓	✓	✓
Tiered margins from distributors	✓	✓	✓
Promotions	✓	✓	✓
Business planning	✗	✗	✓

## Sales Support

Dedicated Channel Account Manager	✗	✓	✓
Access to partner portal	✓	✓	✓
NFR licenses for product demos*	✓	✓	✓
Partner technical support	✓	✓	✓
Exclusive tech previews	✗	✓	✓

## Enablements

Webinars	✓	✓	✓
Partner training seminars	✓	✓	✓
Beta program participation	✗	✓	✓
Partner community access	✗	✓	✓

## Requirements

Sales training / certification	✗	✓	✓
Technical training / certification	✗	✓	✓
Annual revenue threshold	✗	✓	✓
GFI section on the partner's website	✗	✓	✓

\* Additional requirements apply

[Learn more →](#)