



Dear Partner ,

Attached to this document you will find white papers of our products to give you a better understanding of the product line.

In general, we offer the following cooperation possibilities;

- 1) We will offer you our product at a discounted price which you will be able to resell to your costumers. This is like a reseller program;
 - a. With this option you will buy X amount of licenses at a discounted price per license. Then you will be able to sell them to your clients however, if you are selling the product as a “standalone” we highly recommend you don’t sell it at a higher price than the one set on our website.
 - b. If you chose to cell our product as part of a service that you provide to your clients than you can charge as much as you’d like because then the product is a part of a service deal that you are providing.
- 2) You will refer your customers to buy our product at a full price and we will calculate your share at the end of each month and transfer you the calculated amount.



The prices and products are as follows;

	Product	Description	Installation level	Affiliate price\reseller program	Recommended end user price
1	“WebDefender” Professional	An antivirus, for professional users, for the protection of a single PHP type website.	Admin level of PHP type websites. WordPress plugin & Joomla extension available	1) For less than 100 users 5.5 \$ per license\month 2) 50-100 users 5\$ per license\month	1) 6.9\$ per license\month 2) If offered thru affiliates service program there is no recommended price.
2	“WebDefender” Premium	A full protection by our team of Professionals PHP websites for the protection of a single PHP type website. Includes monitoring, detection and malware removal from a single website	Any PHP website	1) For lees than 50 users 14.8\$ per license\month 2) 50-100 users 14 \$ per license\month	1) 16.9\$ per license\moth 2) If offered thru affiliates service program there is no recommended price.
3	“Server WebDefender” Professional	An antivirus, for professional users, for the protection of multiple PHP websites on a VPS VPS,VDS and DS – Linux web server.	Installs on a root level of any Linux webserver. adapted for Cpanel/WHM and DerectAdmin.	1) For less than 50 servers 9.5 \$ per license\month 2) 50-100 servers -9\$ per license\month	1) 12\$ per license\month
4	“Server WebDefender” Premium	A full protection by our team of Professionals for multiple PHP websites on a VPS VPS,VDS and IDS – Linux web server. Monitoring , Detection and malware remove from all websites hosted on the web server	Installs on a root level of any Linux webserver. adapted for Cpanel/WHM and DerectAdmin DerectAdmin	1) 87\$ per license\month	1) 99 \$ per license\month



Selling strategies;

Based on our past experience we would like to share with you the strategies that some of our costumers used;

- 1) The private “WebDefender” :
 - a. Selling to new costumers ; Many webmasters find it easier to sell the product (as a standalone or as part of a service they provide) to new customers. Those customers are more likely to agree to pay a little extra for better protection of their website.
 - b. Selling to existing customers; Those customers are less likely to agree to pay more than they are already paying. However, If their website was hacked they will be more willing to pay more to avoid the trouble of a hacked website. Another way to go about it is installing our free version on to a clients website and showing them the scanning reports. One a client sees the benefits more often than not they will be willing to sign up for the paying program.
 - c. You can also charge extra for cleaning a website that was hacked using our plugin. it will save you 85-90% of the time and you will get a better result.
- 2) The Premium “WebDefender” – This program the cleaning and monitoring of the client is on us. We will monitor, clean and send reports to your clients. This program will require a lot of work load and that is why we require an at least 6-month subscription if the website is already hacked. If it is clean than no minimal subscription is required.
- 3) The Professional Server Webdefender; This product was developed for the hosting providers. All hosting providers are aware of the need for such a solution and there are very few alternatives on the market. The product will scan all websites on a single VPS server and gives the ability to clean every website separately. Hosting providers have anywhere from hundreds to thousands of VPS servers. We are now in the last stage of lunching a SaaS dashboard that will enable the client to monitor X amount of servers from a single control panel.