



**WEBROOT**  
Smarter Cybersecurity®

Go-To-Market Playbook

# About This Playbook

Thank you for your interest in Webroot Cybersecurity solutions! The goal of this go-to-market playbook is to help you build a successful business strategy in today's booming cybersecurity space. It is designed for new, existing, and prospective managed service providers (MSPs), resellers, distributors, and system integrators invested in providing profitable security solutions and offerings utilizing Webroot.

Within this playbook, you will learn compelling facts about today's cybersecurity market, the obstacles SMBs face, and strategies for overcoming these tough challenges. Key training and certification resources; marketing assets for promoting solutions and offerings; and sales tools are also included inside.

Downloadable assets such as informational guides, white papers, datasheets, webinars, and other practical tools are meant to put you on the fast track to success. Many of these resources are also available to current partners through our "Webroot Partner Toolkit." We encourage you to reference this playbook and the Toolkit as often as necessary.

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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.**

## \$6 Trillion

The total cost of cybercrime in today's marketplace will reach \$6 trillion annually by 2021, up from \$3 trillion in 2015. – Cybersecurity Ventures <sup>1</sup>

## 51%

Over half of IT and cybersecurity professionals claim that their organization has a problematic shortage of cybersecurity skills. – ESG <sup>2</sup>

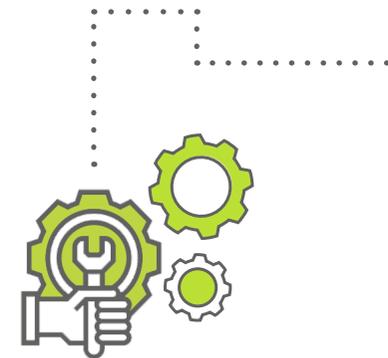
## \$124 Billion

Worldwide security spending on cybersecurity will exceed \$124 billion by the end of 2019. – Gartner <sup>3</sup>



# Webroot Partner Edge Program

Webroot's 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 resulting in bigger profits.



## Program Benefits

Webroot enablement and support activities help to promote the value of layered cybersecurity as part of your offering.

### Growth

- 100% 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 certification, demos, webinars, and more
- Marketing 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](#)

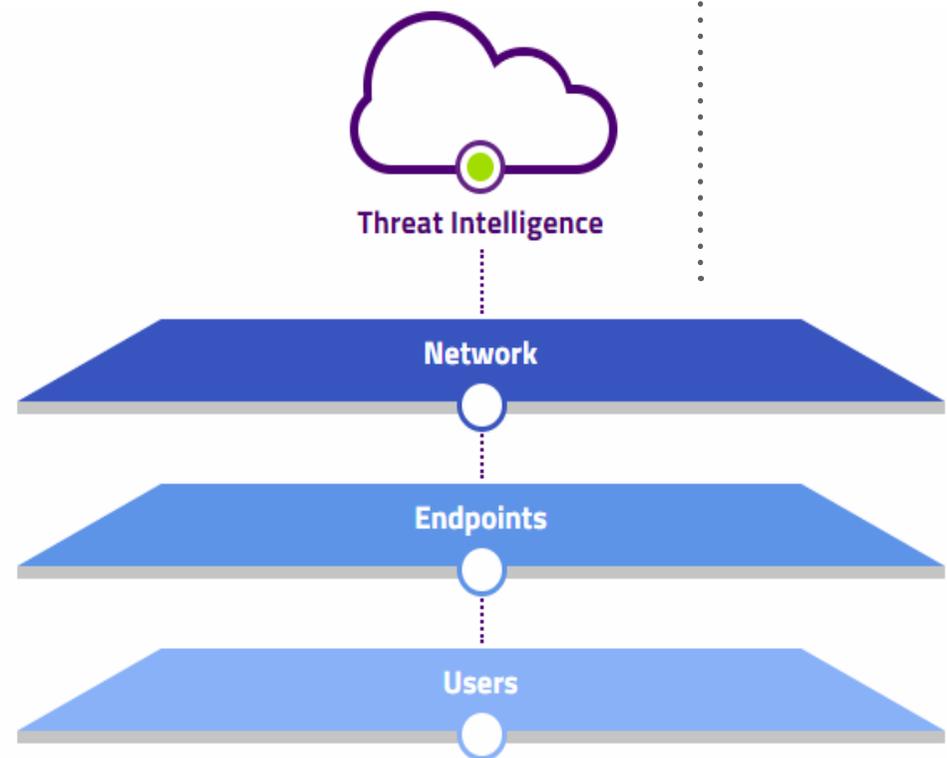
## Implementing a Layered Approach

Webroot partners are poised to become more profitable through our enhanced security solutions, outstanding growth opportunities, innovative enablement, and trusted support.

With today's ever-growing cyberattacks, every organization must employ comprehensive security solutions and a single line of defense is not enough. To thwart the sophisticated attacks that are so common today, a layered security approach is a must. If an attacker breaks through one layer, additional barriers mitigate and remediate attacks before extensive damage is done.

*“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





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



Every device that connects remotely to networks has the potential to be compromised. Network and endpoint security layers with real-time threat intelligence, detection, and remediation ward off the malicious URLs, IPs, files, and mobile apps that wreak havoc on your clients' networks. A platform that scans IP addresses and URLs across domains and apps, while leveraging machine learning to classify and categorize each according to the threat, is vital to keeping systems safe. Moreover, DNS connections are highly vulnerable to attacks, and protecting this connection itself is also a necessity.

Hackers know that end users are the weakest links in many organizations. They employ a variety of techniques to target non-suspecting victims, such as phishing and other social engineering tactics and can quickly 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. This is exactly why ongoing security awareness training (SAT) should be your clients' first line of defense. Courses on phishing techniques, privacy and data protection, ransomware, compliance, and other cybersecurity best practices significantly reduce the risk organizations face due to costly user errors.

Webroot offers partners MSP-ready solutions for network, endpoint, and security awareness. Working in harmony and from one pane of glass, these tools offer both partners and SMBs peace of mind through simplified security management. Utilizing these products, you can easily maximize resources and effectively deploy cybersecurity solutions across multiple organizations.

## Gaining a Competitive Edge

**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 files 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 protect 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, greater profitability, lower operational costs, improved productivity, stronger client trust, and innovative resources for competitive advantage.



## Partner Toolkit



Not all SMBs have in-house marketing resources. Oftentimes managing directors and other employees work to market, promote, and sell solutions and offerings themselves, without typically 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 is 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:

- » 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
- » Technical and sales certifications by product



# Go-To-Market Resources

Our goal is your success. In the following sections, you'll find an innovative set of tools and resources from 3rd parties and Webroot, intended to effectively grow your business. *Please note that while some of the items below are free to access, some resources reside inside the Webroot Partner Toolkit and are **only available to current Webroot partners.***

## 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 data sheets, demos, presentations, and talking points for conveying the right message – at the right time.

NOTE: Many 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.



## 2018 CYBERSECURITY THREAT LANDSCAPE OVERVIEW

The Webroot Threat Report offers a glimpse into discoveries and analysis of threat activity throughout the year 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.



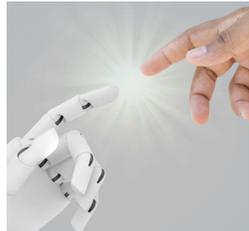
[Download 2018 Threat Report](#)



[Download 2018 Mid-Year Update Report](#)



[Watch Video](#)

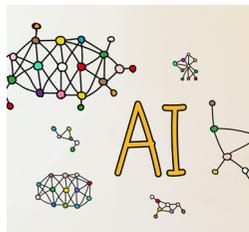


## MACHINE LEARNING, AI, AND WHAT IT MEANS FOR MSPS

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](#)



## 451 REPORT: THE CURRENT AND FUTURE STATE OF ARTIFICIAL INTELLIGENCE

This third-party report from 451 Research Group examines the use cases and technologies setting the pace in the rapidly evolving artificial intelligence space and why AI matters to all businesses today.



[Download 451 Report](#)



## 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 Whitepaper](#)



### **HOW TO PRICE YOUR SECURITY OFFERINGS**

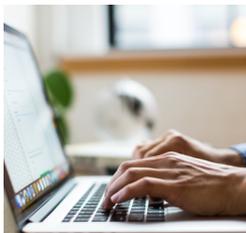
This interactive webcast with industry expert and former MSP Nick Cavalancia, owner of Techvangelism and Charlie Tomeo, VP of Worldwide Business Sales at Webroot discusses the “Goldilocks” principle of cybersecurity pricing, factors that influence pricing choices, and building a pricing model that’s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



[Watch Webinar](#)



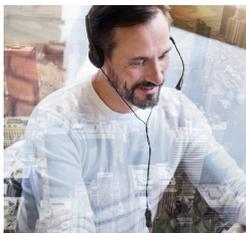
## 3.0 Training and Certification



### 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.*

-  [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](#)



### 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.

-  [Register Now](#)



### 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.

-  [Download Certification Guide](#)



## 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.

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



### CASE STUDIES

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

- [Download Cambridge Helpdesk](#)
- [Download Platte River Networks](#)



### 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](#)

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

## 5.0 Sales Tools



### WEBROOT SALES GUIDES AND PRESENTATIONS

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



[Download Sales Guide](#)



[Download Endpoint Protection Pitch Deck](#)



[Download DNS Protection Pitch Deck](#)



[Download Security Awareness Training Pitch Deck](#)



### WEBROOT PRESENTATIONS AND DEMOS

This set of presentations and live, in-depth product demos provides education on how best to position security product offerings and illustrate how Webroot Cybersecurity solutions work.



[Demo: Endpoint Protection](#)



[Demo: DNS Protection](#)



[Webinar: The Cost of End-User Cyber Behavior](#)



### 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 Webroot

Webroot was the first to harness the cloud and artificial intelligence to protect businesses and individuals against cyber threats. We provide the number one security solution for managed service providers and SMBs, who rely on Webroot for endpoint protection, network protection, and security awareness training. By partnering with Webroot, MSPs, resellers, and distributors benefit from greater profitability, lower operational costs, improved productivity, stronger client trust, and innovative resources for competitive advantage. With our streamlined management console and integration with leading RMM and PSA platforms, Webroot gives you smarter protection that is easy to deploy and manage, and uniquely addresses traditional challenges. Discover growth, enablement, and support at [www.webroot.com/partners](http://www.webroot.com/partners).

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[1] Cybersecurity Ventures, "Cybercrime Damages \$6 Trillion by 2021," <https://cybersecurityventures.com/hackerpocalypse-cybercrime-report-2016/>

[2] Gartner, "Gartner Forecasts Worldwide Information Security Spending to Exceed \$124 Billion in 2019," <https://www.gartner.com/en/newsroom/press-releases/2018-08-15-gartner-forecasts-worldwide-information-security-spending-to-exceed-124-billion-in-2019>

[3] ESG, "ESG Research Suggests Cybersecurity Skills Shortage is Getting Worse," <https://www.esg-global.com/blog/esg-research-suggests-cybersecurity-skills-shortage-is-getting-worse>

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