

ESET PARTNER RESEARCH:

# Partner Expectations and Experiences

## + Web Feedback

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# Motivation and research methodology



**To provide an opportunity to gather feedback**

## What did we want to learn?

- Who our partners are
- Their website experience
- The application and onboarding process
- ALL pain points and frustrations

## How did we carry out the research?

1. Received a list of recently signed-on ESET Partners
2. Emailed an opportunity to participate in the partner research; offered an Amazon GC upon completion
3. Conducted 1-on-1 video interviews w/ screen sharing
4. Gathered observations from each session
5. Created recommendations based on all findings



The research



## RESEARCH & ONBOARDING EXPERIENCE

- What is your current business model and who are your typical customers/clients?
- How familiar are you with cyber security and why do you think it is so important for your customers?
- Have you previously partnered with any other security vendors? If so, why did you switch?
- How did you hear about ESET and what made you decide to pursue a partnership with us?
- What were your overall impressions and experiences of the ESET Partner Program onboarding process?
- What are some of the key benefits of your ESET partnership? What are you looking forward to?
- How profitable is it for you to sell ESET security solutions, or are you doing this to offer a value add?



## WEBSITE FEEDBACK

- Do you happen to recall how you came to visit ESET.com?
- What were you hoping to find on ESET.com that would either help education you about our security offerings or introduce you to our ESET partnerships?
- After submitting the online partner application, what did you expect the next steps would be?
- Would you mind sharing any feedback regarding your experiences with the ESET Partner portals or tools?
- What can we do to optimize them to ensure their usage will allow you and your business to be successful?



The partners



Research was conducted on eight (8) ESET Partners who had signed up within the prior 12 months; 6 MSPs and 2 VARs.

**Chase Fulcher**

***BRONZE VAR***

Carbon Custom Computers

**Todd Gordon**

***BRONZE MSP***

AllMac LLC

**Donald McNeill**

***BRONZE MSP***

4Thirteen IT Pro Inc.

**Tony Furman**

***BRONZE VAR***

Computer Builders  
Anonymous LLC

**Josh Ellis**

***BRONZE MSP***

IT Solutions

**Wayland Kwock**

***BRONZE MSP***

WayTech Hawaii LLC

**Tom Heard**

***BRONZE MSP***

Dynamis

**Albert Alana**

***BRONZE MSP***

AI Consulting, LLC



The findings

# Why ESET?



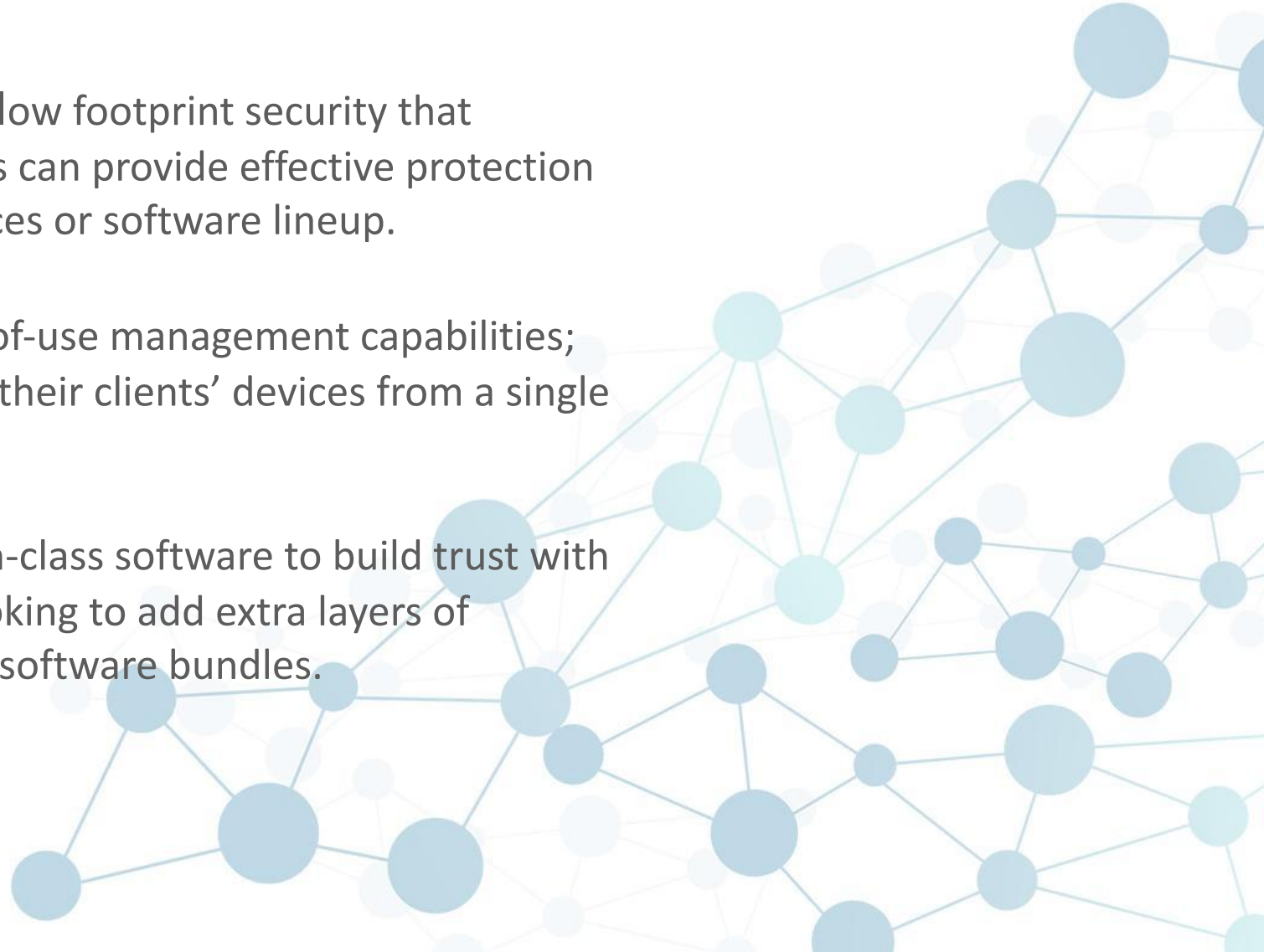
**For end-users, ESET offers...** low footprint security that requires minimal resources. Partners can provide effective protection as well as add value to their IT services or software lineup.



**For MSPs, ESET offers...** ease-of-use management capabilities; ability to install, set up and monitor their clients' devices from a single pane of glass.



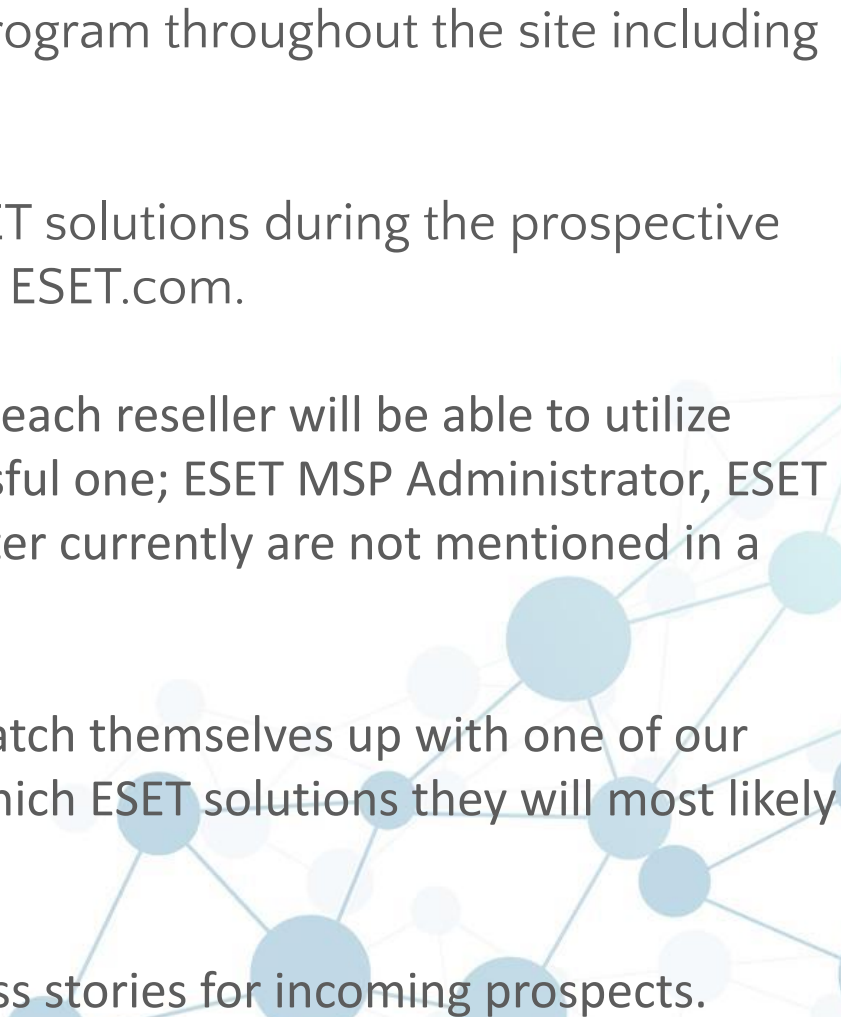
**For VARs, ESET offers...** best-in-class software to build trust with their customers, especially when looking to add extra layers of protection to their custom builds or software bundles.





## SOLUTIONS

# More effective online web engagement

- Elevate visibility of the ESET Partner program throughout the site including the homepage and product pages.
  - Introduce high-level overviews of ESET solutions during the prospective partner's user journey while exploring ESET.com.
  - Tease our partner tools and portals that each reseller will be able to utilize making their partnership a more successful one; ESET MSP Administrator, ESET Partner Center and ESET Marketing Center currently are not mentioned in a beneficial way.
  - Allow prospects to better qualify and match themselves up with one of our partnership models as well as explain which ESET solutions they will most likely sell to their specified customer-base.
  - Include trust builders and partner success stories for incoming prospects.
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- A decorative graphic in the bottom right corner of the slide. It consists of a network of interconnected nodes and lines. The nodes are represented by circles of varying sizes, with colors ranging from light blue to a darker teal. The lines connecting them are thin and light blue, creating a web-like structure that extends across the lower right portion of the slide.

# Partner onboarding



**The application process...** includes an exploration and qualification call, allowing the rep to properly sign on the partner and set up a demo. Afterwards, there is a lack of expectations as partners are uncertain of next steps.



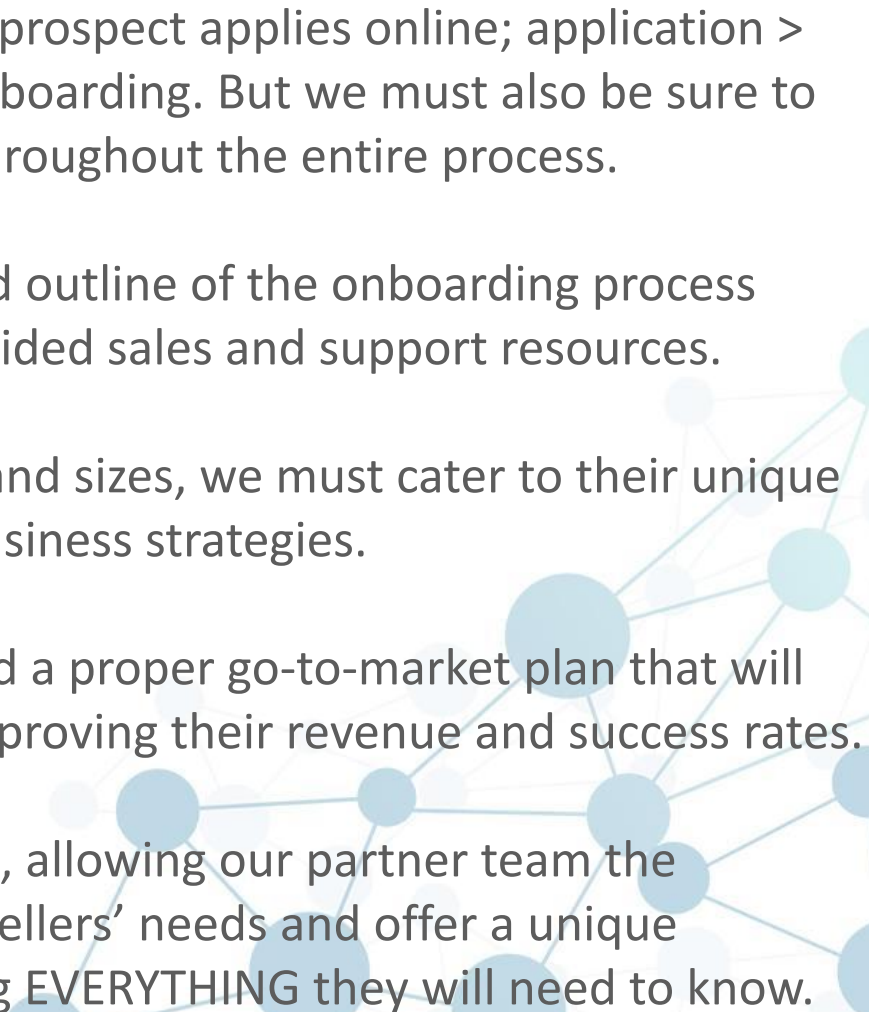
**A generic experience...** leaves the resellers desiring additional tailored product demos and portal walk-throughs. It is unknown if/when additional support is available to address any further business needs.



**Revenue generation & goal-setting...** is solely in the hands of partners and often creates demotivating risks for our smaller VARs and MSPs.

## SOLUTIONS

# Boost transparency; add custom training

- Improve visibility of next steps after the prospect applies online; application > follow-up > qualification > approval > onboarding. But we must also be sure to meet the set expectations on our side throughout the entire process.
  - Provide our new partners with a detailed outline of the onboarding process along with contact information and provided sales and support resources.
  - Due to our partners being of all shapes and sizes, we must cater to their unique needs and goals, customer-bases and business strategies.
  - We must work with each partner to build a proper go-to-market plan that will be customized and tailored for them, improving their revenue and success rates.
  - Introduce an in-depth exploration phase, allowing our partner team the opportunity to learn more about the resellers' needs and offer a unique training/onboarding experience covering EVERYTHING they will need to know.
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## KEY OBSERVATIONS

# Partner Program tools and resources



**Robust tools and resources...** are provided for licensing, billing and various sales and marketing assets, but tend to be overwhelming for our smaller partners needing to accomplish simple day-to-day tasks in the portals.



**Lack of proper portal training...** leads to confusion, frustration and fragmentation within the program's portals/tools ecosystem. Many are unaware of the full capabilities of available portals and the array of resources we provide.

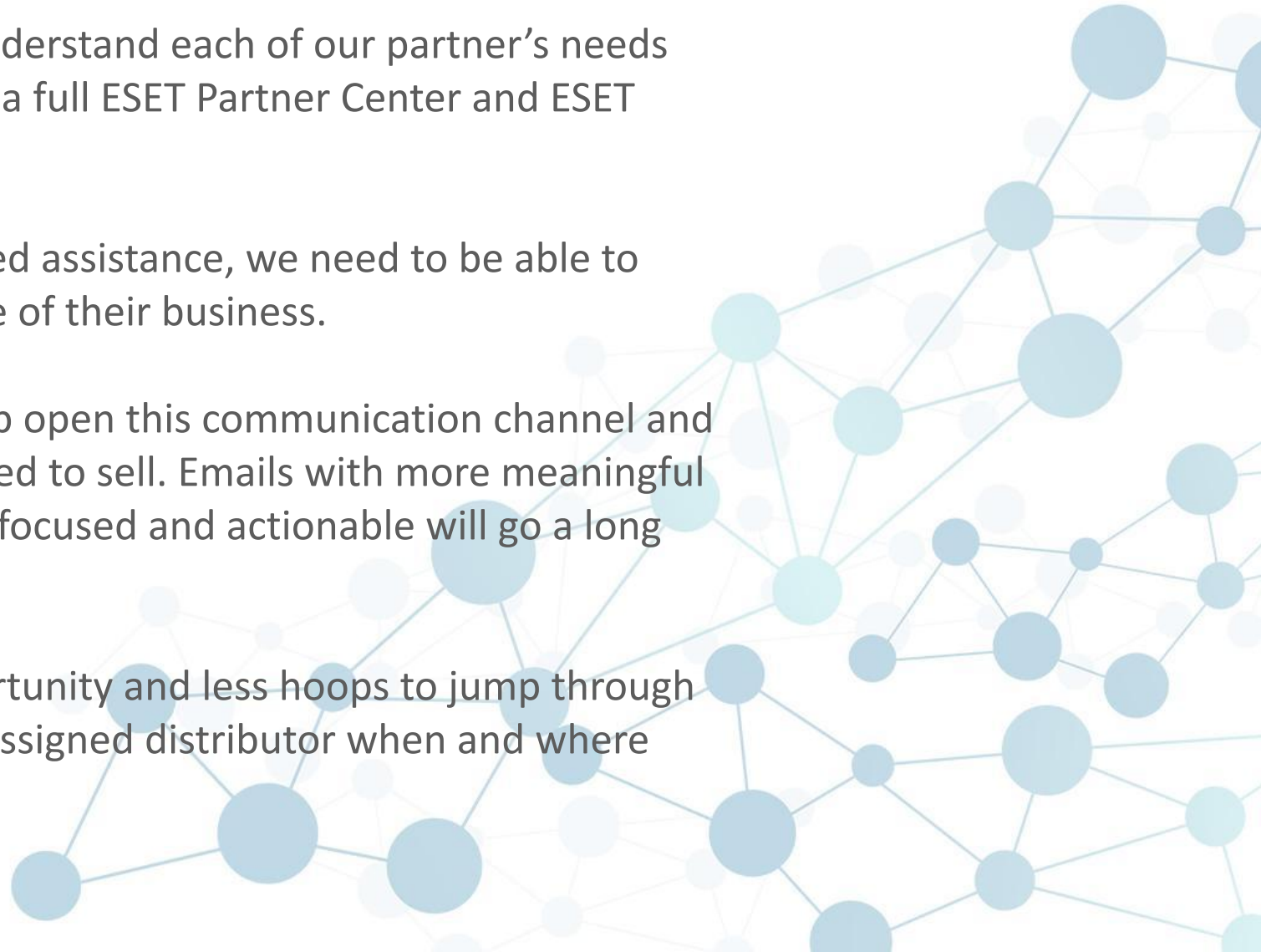


**Available support and feedback...** is not fully understood by our partners. They are often unsure how to access dedicated partner assistance, product support or troubleshooting help. They have much feedback to provide but aren't given the means to do so.

## SOLUTIONS

# Effective education & valuable relationships

- Our channel team must work to fully understand each of our partner's needs and business use-cases so we can tailor a full ESET Partner Center and ESET solutions training.
- As partners request additional task-based assistance, we need to be able to provide it to them, regardless of the size of their business.
- Personalized calls and emails would help open this communication channel and keep our resellers engaged and motivated to sell. Emails with more meaningful content and that are more enablement focused and actionable will go a long way.
- Overall, we need to provide more opportunity and less hoops to jump through for our partners to reach ESET or their assigned distributor when and where they need the help.





# What about our Bronze Partners?



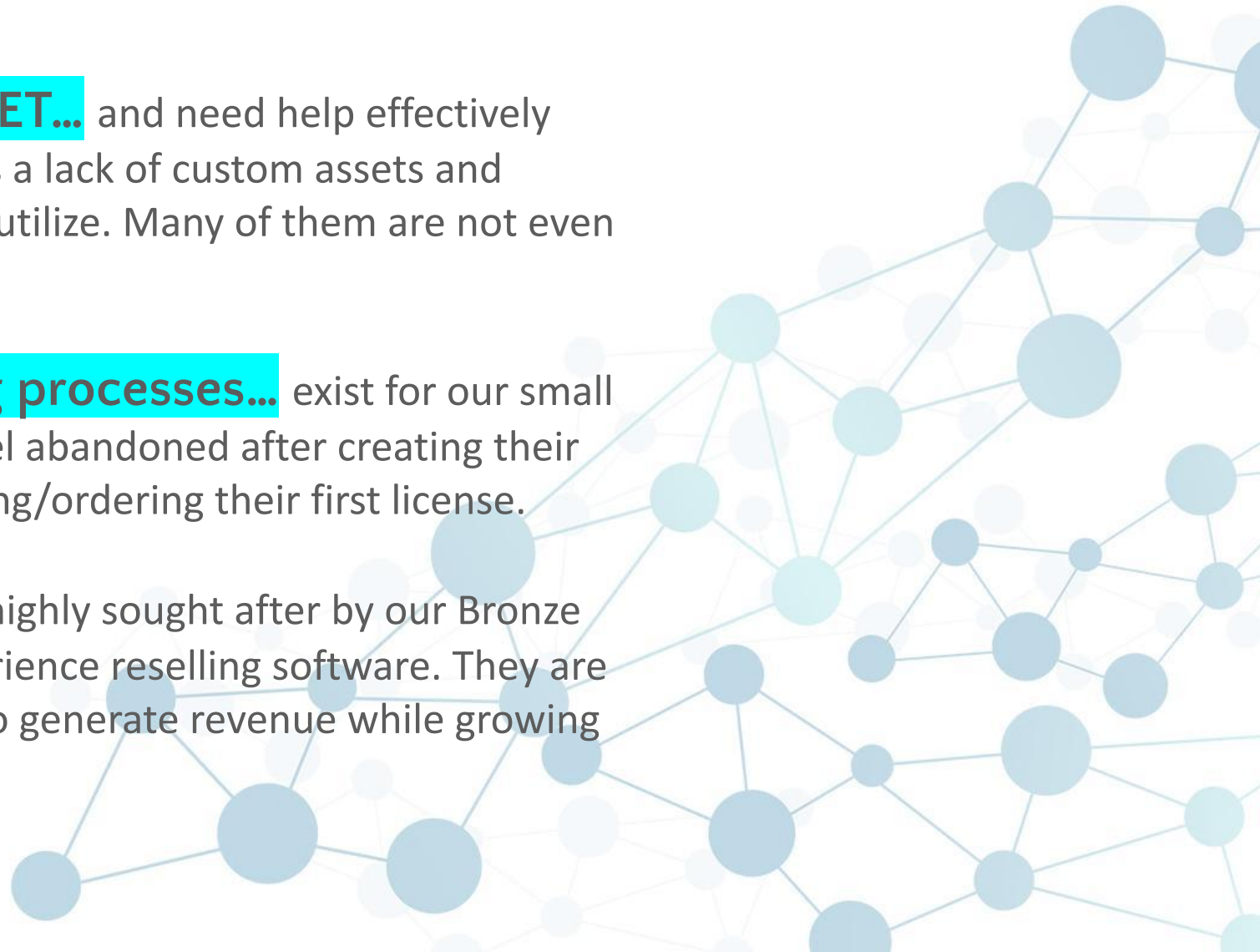
**Our resellers *want to sell ESET...*** and need help effectively marketing our solutions, but there is a lack of custom assets and go-to-market strategies for them to utilize. Many of them are not even aware of the ESET Marketing Center.



**Overwhelming and daunting processes...** exist for our small partners to get going. They often feel abandoned after creating their first customer record and provisioning/ordering their first license.



**Learning opportunities...** are highly sought after by our Bronze Partners, who often have little experience reselling software. They are always looking for successful ways to generate revenue while growing their business and clientele.



## SOLUTIONS

# Empower our partners

- Offer a robust channel enablement/advisory program with a dedicated team focusing solely on curating unique sales strategies and go-to market plans for each of our partners.
- Create a partner-to-partner network. Incentivized resellers would provide a supporting relationship with an incoming partner, based on similar business models, customer base or revenue goals; would allow open communication to share feedback, questions and recommendations.
- Develop a discussion forum for all existing partners. A specialized partner team would moderate the board with the intent to either provide useful responses or ensure proper discussion with another contributing partner.
- Properly introduce and offer an ESET Marketing Center onboarding session. Raising awareness and additional exposure would help partners learn about the resources and assets available to their business to better sell ESET solutions.





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