



Bob's Business[®]

Cyber Security Awareness Training



BOB'S PARTNER
Program Overview

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WHY PARTNER WITH US?

Virtually every organisation is now dependent on technology with email traffic flowing through to each employee. The majority have additional access to the internet and are exposed to many of the dangers that this can present. Insecure shared passwords, poor information security practices and a lack of understanding of what to look out for create a minefield for users who are just trying to get on with their job.

These organisations would benefit from cyber security training, however not every Managed Service Provider (MSP) has all of the skills and tools required to successfully provide this training.

Bob's Business believes in developing close partnerships with companies that want to add value by reselling, recommending or integrating our Cyber Security Training Platform, as part of their own Managed Security Solutions portfolio.

KEY BENEFITS:

- Quickly add margin and value as part of each module, consulting, or services sale
- Deliver award winning training to your customer base
- Build a managed security services revenue stream with no business overhead
- Incorporate User Cyber Security Training into your solution value ecosystem
- Start small & grow with us either strategically or as each opportunity presents itself
- Priority of margin for you and protection of your existing customer relationships, through deal registration
- Training, case studies and additional sales collateral provided

TARGET AUDIENCE

MSP's Solution Providers and Resellers – MSP Partners can take advantage of their “Trusted advisor” status to resell any of our training modules to their customers. In addition, the service can be white labelled if required to provide reinforcement of their own brand.

Telecoms Dealers – We understand that the lines between Telephony and IT are now so blurred that Telecoms dealers are very often asked to deal with many IT Issues. We've designed a successful program to allow Telecoms Dealers to easily sell managed security training to their users.

Cloud & Hosting Providers– Cloud Providers can build in a subscription Security Training Service component to their own or customers ecosystem, adding another revenue stream, whilst increasing value to their end user and differentiating their own cloud offering.

Consulting Organisations – Single consultants or consulting organisations that provide advice, consulting services or make client recommendations can now add in complementary training services to their consulting portfolio. A huge opportunity exists for consultants providing advice and guidance on GDPR, Bob's will launch a GDPR module by the end of Q3.

All our partner programs are designed to help build a complementary relationship that enhances the partners own offerings, skills, and solutions.

Many of our offerings can be customised and we work with our partners to make the most of any business opportunity that presents itself and, importantly, we think our margin rates are some of the best around, for all our partners - whatever level we engage at.

Tiering

Silver Partner

Silver Partners are committed to using Bob's suite of solutions as their preferred method of User Cyber Security Training. They will possess some knowledge of the solutions and will be interested in starting a mutually beneficial relationship with Bob's Business.

Requirements are not as stringent, however benefits are not as high.

Requirements

Minimum 1 member of staff Trained on the Bob Platform

Benefits

10% Discount from SSP

17% Discount from SSP with Deal Registration through Partner Portal

Gold Partner

Gold Partners will have proven success delivering Bob's solutions to their customers and are committed to the ongoing continued promotion of Bob's solutions, within their customer portfolio. They will have trained staff to assist with the majority of implementation needs and will be recognised for their first-rate support and customer service ability.

Requirements

Minimum 3 Staff Trained on the Bob Platform

200K Revenue per annum

Benefits

20% Discount from SSP

25% Discount from SSP with Deal Registration through Partner Portal

Platinum Partner

Platinum Partners will be proven experts in delivering Bob's solutions to their customers, they will have delivered the full range of Bob's Product suite, including setup and hosting content/non-content and demonstrated consistently high revenue. They have experts on staff to advise on any complex deployment requirements and deliver at exceptional levels. They will provide an excellent level of customer support and satisfaction.

Requirements

Minimum 5 staff Trained on the Bob Platform

Annual Business Plan

500K Revenue per annum

Benefits

30% Discount from SSP

35% Discount from SSP with Deal Registration through Partner Portal

DEAL REGISTRATION - Why Deal Reg?

1. Increased Margin – we'll increase the margin on your registered deal.
2. Built in protection – only one reseller can register a deal for the same customer, the first up is the best dressed, a registered deal increases the chance of you winning on the off-chance two resellers are competing for the same customer.
3. Stop deal-hunters coming direct – Customers will try and come direct to see if they can get the same product cheaper, we work off a Standard Selling Price (SSP) list and if you have deal registered the solution for the customer we will a) refer them back to you as our Reseller and b) only ever quote SSP with no discounts.
4. We have our own extremely small but perfectly formed sales team, who have been working hard to increase awareness of our award winning product – if you register a deal, then we'll back off – every time, and we'll flag the customer as one that your sales team is active with.
5. If we see that you're registering plenty of deals, but failing to close, we can offer you extra help and support to service that potential sale.
6. It doesn't take long – we'll come back to you as soon as we can, with confirmation of your registered deal. We appreciate it's an extra step, but it helps us to help you, to help your customer, everybody wins.
7. Registered deals tell us where our sales team CAN'T go – register your customer's interest as soon as you can.

8. Deal registration lasts for 6 months, you can re-register the same deal as soon as the original lapses, it keeps your sales team aware of deals.

GET IN TOUCH

Get in touch to discuss your requirements, or to find out more information, please contact us on 01226 447225. Alternately contact Martin Oldham, our Channel Manager on 07970 793565, or martin@bobsbusiness.co.uk

To sign up straight away as a reseller, please go to https://partnerportal.bobsbusiness.co.uk/users/sign_up