



The
advantage
of a strong
community.

The
Avira
Partner
Program





Clear advantages
that are easy to see.

Quick, direct contact

Need help?
With a direct line to our
technical support special-
ists, expert answers are
never more than a phone
call away.





A Personal Touch

Questions about licensing,
certification, pricing or the
ordering process?
A dedicated contact person
will assist you and resolve
any issues.

Count on us

Creating the solid founda-
tion for a lasting relation-
ship. No matter the situa-
tion, with Avira, confidence
and consistency work hand
in hand.

Benefits at a glance

| |  BRONZE PARTNER |  SILVER PARTNER |  GOLD PARTNER |  PLATINUM PARTNER |
|--|--|--|--|--|
| Partner Discount (performance-based) | ● | ● | ● | ● |
| Licenses for in-house requirements (NFR) | ● | ● | ● | ● |
| Dedicated contact person | ● | ● | ● | ● |
| Free trial licenses | ● | ● | ● | ● |
| Listing in Partner directory | | ○ | ○ | ● |
| Partner-level certification | | ● | ● | ● |
| Lead support | | ○ | ○ | ○ |
| More flexible payment options | | | ● | ● |
| Lead generation tools | ● | ● | ● | ● |

○ Requires business and marketing plan

The Avira Partner
program offers a range
of valuable benefits
at each of its four levels.



Why partner with Avira?

Enthusiasm for security technology

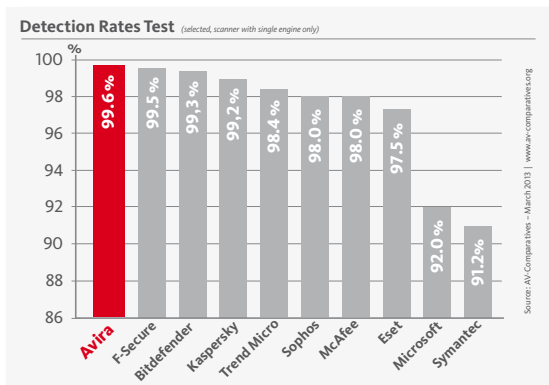
Passionate virus analysts, programmers and quality experts are the cornerstone of Avira's success. Each is motivated by a personal desire to protect users by aggressively combatting malware. This is our mission – it drives us and shows through in every award-winning Avira product we develop.

Excellent detection rates

Detection, detection, detection. At the end of the day, nothing is more important. With Avira's security software, you can confidently offer your customers a premium antivirus product whose detection rates consistently earn the praise of independent testing platforms.

Thinking ahead

Avira's business is built upon solid partnerships, but our uncompromising technology provides the fuel. Rest assured that Avira is already planning for the future, constantly pushing the limits of antivirus and developing innovative technologies that will help you meet the challenges of the next generation.



Independent testing organizations have been certifying Avira's top-notch stability and excellent detection rates for years. You can find a current overview of our awards and prizes on the Avira website.

| | |
|-----------------|--|
| Virus Bulletin |  |
| AV Comparatives |  |
| AV-TEST |  |



Fair rewards
for your hard work.

Avira has four Partner stages; find the right one for you

Whether IT security solutions are your core business or just a supplement to something larger – Avira has a partnership package for you. Our four-tiered Partner platform offers the flexibility to choose the right arrangement of discounts, margins, certification and support options that meets your needs.



BRONZE PARTNER

The ideal starting point for including Avira products in your portfolio. Bronze Partners get access to Avira PartnerNet, obtain Avira licenses and enjoy Avira's full support in meeting their goals.



SILVER PARTNER

You've established yourself as an Avira Partner and now it's time to take the next step. As a Silver Partner, you'll benefit from access to online and offline resources like sales tools and free, professional marketing support.



GOLD PARTNER

IT Security is part of your core business. You have passed the exams and earned your official Avira Certification. Now, it's time to work closely with Avira and develop a viable and ambitious business plan that lets you take the Sales offensive.



PLATINUM PARTNER

As an Avira Platinum Partner, you get Avira's full backing. You receive lead support*, Expert Training, unique benefits and the personalized support that will enable you to take your business to the next level.

* Requires business and marketing plan

Your Qualification



BRONZE PARTNER



SILVER PARTNER



GOLD PARTNER



PLATINUM PARTNER

| Your Qualification | BRONZE PARTNER | SILVER PARTNER | GOLD PARTNER | PLATINUM PARTNER |
|------------------------------|----------------|----------------|--------------|------------------|
| Technical certification | preferable | preferable | 1 | 2 |
| Achieving sales targets | | • | • | • |
| Participation on surveys | • | • | • | • |
| Business and marketing plan | | optional | optional | • |
| Customer support | • | • | • | • |
| Shared customer testimonials | | preferable | • | • |

Conditions
necessary for
classification



Avira Partner Program benefits.
Support across all areas.

An overview of our services for sales partners

Sales and marketing support

| |  BRONZE PARTNER |  SILVER PARTNER |  GOLD PARTNER |  PLATINUM PARTNER |
|--|---|---|---|---|
| Access to Avira PartnerNet | • | • | • | • |
| Customer, licensing and renewal overview | • | • | • | • |
| Access to an online order system | • | • | • | • |
| Monthly newsletter | • | • | • | • |
| Regular sales campaigns incl. marketing kits | • | • | • | • |
| Contract transfer for competitor licenses | • | • | • | • |
| Use of current Avira Partner logo | • | • | • | • |
| Exclusive marketing and sales material | • | • | • | • |
| Marketing support | | ○ | ○ | • |

○ Requires business and marketing plan

Technical support

| | | | | |
|------------------------------------|---|---|---|---|
| Access to Avira Knowledge Database | • | • | • | • |
| Technical support (email & phone) | • | • | • | • |
| Invitation to the Beta Program | • | • | • | • |
| Pre-sales support | • | • | • | • |

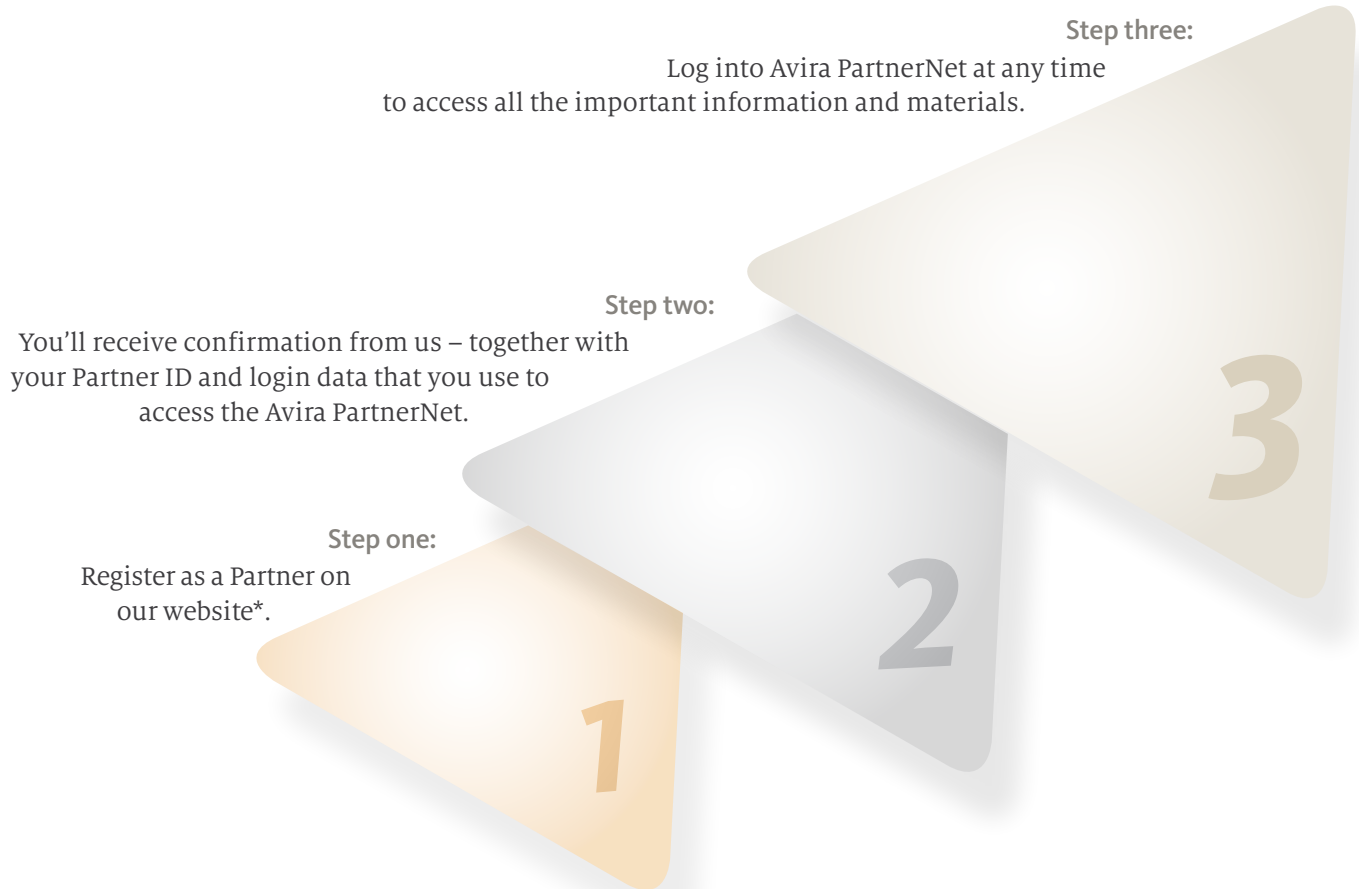
Avira Partner Academy

| | | | | |
|---|----------|----------|---|---|
| Access to instructional material and videos | • | • | • | • |
| Basic technical webinar | • | • | • | • |
| Basic sales webinar | • | • | • | • |
| Avira Expert Training (online) | optional | optional | • | • |
| Avira Technical Expert Exam | optional | optional | • | • |



Become an Avira Partner – it's quick and easy, and most of all, it's worth it.

Three steps to success!



* <http://www.avira.com/en/partner>