



# Blanco Channel Partner Program

Helping distributors and resellers to increase relevance and profitability in the marketplace.



## Why Join the Blanco Channel Partner Network?

Designed for distributors and resellers, our Channel Program has various levels of entry to suit your level of commitment and business requirements. Each one is packed with exclusive benefits to help you maximize revenue growth potential. Blanco Data Eraser solutions provide organizations with confidence and proof that their data is securely erased to improve their security posture. With the rapid transition from traditional IT infrastructure to virtualized and remotely managed systems, Blanco addresses the key need for ensuring that data is certifiably erased within active environments or when assets have reached end-of-life. In doing so, organizations can achieve data sanitization and prove compliance with auditors.

Blanco provides our channel partners with business, technical, marketing and go-to-market support so you can drive new programs and revenue streams with all Blanco data erasure solutions.

The Channel Partner Program recognizes those providers that choose to distribute Blanco's industry leading data erasure solutions and offers many key benefits to new partners.

Our channel partner program provides you with:



### Go-to-Market Support

In order to ensure our partners' success, we take steps to understand our partners' businesses and the solutions that will help them drive additional revenue. We then take the extra step of learning what motivates their sales organizations. Our support packages include:

- Sales enablement sessions
- Business planning and account mapping
- Product and marketing launch package



### Certification and Training

As a Blanco partner, you'll be trained by technical experts to strengthen your data erasure knowledge and capabilities. Resources include technical content, online or in-person certification programs and full access to Blanco University. Our training and certification programs include:

- Ongoing sales training
- Technical pre-and post-sales trainings
- Certified engineering training



## Sales and Marketing Enablement

Educate your sales teams to provide them with the right tools and easily drive awareness and consideration. As a Blanco partner, you have opportunities to participate in co-branded marketing campaigns, joint webinars, case studies, sponsorships and more with the following:

- Joint customer visits
- Partner portal access
- Deal registration benefits
- Marketing strategy and promotional campaigns

### Benefits matrix

| BENEFITS                                       | AUTHORIZED RESELLER | SILVER RESELLER | GOLD RESELLER | DISTRIBUTOR |
|--|---------------------|-----------------|---------------|-------------|
| Marketing & Sales Support                      | ✘                   | ✓               | ✓             | ✓           |
| Account Mapping & Planning for Lead Generation | ✘                   | Basic           | Advanced      | Advanced    |
| Deal Registration Benefits                     | ✘                   | ✓               | ✓             | ✓           |
| Support Options                                | ✘                   | ✓               | ✓             | ✓           |
| Access to Partner Portal                       | ✘                   | ✓               | ✓             | ✓           |
| Partner Marketing Packages                     | ✘                   | Basic           | Advanced      | Advanced    |
| Market Development Funds (MDF)                 | ✘                   | Basic           | Tier One      | Tier Two    |
| Access to Hands-On Technical Resources         | ✘                   | ✘               | ✓             | ✓           |

For over 20 years, Blanco has offered solutions that support compliance with data protection and privacy regulations. As the de facto standard in data erasure and mobile device diagnostics, Blanco solutions provide you with an absolute line of defense against costly security breaches, as well as verification of regulatory compliance through a 100% tamper-proof audit trail.

Regardless of device or erasure standard, no other security firm can boast this level of compliance with the most rigorous requirements set by government agencies, legal authorities and independent testing laboratories.

Join us today. Contact [channelteam@blanco.com](mailto:channelteam@blanco.com).