



AffinitySP

MANAGED SERVICE PROVIDER PARTNER PROGRAM

If you're going to invest in a partner program, be sure to choose the industry leader in cloud security



INTRODUCTION

A partner program designed for Managed Service Providers.

Welcome to the Trend Micro Affinity Service Provider Partner Program - a program designed to help managed service providers develop new business opportunities and revenue streams. Our aim is to make it easier for our partners to do business with Trend Micro, by providing a dedicated and committed program to support your needs.

This new program is open to all Managed Service Providers and includes:

- Dedicated account management
- Generous margins
- Training and certification
- Market Development Fund allocations

BOOST REVENUES WITH SECURITY SOLUTIONS FOR SERVICE PROVIDERS FROM TREND MICRO

With a dedicated team of experts and a global presence, Trend Micro offers a complete portfolio of security solutions for Managed Service providers. Usage-based licensing is available on the following products: Security for Data Centres, Mail and Web Gateway, Data and Communication/ Collaboration Servers, and Endpoints.

WHY PARTNER WITH TREND MICRO?

- Revenue - Diversify your revenue stream by adding sustainable security service revenue with minimum financial risk.
- Flexibility - Offer your customers a flexible security service that will adapt to current and future needs.
- Pay-as-You-Go Option - Pay only the licences you service whether your customer base grows or declines monthly.



THE AFFINITYSP PARTNER PROGRAM EXPLAINED

The AffinitySP Partner Program is designed to recognise those partners who have demonstrated capability in selling, deploying and supporting Trend Micro's range of products.

Joining - To become an AffinitySP Partner, just follow these simple steps:

1. Complete and return a Managed Service Provider Agreement.
2. Attend a briefing to understand the details of the products available and the program.
3. Complete the required certifications.

Once you complete this process, contact your Trend Micro or NewLease Partner Manager. After details are verified, your business will officially be given the status of AffinitySP. Welcome Aboard!

CERTIFYING

In order to be recognised as an AffinitySP partner the following certifications are required:

- 1 x Trend Micro Certified Security Expert (TCSE) - designed for engineering staff who are responsible for deploying and managing Trend Micro's products.
- 1 x Trend Micro Certified Sales Representative (TCSR) - designed for sales executives who are responsible for positioning the value propositions of Trend Micro's products to customers.

To aid with the completion of these certifications, Trend Micro provides the Affinity Partner Portal which contains extensive online courseware and the certification exams.

PROGRAM BENEFITS

To ensure the success of its partners, Trend Micro offers an extensive range of supporting services and incentives.

Technical Training Services - access Trend Micro's technical training services to ensure you are able to provide the maximum levels of protection for your customer's data.

NFR Licences - All AffinitySP Partners have the opportunity to evaluate, test and familiarise themselves with Trend Micro Security solutions through the NFR program. So long as there have been transactions with Trend Micro in the past 9 months, feel free to use up to 100 users of Trend Micro's products for your own back of house operations and demonstrations environments.

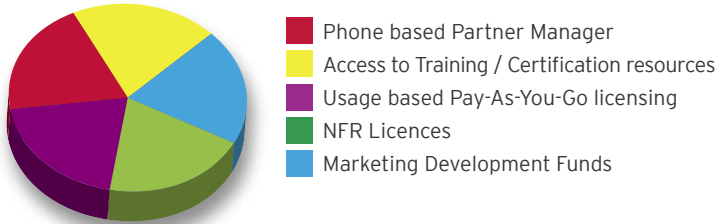
Marketing Development Funds - The Trend Micro Market Development Fund is available to all AffinitySP Partners (on application). The MDF are designed to help partners grow their business and generate incremental revenue by promoting Trend Micro products, solutions and services.

Terms and conditions apply to the above programs, talk to your Partner Manager for more information.

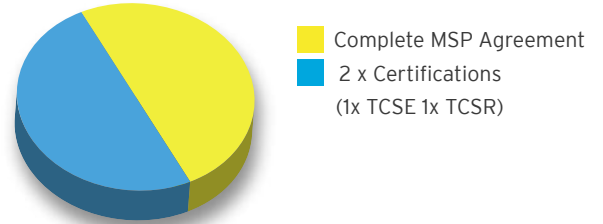




Partner Benefits



Partner Requirements



Sydney

Level 3
2-4 Lyonpark Road
North Ryde
NSW 2113
Australia

Melbourne

Level 9
606 St Kilda Road
Melbourne
VIC 3004
Australia

Auckland

Level 4
17 Albert Street
Auckland 1143
New Zealand

Brisbane

Level 7, Suite 48
320 Adelaide Street
Brisbane
QLD 4000
Australia

Perth

45 Ventnor Avenue
West Perth
WA 6005
Australia

Australian Offices:

Tel 1800 642 421
(within Australia)
Tel +61 2 9870 4888
(International)
Fax +61 2 9887 2511

New Zealand:

Tel +64 9 303 9097
(International)
Fax +64 9 303 9091



A specialist in subscription software licensing, NewLease is Australia and New Zealand’s leading expert in this field. Working with a range of international brands, NewLease is focused on the service provider community. NewLease works with customers to help them build a range of services including Cloud, SaaS and Managed Services. In addition to their licensing expertise, NewLease offers clients access to a range of consulting and education programs specially developed to help partners and their customers take their services to market. NewLease is the partner of choice for IT service providers looking to capture their piece of the Cloud.