



PROTECTING BUSINESSES IN AFRICA

Silver Software Distribution Partner Program

Take your business to all new heights with our simple yet comprehensive partner program.

The Silver Software Distribution Program allows you to unlock new revenue streams and grow your profitability with our award-winning Avast and AVG security portfolio. We'll provide all the right tools, assets, and support, so you can accelerate your business like never before.



Simple, all-in-one cybersecurity for resellers

Become a reseller of our award-winning cybersecurity solutions to benefit from access to cutting-edge technology and unlock new revenue streams. Our cybersecurity solutions are easy to install and use, yet still provide that comprehensive defense that businesses are looking for.

Avast's next-gen layered endpoint protection is backed by world-class customer support, enabling businesses to defend what they've worked hard for. We give them the protection they need and the confidence they deserve to build their operations in the cloud, helping you boost your revenue and strengthen your brand.

Why Partner with Avast and AVG?

As a reseller, you'll get access to cutting-edge technology, training, certification programs, and dedicated support – all aimed at enabling you to profitably sell our security portfolio. We offer easy-to-manage solutions that will allow you to stay competitive, expand your offerings, and grow your business.



Stay Competitive

Employ our cutting edge security solutions to help you stay competitive and provide comprehensive security for your SMB customers.

- Continuous innovation that keeps up with the latest cyberthreats
- A comprehensive yet simple security portfolio
- A globally dispersed threat detection network
- Over 400,000 million users protected



Grow Your Business

Take your business to new heights and expand your portfolio with our premium cybersecurity. With our partner program, you'll receive:

- Healthy margins
- A lead referral program
- Exclusive partner promotions
- White-labelled sales and marketing assets

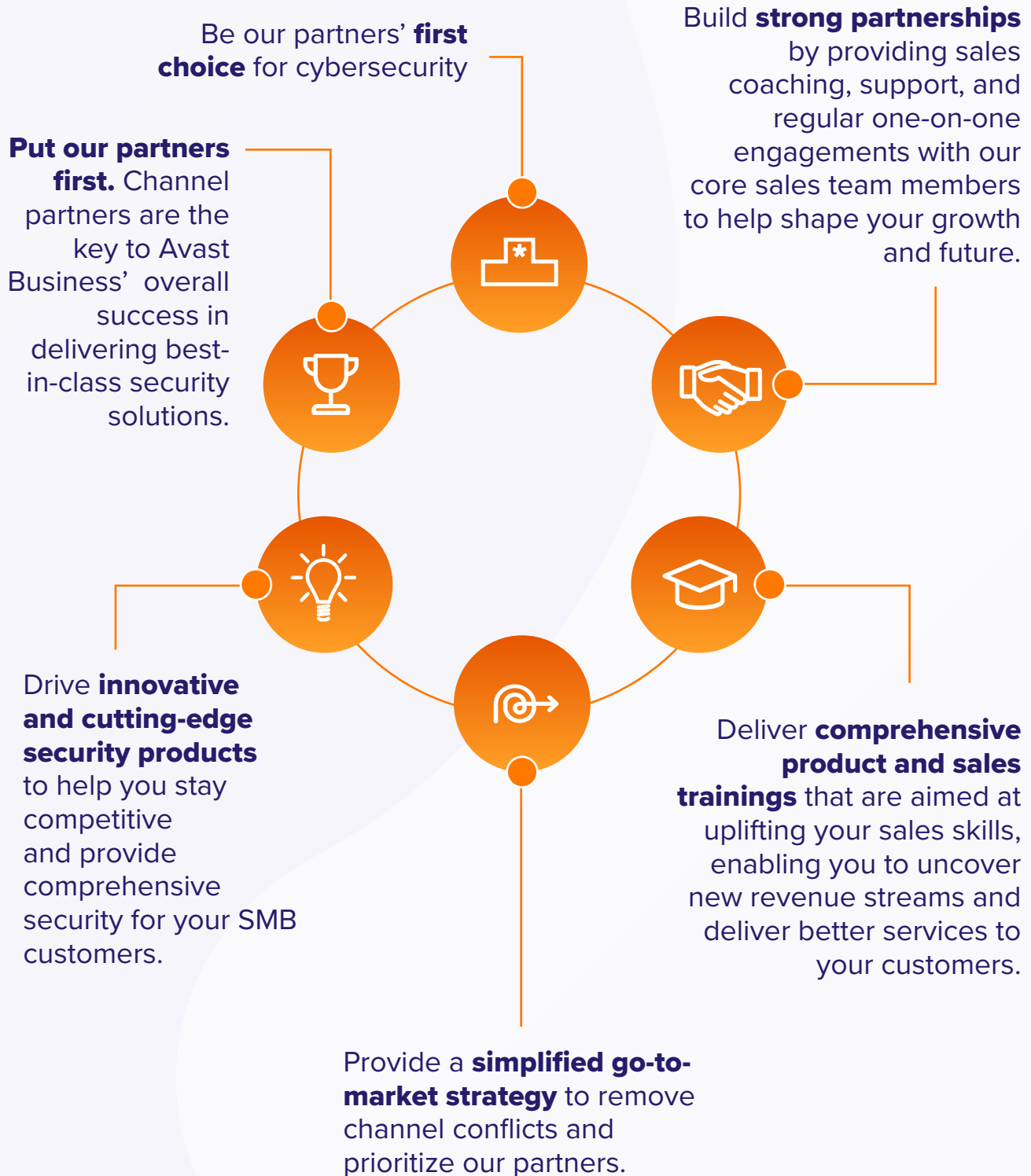


Enhance Your Skills

Leverage comprehensive product and sales trainings to help improve your sales skills and uncover new revenue streams.

- Become the expert on our portfolio of solutions
- Move from transactional selling to an "As A Service" sales approach to generate more recurring revenue.
- Increase your win rates and obtain more new business
- Enter a tailored certification program

Our Core Values & Commitments



Overview on the Silver Software Distribution Partner Program

The Silver Software Distribution Partner Program is a comprehensive program designed to provide you with the essential skills and knowledge to accelerate your business by fully leveraging our business portfolio, promotions, and resources.

The program provides four partnership levels – each with its own benefits to help you expand your security business. The more business you do with Silver Software Distribution, the higher your tier level becomes. Promotion to a higher tier level unlocks further benefits.

Each tier has its own **revenue and training requirements**, enabling you to progress beyond the entry-level Authorised status.

Key Benefits & Requirements

As your tier progresses, so do your benefits

	Tier 4	Tier 3	Tier 2	Tier 1
Key Benefits				
Tier Discount	%	%%	%%%	%%%
Deal Registration Discount	%	%%	%%%	%%%
Exclusive Partner Promotions	●	●	●	●
NFR Licenses *numbers vary based on products	Up to 10	Up to 40	Up to 60	Up to 100
Lead Referral	●	●	●	●
All Support Levels	●	●	●	●
Access to Partner Portal	●	●	●	●
Technical, Sales & Marketing Tools	●	●	●	●
Industry Leading Sales Training	●	●	●	●
Solution Selling Support from Account Managers & Sales Engineers	●	●	●	●
Company Listing in Partner Locator Tool	●	●	●	●
Key Requirements				
Completed Partner Registration Form	●	●	●	●
Accepted Avast Business Partner Agreement	●	●	●	●
Revenue Requirement		\$\$	\$\$\$	\$\$\$\$
Training Requirements		🎓	🎓🎓	🎓🎓🎓

Benefits increase with greater commitment to the program.

Financial Benefits

Healthy margins and profitability are key to the success of your business, and are a cornerstone of our Partner Program.



Tier Discounts

Our tiered discounts support your profitability as you further your investment with SilverSD. As your revenue increases and you complete training requirements, your tier discount will increase and you will be eligible for more program benefits.



Quarterly Promotions & Rebates

Our quarterly incentive programs help you expand your business and provide premium security services. These programs cover a wide spectrum of business objectives, and help support your efforts and reward your success.



Lead Referral

Your growth is a mutual goal. Our lead referral program allows us to pass qualified leads on to our loyal partners, promoting growth and development.



Deal Registration

Our Deal Registration Program rewards partners who generate new opportunities for Avast Business. When you submit an eligible new deal for registration, you are immediately entitled to an additional discount that will grow your margins and help you win more business.

Team up with a reliable Distributor

Our partner community is an extension of our team. Together, we reach new customers across Africa, deliver more effective outcomes, and accomplish collective goals. We strive to help you better serve customers and deliver the best solutions, enabling you to drive client acquisition, satisfaction, and growth.

Find out more [here](#) or contact us now to join

About Avast Business

Avast Business and AVG Business is part of Avast, one of the world's largest cybersecurity companies. Avast has been saving the world from cyberattacks since 1988 with innovative solutions, deep expertise, and the world's most advanced threat detection network. To learn more about Silver Software Distribution, visit www.silversd.com/about-us/.

