



Barracuda Networks Partner Application

To become a Barracuda Networks Partner, please complete and send in to us the attached application. Thank you for your interest in becoming a Barracuda Networks Partner.

Program Requirements

- Primary focus of your company is providing business-computing-phone solutions to end user customers.
- Provide first-level pre-sales and post-sales services for your customers.
- Provide first-level technical support for your customers.
- Purchase products directly from Barracuda Networks or via an authorized distributor.
- Maintain technically proficient support staff with demonstrated experience in network systems.
- Completed application form.
- Signed Partner Agreement.

Program Benefits

- Marketing Materials. Barracuda Networks provides a large amount of sales and marketing tools including presentations, competitive analysis, datasheets, white papers, customer stories, training videos, Web casts, and customizable advertising templates. This full portfolio of materials is available for partners to utilize in selling Barracuda Networks products.
- Qualified Leads. Barracuda Networks generates leads through a wide range of marketing efforts. Pre-qualified leads are distributed to our partners.
- Cooperative Marketing Programs. Partners may qualify for Cooperative Marketing Programs whereby Barracuda Networks will fund up to 50 percent of joint marketing events.
- Discounted NFR Units. Partners may purchase a unit of each Barracuda Networks product type at 50% or more discount for internal use and demonstration.
- Newsletter. Partners receive the latest information on products, technical enhancements, promotions, news, industry trends, and more, in an easy-to-access electronic format.
- Partner Sales and Technical Webinars. Partners can join the Barracuda Networks' team on a regular basis to learn about new products, product updates, effective selling techniques, and to engage in question and answer sessions.
- Partner Portal. Partners can obtain marketing materials, exchange units, and activate units via access to the Barracuda Networks Partner Portal.
- On-Site Sales Training. Partners can receive on-site sales and product training. Training sessions are designed to help partners discover firsthand the key features and benefits of Barracuda Networks' products from a Barracuda Networks representative.
- Priority Phone and Online Technical Support. Partners receive priority status in phone and online technical support.
- Web-based Online Demos. Partners will receive access to Barracuda Networks' convenient Web-based online demos for use during sales calls.
- Joint Account Calls. For those extra critical account calls, Barracuda Networks sales representatives are available to make joint account calls with our partners.
- Product Promotions. Partners can take advantage of Barracuda Networks product or pricing promotions specially designed only for Barracuda Networks partners.
- Demo Program. Partners can obtain hardware customer evaluations by paying only a nominal setup fee. These units can be used for many customer evaluations.
- Online Training. The Barracuda Partner portal includes online testing and training for both sales and technical teams.
- Barracuda University. Partners get access to Barracuda University for training. A large number of service and support courses are available.
- Rapid Replacement Program. For Partners that need to provide 4 hour Instant Replacement to their customers Barracuda has a program to provide these units.
- Upgrade Program. For Partner customers that need to upgrade Barracuda Products, Barracuda has a program to provide significant credit on purchases that have already been made.
- Renewal Notifications. Partners are notified of the renewals in any Barracuda Subscriptions so you can get these orders in a timely fashion from the customer.
- Online Ordering. As a partner you can place your orders on-line with Barracuda to further speed processing
- Deal Registration. As a partner you can and should register your deals on-line for additional discount and protection.

Please review the documents in their entirety. This form is designed to give Barracuda Networks a clear picture of your business. The time that you invest in completing this form will help us develop our relationship with you. In order to avoid delays in processing, please fill out this application completely.

Once your application is accepted, we will provide you with the Barracuda Networks Partner Agreement for you to sign. This completes the process of becoming a Barracuda Networks Partner.

We look forward to building a great working relationship with you.



Please TYPE or PRINT clearly the following information for Barracuda Networks review. All information is strictly confidential.

1. Company Information:

Legal Business Name: Trade Name - DBA

Primary Telephone #: Fax #:

Web Site URL: http:// Tax ID #:

Company Type:

Year Established: Dun & Bradstreet #

Have you ever filed for bankruptcy? Yes No (If yes, please attach explanation)

2. Mailing / Billing Address:

Address 1:

Address 2:

City: State: Zip: Country:

3. Shipping Address (No P.O. Boxes): Same as Mailing / Billing Address

Address 1:

Address 2:

City: State: Zip: Country:

Is this the primary location? Yes No Are there branch locations? Yes No

How many: (Please provide list of locations in an attached document.)

4. Contact Information. Please complete all fields:

Principal Contact: Title:

Phone Number: Email Address:

Technical Contact: Title:

Phone Number: Email Address:

Sales Contact: Title:

Phone Number: Email Address:

Accounts Payable Contact: Email Address:

Net Terms 30 days Credit Card:



5. Bank and Trade References. Two of each are required:

5a. Bank References

Name:		Contact Name:	
Address:			
City:	State:	Zip:	Country:
Phone Number:		Date Opened:	
Account Type:		Account Number:	

Name:		Contact Name:	
Address:			
City:	State:	Zip:	Country:
Phone Number:		Date Opened:	
Account Type:		Account Number:	

5b. Trade References (Major Suppliers)

Name:		Contact Name:	
Address:			
City:	State:	Zip:	Country:
Phone Number:		Account Number:	

Name:		Contact Name:	
Address:			
City:	State:	Zip:	Country:
Phone Number:		Account Number:	



6. Business Profile

6a. What is your approximate annual sales revenue?

6b. What percentage of total revenues is contributed by the following items?

Hardware sales: %	Software sales: %	Service: %
Network installation/support: %	Help desk/online support: %	Consulting: %
Software Development: %	Training: %	

6c. Which of the following best describes your primary business?

6d. What is your primary target customer?

6e. What vertical markets are your primary focus?

Agriculture	Communication	Distribution	Education
Engineering	Entertainment	Government (local)	Government (Federal)
Health/Medical	Manufacturing	Transportation	

6f. What is your primary geographical coverage?

Local	Regional	National
International (List Countries):		

6g. How many sales representatives does your company have?

6h. How many full time technical service representatives does your company have?

6i. What other anti-SPAM products does your organization currently sell?

BrightMail/Symantec	IronPort/Cisco	Postini/Google
MailFrontier/SonicWall		
Other: _____		

6j. What other web content & filtering products does your organization currently sell?

Websense	Web root	Surfcontrol
Other: _____		

6k. What other storage and archiving products does your organization currently sell?

HP	EMC	Quantum	Network Appliance
Other: _____			

6l. What other WAN optimization & security products does your organization currently sell?

F5	Citrix	Cisco	Riverbed
Other: _____			



6m. What vendor authorizations does your organization hold?

3Com	Cisco	Compaq	IBM	Intel
HP	Microsoft	Red Hat	Sun	EMC
Network Appliance	Iron Mountain	SonicWall	Hitachi	Commvault
Dell	Data Domain	Riverbed		

Other: _____

6n. What technical certifications do your technical staff have?

A+	3Com	Cisco	Compaq	IBM	Intel
HP	Linux	Microsoft	Novell	Sun	SCO

Other: _____

6o. What value added services do you provide:

Network integration	Network monitoring	Security
Web design	Web hosting	E-commerce
7x24x8 Support	Multimedia	Training

Other: _____

7. Business

Describe your business (briefly):

8. Communications

8a. Which trade journals do you read to learn about new technology and industry news?

Infoworld	Channel Web/CRN/VAR Business	Network World
EChannelLine	PC Magazine	CNET
Information Week	Tech Crunch	

Other: _____

8b. Which trade shows do you attend to learn about new technology?

Interop	RSA	Info Security	CEBIT	Gitex
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Other: _____

