

The Northamber Solutions Marketing Toolkit for WatchGuard



call scripts
eshots templates
jargon buster
cheat sheets
top tips
focus products
social media

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3. How to use the Northamber Solutions Marketing Toolkit

This Guide has been specifically developed for WatchGuard partners, to help you take our shared messages to market around Secure WiFi and the Total Security Suite.

It contains useful information including co-brandable marketing assets, a cheat sheet, sample call script for your sales team to use and links to other pieces that you may find helpful.

If there's anything missing, or you need any help, please contact the Northamber Solutions team on 020 8296 7015.

4. Why should your customers upgrade to WatchGuard?

Seattle-based WatchGuard has deployed nearly a million of its integrated, multi-function threat management appliances worldwide, to businesses that range from SMEs to large distributed enterprises.

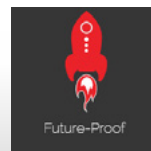
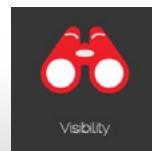
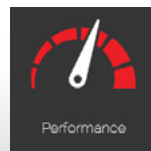
WatchGuard differentiates itself from competitors through:

Scalability with hardware advances: WatchGuard's use of industry-standard hardware ensures that its product performance scales with processor advances from Intel and Freescale.

Best-of-breed technology: WatchGuard's modular architecture is based on its Fireware operating system, which runs full versions of the industry's leading third-party scanning engines. This offers best-of-breed security at every price point, and with maximum flexibility to meet the changing threat landscape.

Segment-leading manageability: WatchGuard's policy-based management console provides a single interface to easily configure and control all security engines, with the flexibility to manage network security from anywhere (such as headquarters to branch locations), without having to install management software.

Award-winning visibility: The award-winning WatchGuard Dimension™ visibility tool distills oceans of security data into key trends and critical events to quickly and effectively identify potential threats and productivity issues. Operating from any public or private cloud, Dimension requires no installation and runs from any browser.



The WatchGuard difference

"We chose WatchGuard because it was the only product on the market able to deliver all of the features we required across all of our sites, without breaking the bank to do it."

Neil MacGregor,
Head of IT, Warren Evans

5. As a partner, where's the opportunity for my customers in Education?

We're changing the conversation about security for Education with WatchGuard from Northamber.

SECURE CLOUD WI-FI

WatchGuard's Secure Wi-Fi Solution, a true game-changer in today's market, is engineered to provide a safe, protected airspace for Wi-Fi environments, while eliminating administrative headaches and greatly reducing costs. With expansive engagement tools and visibility into business analytics, it delivers the competitive advantage businesses need to succeed.



INTERNET WATCH FOUNDATION (IWF)



WatchGuard is proud to be a member of the Internet Watch Foundation (IWF), a not-for profit organization that is supported by the European Commission. The IWF works internationally to make the Internet a safer place. It helps victims of child sexual abuse worldwide by identifying and removing online images and videos of their abuse. It searches for child sexual abuse images and videos, and offers a place for the public to report them anonymously. It then works hard to have them removed – usually in less than 2 hours.

FRIENDLY WIFI

Whether it is at a restaurant, shop, or a favorite hangout, free access to Wi-Fi has become an expectation. What does this mean for young people using these services? If businesses are not taking the necessary steps in providing secure Wi-Fi, kids are vulnerable to viewing inappropriate content, including disturbing images, videos, and websites.

This is where WatchGuard, in collaboration with Friendly WiFi, comes in to provide secure Wi-Fi solutions for businesses and to help parents and children make smart choices about their online safety. Friendly WiFi – an Initiative introduced by government agencies and managed by the RDI Trade Organization – recognizes public places that offer secure and filtered Wi-Fi with the goal of making public Internet safe for young people around the world.



5.1 Education opportunity continued.

ADVANCED NETWORK SECURITY

In addition to delivering enterprise-grade security, WatchGuard's platform is designed from the ground-up to focus on ease of deployment, use, and ongoing managing, making it the ideal solution for SMB, Mid-sized, and Distributed Enterprise organisations worldwide.



UTM SECURITY WITH TOTAL SECURITY SUITE

Uniquely architected to be the industry's smartest, fastest and most effective network security products, WatchGuard education solutions deployed with Total Security Suite deliver enterprise-grade security and threat visibility tools suitable for schools and childcare organizations, regardless of budget, size, or complexity.



WEBBLOCKER URL FILTERING

With WatchGuard's WebBlocker you can prevent access to dangerous and inappropriate web content and fulfill your mission to provide Internet-based learning and research safely. WebBlocker blocks web-based malware, helps ensure secure remote connectivity, and provides tight control over web surfing – even on HTTPS, the notorious backdoor students use to beat conventional web filters. It's also a key solution used to meet Friendly Wi-Fi standards.

NETWORK VISIBILITY

WatchGuard Dimension™ is a cloud-ready network security visibility solution that comes standard with WatchGuard's flagship firewall platform. It provides the big data visibility and reporting tools that uniquely identify and distill key network security threats, issues and trends, accelerating the ability to set meaningful security policies across the network. Use WatchGuard Dimension to monitor and gain critical and timely insights about network security, in real time, from anywhere and at any time, easily and quickly.



6. How do I run an education campaign for WatchGuard?

By running a campaign into your customer base, using the assets, you can create quickly new education opportunities and generate leads that your sales team can follow up immediately.

ASSESS TARGET MARKET

Check your customer database for schools and that already have a WatchGuard Next-Generation firewall and see whether they are close to a hardware upgrade or require a secure wi-fi solution.

CREATE CAMPAIGN

Using the campaign assets in this marketing toolkit, create a campaign and run it into your database. Included in this guide are:

- Copy blocks
- Suggested social updates
- 2x emails HTML available – to net new prospects and customers already with a WatchGuard Next Generation Firewall
- Call script
- Cheat sheet
- Customer presentation links to many more helpful assets including updated datasheets

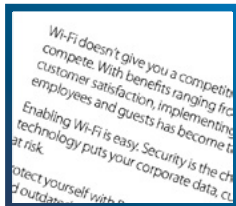
FOLLOW-UP AND CLOSE

Follow up the campaign and help them to assess their current education opportunity.

7. Your WatchGuard Campaign Toolkit

By running a campaign into your customer base, using the assets created in this marketing toolkit, you can create new opportunities before anyone else and generate leads for your sales team to follow up immediately.

COPY BLOCKS



[CLICK HERE](#)

HTML EMAILS



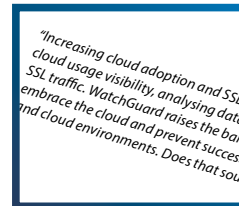
[CLICK HERE](#)

LANDING PAGE



[CLICK HERE](#)

CALL SCRIPTS



[CLICK HERE](#)

SOCIAL MEDIA POSTS



[CLICK HERE](#)

CHEAT SHEET



[CLICK HERE](#)

JARGON BUSTER



[CLICK HERE](#)

8. WatchGuard Assets: Copy Blocks

SECURE WI-FI

Wi-Fi doesn't give you a competitive advantage, it offers you a chance to compete. With benefits ranging from increased productivity to improved customer satisfaction, implementing a wireless network for your employees and guests has become the table stakes of doing business.

Enabling Wi-Fi is easy. Security is the challenge. Implementing the wrong technology puts your corporate data, customer privacy, and reputation at risk.

Protect yourself with best-in-class security. There is no room for average and outdated technology when it comes to securing your wireless network. WatchGuard runs all wireless traffic exclusively through best in class UTM services to protect against a wide range of threats including Advanced Persistent Threats.

On average, attacks on your network take months to detect. WatchGuard customers gain 20/20 vision through Dimension, the cloud-ready logging platform. Armed with over 100 real-time dashboards and reports, IT pros can uncover wireless threats to the network before they become a problem.

TOTAL SECURITY SUITE

It has been long debated whether one appliance that centralizes a variety of network security tasks could ever compete with the performance of a dedicated point solution. Not only is the answer yes, but the performance of the WatchGuard UTM appliances, with all security engines running, outperforms competitive UTM appliances and also outperforms many dedicated NGFW point solutions. When you choose WatchGuard, you choose performance.

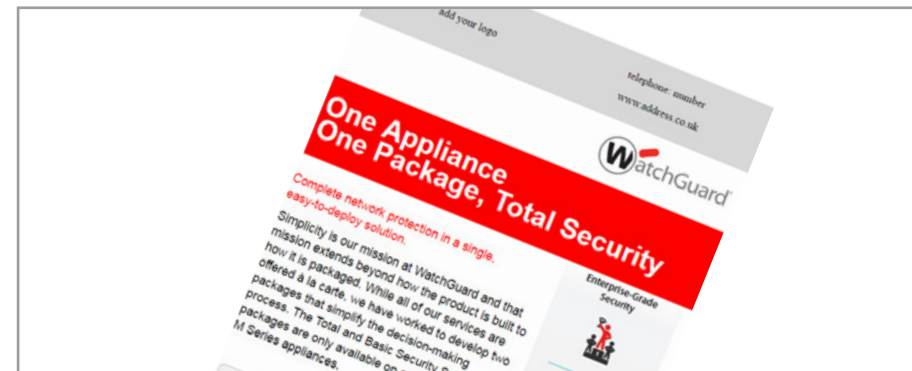
Whether you have a single location, a small chain of restaurants, or thousands of retail locations around the world, WatchGuard has an solution that is right for your environment. We offer a full portfolio of Firebox appliances ranging from physical tabletop and 1U rack-mounted models to virtualised and cloud-based solutions

9. WatchGuard Assets: Email Templates

Download these html email templates for these campaigns



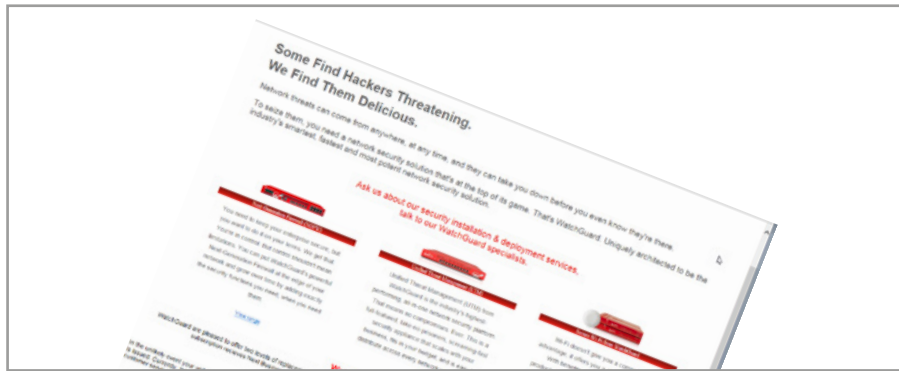
Secure Wi-Fi Campaign [DOWNLOAD EMAIL NOW](#)



Campaign 2 [DOWNLOAD EMAIL NOW](#)

10. WatchGuard Landing Page template

Download this html file and use as starting point for your WatchGuard landing page. The page introduces the WatchGuard portfolio and services and can easily be updated with more details and offers in the future.



HTML Landing Page Template [DOWNLOAD HERE](#)

11. WatchGuard Assets: Call Scripts

See below a sample call script your sales team can use.

Secure WiFi

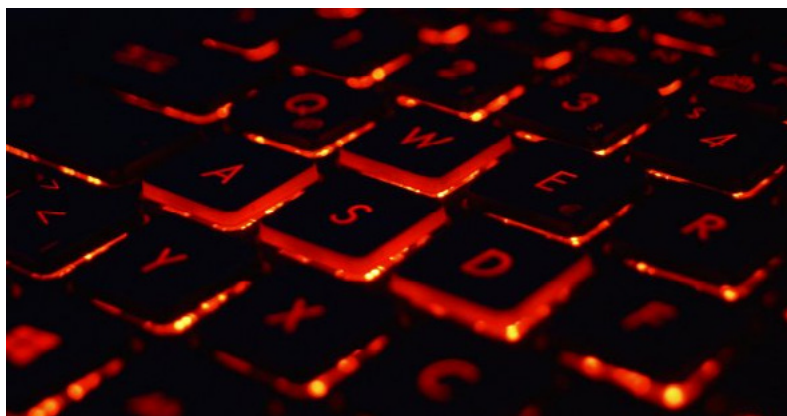
“WatchGuard Wi-Fi Access Points are a secure, scalable, and easy-to-manage cloud-ready Wi-Fi solution. When managed by our WatchGuard Wi-Fi Cloud, these Access Points deliver fast, reliable wireless access while providing our customers with industry-leading wireless security, guest engagement, and analytic tools. The solution has also been architected from the ground-up to focus on ease of deployment and administration, simplifying even the most complex aspects of Wi-Fi management, making fast, secure, and intelligent Wi-Fi accessible to organisations of all types and sizes. Does that sound of interest?”

Next Generation Security

“With more people moving to cloud adoption and SSL traffic, security teams can easily be overwhelmed with the task of improving cloud usage visibility, analysing data, detecting and responding to threats and inspecting SSL traffic. WatchGuard’s Next Generation Security Platform, enables customers to embrace the cloud and prevent successful cyber-attacks with high performance across network, endpoint and cloud environments. Does that sound of interest?”

12. WatchGuard Assets: Social Media Posts

Important SMB security tips...protecting your network starts with employee education about security best practices. <https://t.co/U1myEyrPhM>



@secadept: Why end-user security education is an important part of a defense-in-depth security strategy: <http://bit.ly/1q8VaPJ> @DarkReading

WatchGuard Offers 5 Tips for Tackling the Growing Cyberbullying Issue in Education #education <http://dlvr.it/8Bh4Nk>

Our #education report with @watchguard examined how UK schools are safeguarding students online #internetsafety - <http://bit.ly/NetworkWiFiSafety>

Worried about the cyber threats lurking in the shadows of your network? Have no fear! The #WatchGuardians are here! <http://bit.ly/2qbOfvu>

13. WatchGuard Assets: Cheat Sheet

Find the information you need fast - use these cheat sheets for the WatchGuard Security range.



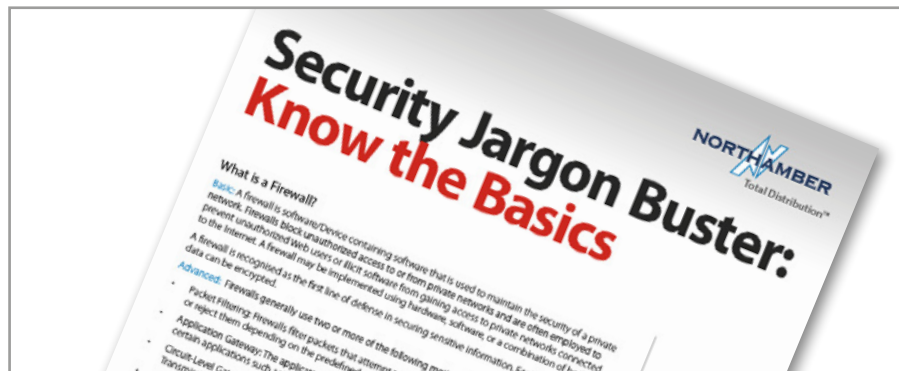
WatchGuard Cheat Sheet
[DOWNLOAD EMAIL NOW](#)



Top Reasons to Buy WatchGuard
[DOWNLOAD EMAIL NOW](#)

14. WatchGuard Assets: Jargon Buster

Ensure you know your security jargon and latest jargon used in describing the latest security threats.



Security Jargon - Know the Basics
[DOWNLOAD PDF NOW](#)



Security Jargon - Know the Threats
[DOWNLOAD PDF NOW](#)