



# noSpam<sup>®</sup> proxy

The Partner Program at a glance

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## About the NoSpamProxy Partner Program

As a member of NoSpamProxy's Partner Program, you will benefit from comprehensive services that will help you achieve a successful licensing, maintenance, and service business with NoSpamProxy.

Partners who want to offer their own managed services based on NoSpamProxy Server can qualify as a Managed Service Partner.

We introduce the Partner Program in detail on the following pages.

## The Partner Levels

The Partner Program has three levels:

- Authorized Partner,
- Business Partner and
- Premium Partner.

In conjunction with the suffix „Cloud“, each of these levels authorizes the exclusive sale of NoSpamProxy Cloud.

In addition, NoSpamProxy Managed Service Partners can offer self-hosted or hosted email security services based on NoSpamProxy to your customers.

## Authorized Partner and Authorized Cloud Partner

After completing the online training, you can distribute NoSpamProxy Server and NoSpamProxy Cloud to your customers without any further obligations.

Authorized Cloud Partners exclusively distribute NoSpamProxy Cloud. Since considerably less technical know-how is required compared to the on-premises version, all you need to know to distribute the cloud service can be obtained from video training courses available. In addition, you can use resources available on the Partner Portal.

Authorized Partners process their orders through our distributors. The qualification assessment for the Authorized Partner and Authorized Cloud Partner status can be performed by our sales partner as well as by Net at Work GmbH.

### Sales target

No sales target is defined for this level.

### Discounts

Authorized Partners receive a 20% discount on new licenses and a 20% discount on software maintenance for NoSpamProxy Server products.

Authorized Partners and Authorized Cloud Partners receive a 10% discount on NoSpamProxy Cloud services.

### Free Online Trainings for Sales & Technical Staff (NoSpamProxy Server)

One sales-oriented and one technology-oriented online training must be attended by Authorized Partners. The trainings are offered in regular intervals by the manufacturer. These impart the functional range, argumentation, novelties, and solution scenarios.

## Not-for-Resale Licenses (NFR Licenses)

Authorized Partners receive

- a personal use license (10 users) for 99,00 EUR p.a. as well as
- a personal use license (25 users) for 249,00 EUR p.a.

Authorized Partners can order a new NFR license after one year if he has generated revenues with NoSpamProxy in the previous twelve months.

Authorized Partners and Authorized Cloud Partners will receive a free 10-user NoSpamProxy Cloud tenant for twelve months. This tenant is renewed for another twelve months if you have at least one customer with an active NoSpamProxy Cloud contract. The number of free users in your NFR client increases with the number of cloud users you have under contract.

## Link exchange/listing on the Internet as a partner

For Authorized Partners/Authorized Cloud Partners, the placement of a backlink on your website is desirable. You will receive an entry in the list of Authorized Partners on [www.nospamproxy.de](http://www.nospamproxy.de).

## Support for your marketing/newsletter

Authorized Partners/Authorized Cloud Partners can request marketing materials via the Internet and receive our monthly partner newsletter with up-to-date information, how-tos and marketing templates.

## End User Support

NoSpamProxy Server modules must always be purchased with a software maintenance contract. This includes software updates and patches with bug fixes. To increase customer loyalty between partners and end customers, the respective partner provides services for the installation, configuration, and operation as well as the first level support. If desired, these services can also be provided at a charge by Net at Work GmbH.

Net at Work GmbH expects partners to take advantage of the training offers regularly and actively to maintain the necessary technical know-how. Software error messages can be sent to Net at Work GmbH, preferably by email.

Authorized Partners who concentrate on sales and only want to act as reseller but do not want to maintain know-how regarding NoSpamProxy Server may sell NoSpamProxy Server only in connection with a manufacturer support contract. This means that the first level support for the end customer is provided by Net at Work GmbH.

### Free support calls

Partners receive five free support calls per year (second level support). If the problems are not due to product defects, the service agreement will apply after the fifth call.

### Service Agreement with Net at Work GmbH

By confirming the status of Authorized Partner/Authorized Cloud Partner, you agree to the conclusion of a basic service agreement with Net at Work GmbH for fee-based technical support.

## Business Partner und Business Cloud Partner

Business Partners actively sell NoSpamProxy Server and NoSpamProxy Cloud to your customers.

Since considerably less technical know-how is required compared to the on-premises variant, all you need to know to sell the cloud service can be obtained from the video training courses available.

Together we set goals that we want to achieve in the partnership. NoSpamProxy supports you regarding sales and marketing.

Business Partners/Business Cloud Partners must fulfill the corresponding requirements. The review takes place once a year at the at the beginning of the year based on the NoSpamProxy business of the previous year.

### Active product distribution

Business Partners/Business Cloud Partners must have at least three completed projects in a calendar year.

### Sales target

The turnover threshold for Business Partners is 20,000 EUR p.a. This threshold must be reached in the following way:

- NoSpamProxy Server: New licenses, maintenance, or service
- or
- NoSpamProxy Cloud: new licenses, ordered directly or via the sales partner from Net at Work GmbH.

The revenue threshold for Business Cloud Partners is 2,000 EUR recurring monthly revenue (MRR). This threshold must be reached with NoSpamProxy Cloud Services which have been ordered directly or via the sales partner from Net at Work GmbH.



## Discounts

Business Partners receive a 25% discount on new licenses and a discount of 20% discount on software maintenance for NoSpamProxy Server products.

Business Partners and Business Cloud Partners receive a 15% discount on NoSpamProxy Cloud services.

## Leads

Net at Work GmbH passes on suitable leads from its own marketing activities to Business Partners. The lead distribution is based on customer preference as well as regional and other criteria. There is no entitlement to a certain quantity or quality of these leads.

## Free Online Trainings for Sales & Technical Staff

Business Partners must attend at least one sales-oriented and one technology-oriented training course provided by Net at Work GmbH. The training courses are offered at regular intervals by the manufacturer. These impart the functional range, argumentation, novelties, and solution scenarios.

## Certification training

At least one technician must have completed the two-day administrator training. Every two years, at least one technician must take this training again.

## Microsoft certifications

Business Partners employ at least two employees who are Microsoft Certified IT Professional (MCITP) or has at least a Silver competency in the Microsoft Partner Network.

## Not-for-Resale Licenses (NFR Licenses)

Business Partners receive

- a personal use license (10 users) for 99,00 EUR p.a.,
- a personal use license (25 users) for 249,00 EUR p.a.,
- a personal use license (50 users) for 479,00 EUR p.a. and
- a personal use license (100 users) for 949,00 EUR p.a.

Business Partners/Business Cloud Partners receive one free tenant in NoSpamProxy Cloud.

The number of free users in your NFR tenant increases with the number of cloud users you have under contract.

## Link exchange/listing on the Internet as a partner with logo

Business Partners/Business Cloud Partners commit themselves to name NoSpamProxy as a partner on your website and to set a follow link on [www.nospamproxy.de](http://www.nospamproxy.de). Your company will be listed on our partner portal and also linked to.

## Support of your marketing/newsletter

Business Partners/Business Cloud Partners can request marketing material via the Internet and receive our monthly partner newsletter with the latest information, how-tos and marketing templates.

After consultation we support your marketing activities for NoSpamProxy with a budget of 1,000 EUR p.a.

## End User Support

NoSpamProxy Server modules must always be purchased with a software maintenance contract. This includes software updates and patches with bug fixes. To increase customer loyalty between partners and end customers, the respective partner provides

services for installation, configuration, and operation as well as the first level support. If desired, such services can also be provided at a charge by Net at Work GmbH.

Net at Work GmbH expects partners to take advantage of the training offers regularly and actively to maintain the necessary technical know-how.

Software error messages can be reported by the partner to Net at Work GmbH, preferably by email.

As a rule, Business Partners will provide first level support themselves, but can also a manufacturer support contract to customers together with the product. In these cases, Net at Work GmbH also takes over the first level support for the respective customer.

## Free support calls

Business Partners receive five free support calls per year (second level support). If the problems are not due to product defects, the service agreement will apply after the fifth call.

## Service agreement with Net at Work GmbH

By confirming the status of Business Partner, you agree to the conclusion of a basic service agreement with Net at Work for chargeable technical support.

## Premium Partner and Premium Cloud Partner

As a Premium Partner you actively sell NoSpamProxy Server and NoSpamProxy Cloud to your customers.

Premium Cloud Partners exclusively sell NoSpamProxy Cloud.

Together we set goals that we want to achieve in the partnership. NoSpamProxy supports you regarding sales and marketing.

Premium Partners must fulfill the corresponding requirements. The review takes place once a year at the beginning of the year based on the NoSpamProxy business of the previous year.

### Active distribution

Premium Partners/Premium Cloud Partners must demonstrate at least five completed projects in a calendar year.

### Sales target

The revenue threshold for Premium Partners is 50,000 EUR p.a. This threshold must be reached in the following way:

- NoSpamProxy Server: New licenses, maintenance, or service
- or
- NoSpamProxy Cloud: new licenses, ordered directly or via the sales partner from Net at Work GmbH.

The revenue threshold for Premium Cloud Partners is 4,000 EUR monthly recurring revenue (MRR). This threshold must be reached with NoSpamProxy Cloud Services which have been ordered directly or via the sales partner from Net at Work GmbH.

## Discounts

Premium Partners receive a discount of 30% on new licenses and a discount of 20% on software maintenance for NoSpamProxy Server products. Premium Partners and Premium Cloud Partners receive a 20% discount on NoSpamProxy Cloud services.

## Leads

Net at Work GmbH passes on suitable leads from its own marketing activities to Premium Partners. The lead distribution is based on customer preference as well as regional and other criteria. A claim to a certain quantity or quality of leads does not exist.

## Free Online Trainings for Sales & Technical Staff

Premium Partners are required to attend at least one sales-oriented and one technology-oriented training from Business Partners. The training courses are offered at regular intervals by the manufacturer. These impart the functional range, argumentation, novelties, and solution scenarios.

## Certification training

At least two technicians must have completed the two-day administrator training course. Every two years, two technicians must complete this training again.

## Microsoft certifications

The partner employs at least two employees who are certified as Microsoft Certified IT Professional (MCITP) certification or has at least a Silver competency in the Microsoft Partner Network.

## Not-for-Resale Licenses (NFR Licenses)

Premium Partners receive

- a free personal use license (25 users),
- a personal use license (50 users) for 479,00 EUR p.a. as well as
- a personal use license (100 users) for 949,00 EUR p.a.

Premium Partners/Premium Cloud Partners receive a free tenant in NoSpamProxy Cloud.

The number of free users in your NFR tenant increases with the number of cloud users you have under contract.

## Link exchange/listing on the Internet as a partner with logo

Premium Partners/Premium Cloud Partners commit themselves to name NoSpamProxy on as a partner on your website and to set a follow link on [www.nospamproxy.de](http://www.nospamproxy.de). Your company will be listed on our partner portal and also linked to.

## Support of your marketing/newsletter

Premium Partners and Premium Cloud Partners can request marketing material available via the Internet and receive our monthly partner newsletter with the latest up-to-date information, how-tos and marketing templates.

After consultation we support your marketing activities for NoSpamProxy with a budget of 2,000 EUR p.a.

## End User Support

NoSpamProxy Server modules must always be purchased with a software maintenance contract. This includes software updates and patches with bug fixes. To increase customer loyalty between partners and end customers, the partner provides services for

installation, configuration, and operation as well as the first level support. If desired, such services can also be provided at a charge by Net at Work GmbH.

Net at Work GmbH expects the partner to take advantage of the training offers regularly and actively offered training courses to maintain the necessary technical know-how. Software error messages can be sent by the partner to Net at Work GmbH, preferably by email.

As a rule, Premium Partners will provide first level support themselves, but can also sell a manufacturer support contract to customers together with the product. This means that Net at Work GmbH also takes over the first level support for this customer

### Free support calls

Premium Partners/Premium Cloud Partners receive five free support calls per year (second level support). If the problems are not due to product defects, the service agreement applies after the fifth call.

### Service agreement with Net at Work GmbH

By confirming the status of Premium Partner, you agree to the conclusion of a basic service agreement with Net at Work GmbH for chargeable technical support.

## NoSpamProxy Managed Service Partner

Managed Service Partners (MSPs) operate NoSpamProxy Server as a multitenant-capable system in your data center or at a hoster of your choice and sell email security services based on NoSpamProxy to your customers.

You can adjust special MSP licenses via the sales partner and its ordering system to the number of users you have contracted for your service.

As there are special requirements and minimum purchases for the Managed Service Partner status, qualification as a NoSpamProxy Managed Service Partner is exclusively performed directly by Net at Work GmbH.

Depending on the revenue, you are entitled to the same services as our Business Partners and Premium Partners.



## Support description NoSpamProxy Server (on-premises)

### First Level Support

The partner provides first level support for the end customer.

The First Level Support is the first point of contact for all incoming support requests.

The first level support employee is responsible for the complete recording of all requests including all additional information and processes them as independently as possible according to his or her level of knowledge.

The goal is to select the problems and solve as many of them as possible with the help of available technical documentation.

Additional information is also available in our documentation.

### Second Level Support

The First Level Support is supported by the Second Level Support on the part of Net at Work GmbH by telephone, email, and remote maintenance during the defined support hours.

The standard support hours are Monday to Friday 9 am to 5 pm, excluding public holidays in North Rhine-Westphalia, Germany.

Escalation is carried out by First Level Support, which is the link to the end customer.

Second Level Support includes the investigation of malfunctions and the elimination of software errors, but not installation or operational support.

Operational support in this context means setting up the system in accordance with the customer's wishes and the elimination of errors that can be traced back to improper or incorrect handling. Furthermore, operational support means the installation of the operating system and any necessary adaptation of third-party systems.

## Manufacturer support contract for customers

If you as a partner are not able to provide qualified support for your customer, you have the possibility to offer your customer a manufacturer support contract.

With the conclusion of this contract, we guarantee as manufacturer the complete first and second level support for your end customer.

The costs for the manufacturer support contract amount to 649,00 EUR p.a. for your customer (up to 1000 users).

## Service agreement for customers

Your customer has the possibility to conclude a service agreement with Net at Work GmbH. This covers the services of the second level support and third-party systems.

Unlike the manufacturer support agreement, payment is not made in advance for one year, but after the occurrence of the problem with estimation and coordination of the time required.

## Partner agreement for partners

The partner concludes a partner agreement with Net at Work GmbH. This guarantees his customer a smooth business process in case of acute problems, which cannot be solved immediately.

## Costs for support calls without contract

Support calls that are not covered by the above agreements will be charged by Net at Work GmbH.

Please refer to the current price list for the costs of the respective support calls.

As a rule, the support request should be submitted to Net at Work GmbH by the partner.

## Free support calls/chargeable support

As a partner of Net at Work GmbH you receive five free support calls per year (second level support). Provided that the problems are not due to product defects the service agreement concluded in advance applies after the fifth support call.

The support service will then be charged based on time and effort.

## Telephone support

A support hotline is available Monday to Friday 9 am to 5 pm, excluding public holidays in North Rhine-Westphalia, Germany.

Without an existing contract this support is chargeable.

## Overview Partner Program Server and Cloud

Criteria			
Product distribution	All NoSpamProxy Server modules and NoSpamProxy Cloud	Active product distribution of all NoSpamProxy Server modules and NoSpamProxy Cloud, at least 3 completed projects at least 20.000 € revenue	Active product distribution of all NoSpamProxy Server modules and NoSpamProxy Cloud, at least 5 completed projects at least 50.000 € revenue
Discounts	20% on new licenses 20% on software maintenance 10% on NoSpamProxy Cloud	25% on new licenses 20% on software maintenance 15% on NoSpamProxy Cloud	30% on new licenses 20% on software maintenance 20% on NoSpamProxy Cloud
Leads	No	Yes	Yes
Free online trainings	At least 2 in Tech and Sales	At least 2 in Tech and Sales	At least 2 in Tech and Sales
Certification training	No	One technician every two years	One technician every two years
Microsoft certifications	No	2 employees MCITP or Silver competence	2 employees MCITP or Silver competence
NFR Licences	10, 25 users	10, 25, 50, 100 users	25 users free 50, 100 users
Listing	Entry in partner list	Link exchange and entry in partner portal	Link exchange and entry in partner portal
Marketing support	No	Up to 1.000 €, assuming target-oriented measures and active distribution	Up to 2.000 €, assuming target-oriented measures and active distribution
Support	First level provided by partner or manufacturer support partner agreement  Second level via email or phone provided by manufacturer	First level provided by partner, manufacturer support in exceptional cases, partner agreement  Second level via email or phone provided by manufacturer	First level provided by partner, manufacturer support in exceptional cases, partner agreement  Second level via email or phone provided by manufacturer
Free support calls/year	5	5	5
Newsletter	Yes	Yes	Yes

## Overview Partner Program Cloud-only

Criteria			
Product distribution	NoSpamProxy Cloud	Active product distribution of NoSpamProxy Cloud, at least 3 completed projects at least 2.000 € monthly revenue (MRR)	Active product distribution of NoSpamProxy Cloud, at least 5 completed projects at least 4.000 € monthly revenue (MRR)
Discounts	10% on NoSpamProxy Cloud	15% on NoSpamProxy Cloud	20% on NoSpamProxy Cloud
Leads	No	Yes	Yes
Free online trainings	Self-study video training courses	Self-study video training courses	Self-study video training courses
Certification training	No	No	No
Microsoft certifications	No	No	No
NFR Licences	NFR tenant (10 users) one year cost-free	NFR tenant cost-free	NFR tenant cost-free
Listing	Entry in partner list	Link exchange and entry in partner portal	Link exchange and entry in partner portal
Marketing support	No	Up to 1.000 €, assuming target-oriented measures and active distribution	Up to 2.000 €, assuming target-oriented measures and active distribution
Support	First level provided by partner or manufacturer support partner agreement  Second level via email or phone provided by manufacturer	First level provided by partner, manufacturer support in exceptional cases, partner agreement  Second level via email or phone provided by manufacturer	First level provided by partner, manufacturer support in exceptional cases, partner agreement  Second level via email or phone provided by manufacturer
Free support calls/year	5	5	5
Newsletter	Yes	Yes	Yes

## Overview Support Model

	Partner	Customer
First level support	Provided by partner	Service agreement or manufacturer service agreement
Second level support	Up to 5 free support calls, then service agreement, effort-based	Service agreement or manufacturer service agreement
Operational and installation support, third-party systems	Service agreement, effort-based	Service agreement
Product errors	Free	Free
First level support provided by partner	Second level support provided by Net at Work	Support contracts with Net at Work
<b>Goal:</b> Complete assesment of the problem with independent preliminary clarification. As many user mistakes as possible should be corrected by the partner. In addition, the partner should be able to provide qualified help to the customer during setup.	If the partner is unable to provide support he may contact the manufacturer. The description of the problem should be available and be limited to malfunctions and the elimination of software errors.	<b>Manufacturer support contracts:</b> Manufacturer provides support. Costs according to the NoSpamProxy price list.  <b>Service agreement:</b> Manufacturer provides support. Costs calculated effort-based.

