

GFI Partner Program

Together for growth

Why partner with us?

GFI Software provides award-winning communication, network, and security solutions for small and medium-sized businesses (SMBs) as well as large enterprises. Our partner program offers competitive solutions and pricing along with a comprehensive collection of marketing and sales resources to help grow your business.



100% channel model

GFI Software transacts all opportunities through its global channel community, to give partners confidence closing deals, with the assistance of our sales specialists.



Evaluation and NFR

Evaluate and demonstrate our solutions to potential customers with fully functional “Not For Resale” licenses.



Opportunity for growth

Earn high margins and build a recurring revenue stream selling award-winning solutions. We value renewals just as much as new business by offering identical margins for both.



Marketing and sales resources

With our ever-growing collection of thought leadership content, product resources, and on-demand webinars, you will have everything you need to run successful prospecting and lead generation campaigns.



Enablement program

Access extensive technical and sales training courses completely free of charge. Learn from our expert sales engineering team while you onboard.



Smartly engineered for greater IT

GFI Software develops enterprise-quality solutions specifically for small to medium-sized businesses (SMB).

REFERRAL

BRONZE

SILVER

GOLD

Marketing

Partner level badges	✓	✓	✓	✓
Product certified logos	✓	✓	✓	✓
Marketing collateral	✓	✓	✓	✓
Branding guidelines	✓	✓	✓	✓
Competitor comparisons	✓	✓	✓	✓
Partner locator	✗	✗	✓	✓

Financial

Lead referral	✗	✗	✗	✓
Deal registration	✗	✓	✓	✓
Tiered margins from distributors	\$	\$\$	\$\$\$	\$\$\$\$
Promotions	✗	✓	✓	✓
Business planning	✗	✗	✗	✓

Sales support

Dedicated channel account manager	✗	✗	✓	✓
Access to partner portal	✓	✓	✓	✓
NFR licenses for product demos	✗	✓	✓	✓
Partner technical support	✗	✓	✓	✓

Enablement

Webinars	✓	✓	✓	✓
Partner training seminars	✓	✓	✓	✓
Beta program participation	✗	✓	✓	✓
Step up to silver	✗	✓	✗	✗

Requirements

Portfolio training & certification	✗	✓	✓	✓
Sales & technical training points	✗	1	5	8
Annual revenue threshold	✗	✗	✓	✓
GFI section on the partner's website	✗	✗	✓	✓

[Learn more →](#)