

The Mimecast Reseller Partner Program

Overview

The **Reseller Partner Program** plays an important role in the Mimecast Partner community. A large population of Resellers span across the globe to drive Mimecast sales to customers of all sizes. As with any Program, we look for ways to consistently evolve our Program offerings to bring relevance to how Resellers market, position and sell our products.

The Mimecast Reseller Partner Program is a country-based Program. We require partners wishing to sell in multiple countries to have a local presence in those countries. This provides Mimecast the ability to assign the proper program requirements and resources to each market to maximize customer outcomes.

Program Tiers

Joining the Mimecast Reseller Partner Program means embracing a fresh perspective on annual rewards and requirements, organized into four tiers. As you progress through these tiers, you'll experience tangible benefits that directly contribute to the growth of your business in collaboration with Mimecast. It's simplicity and perks all the way!

The **Authorized** level tier serves as your gateway to our Reseller Partner Program, marking the beginning of a commercially rewarding collaboration.

For our accomplished Resellers who meet the annual commercial requirements and Sales and Pre-Sales certifications associated to **Premier**, you'll unlock a host of additional Program benefits. Standouts include improved Deal Registration and Teaming discounts, and eligibility for Marketing Development Funds.

As an **Elite** Reseller, you gain access to MDF funding, allowing you to craft joint campaigns, events, and lead generation initiatives. Our collaborative sales and marketing teams are ready to actively engage with you, scheduling Mimecast-funded activities that not only showcase a diverse product mix but also enhance our joint customer experiences. Additionally, Mimecast is committed to supporting our Elite Resellers through allocated Channel Account Management resources, quarterly business reviews, celebrating your successes and exploring ways we can continue boosting your marketing and sales efforts. It's a partnership that goes beyond, ensuring mutual growth and achievement.

Reaching the pinnacle of our Reseller Partner Program, the **Sapphire** tier brings exceptional rewards for Resellers who excel in customer support, maintain top-notch sales and technical expertise through dedicated certifications, drive customer retention, and commit to elevated revenues. As a Sapphire tier Reseller, you'll unlock additional resources, including access to Key Executive sponsors and a dedicated Partner Account Team ready to support your journey towards sustained growth. Moreover, our Sapphire tier Reseller Partners receive exclusive invitations to participate in Bi-Annual Partner Advisory

Council sessions—an opportunity to contribute to the shaping of our collaborative future. It’s a recognition of your outstanding efforts and a pathway to even greater success together.

Reseller success is tied to customer success! That’s why, as a pivotal part of our Program we provide Resellers access to a variety of reports and data insights including:

- A Program Performance Dashboard to monitor real-time attainment against annual program goals
- A Renewals Dashboard to visualize your renewals and see available renewal ARR by quarter
- A Renewals Report to access customer renewals, review renewal quotes and action renewal orders directly from the Partner Portal

The Program offers rich financial incentives including compelling tiered program discounts, tiered access to rebates, SPIFs and MDF, co-selling through AWS, and an incumbency model that supports engaged incumbent partners at the time of renewal.

[Become a Partner Today!](#)