



Questions & answers

Partner certification program

What is the Partner Certification Program (PCP)?

The PCP provides a comprehensive framework for you, our Partners, to develop key Sales and Technical competencies leading to Certification. The overriding goal of the program is to help you grow your business by training you with the essential skills needed to practice and sell the Avast® Business portfolio.

How does Certification work?

The program includes two Certification tiers for individuals: Associates or Professionals, and three tiers for organizations: Select, Premier and Elite. Individuals get certification by completing specific training courses and exams. Organizations achieve a certification tier based on the number of certified employees.

What is required at each level of Certification?

Select Level is designed for Partners who commit to the certification of 1 Associate. Select gets your company listed in the Partner Locator tool on the Avast Business website, and gives you a dedicated Sales Engineer. You also have access to NFR licenses, partner exclusive promotions and 30 day free trials for most products.

Premier Level is designed for Partners who commit to the certification of 1 Technical Associate and 1 Sales Associate. At Premier level, you get access to everything at the Select level, plus you benefit from solution selling support from an Account Manager and Sales Engineer.

Elite Level is designed for Partners who commit to the certification of 2 Technical Professionals and 2 Sales Professionals. In addition to all benefits earned at the Premier level, you also get early inclusion on BETA product enhancements, and lead referral. A specific number of leads cannot be guaranteed.

What type of certification training is available?

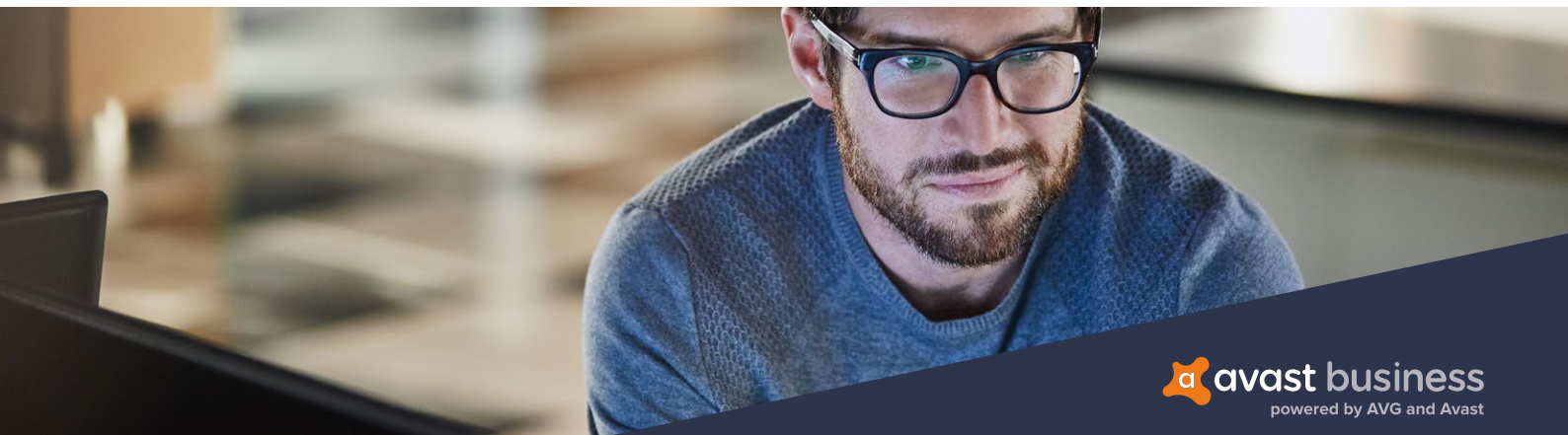
The program provides Sales and Technical Certification training. Training is then divided into two paths, The Endpoint Protection Solutions path focuses on the Avast Business Endpoint Protection solutions. The Managed Services path focus on the CloudCare and Managed Workplace solutions. Both paths can be taken on the Select or Premier / Elite level.

Sales – Endpoint Protection Solutions path introduces you to Avast Business Products and positioning and selling the Business Security Endpoint Protection solutions.

Sales – Managed Services path familiarizes you with Avast Business Products, introduces you to Managed Services and covers positioning and selling Managed Services supported by our Managed Services platforms.

Technical – Endpoint Solutions path introduces you to Avast Business Products, then moves on to installation and configuration of the Business Endpoint Protection solutions.

Technical – Managed Services path familiarizes you with Avast Business Products, then covers installation and configuration of the CloudCare and Managed Workplace solutions.



Is Certification training required before I can take the assessment?

Because training materials are updated regularly, certification training is highly recommended. However, existing Partners who have extensive product knowledge can go straight into the course assessments to meet certification requirements for each tier.

Is training mandatory?

Training is not mandatory to become certified. However, it is highly recommended that you take the training before the assessment in order to get the highest return on your time investment and the Avast Business Partner Certification Program.

How long does certification last?

Certification lasts for 2 years with a requirement to re-certify by the end of the 2nd year.

What courses are available?**Sales Tracks:**

1. Introduction to Avast Business Solutions
2. Positioning & Selling Avast Business Endpoint Protection Solutions
3. Introduction to Managed Services
4. Positioning & Selling Managed Services using Avast Business CloudCare or Managed Workplace

Technical Tracks:

1. Introduction to Avast Business Solutions
2. Installation of Avast Business Endpoint Protection Solutions
3. Configuration of Avast Business Endpoint Protection Solutions
4. Deployment of Avast Business CloudCare
5. Configuration of Avast Business CloudCare
6. Installation of Avast Business Managed Workplace
7. Configuration of Avast Business Managed Workplace



What Avast Business products are covered by this program?

All 3 Avast Business product families are included: Managed Workplace, CloudCare and the Avast Business Endpoint Protection Solutions, as are their various integrations.

What happens if I don't participate in the program or get certified?

A Partner who does not meet any of the Partner Certification criteria is not eligible to any benefits at the Select, Premier, and Elite level.

How do I access the training?

Super easy – it's available on-demand 24/7 from Avast Business Partner Portal and directly from our learning management system.

What languages are training available in?

Training is currently available in English and German.

**How long is each course?**

The average course duration is 20 minutes.

How long does it take to complete all tracks and get certified?**Endpoint Solutions Certification:**

Sales – 45 minutes
Technical – 50 minutes

Managed Services Certification:

Sales – 110 minutes
Technical – 190 minutes

I'm already certified by AVG or Avast under the previous partner program, what happens to my certification?

Your certification and benefits will remain valid until September 30, 2018.

Can I use my existing certification in previous AVG or Avast partner programs as credits towards certification in the new Partner Program?

From the previous Avast partner program, no, all of the courses are new.

From the previous AVG partner program, yes, the following course will be credited towards the new Partner Certification Program:

- Deployment of CloudCare
- Configuration of CloudCare
- Installation of Managed Workplace
- Configuration of Managed Workplace
- Introduction to Managed Services
- Positioning and Selling Managed Services using CloudCare and Managed Workplace

What happens to my benefits and discounts from the legacy partner programs after September 30, 2018?

Those benefits and discounts are no longer applied. You are required to meet all of the certification requirements of the new Avast Business partner certification program. You will receive the benefits and discounts as outlined by the current partner certification program.

How do I achieve the discounts on the Avast Business CloudCare and Endpoint Protection Solutions?

By having the correct number of certified employees and achieving the defined sales targets.

How is my revenue achievement calculated?

Revenue achievement is calculated by gross value across all Avast Business Products on an annual basis.

For more information on certification and its benefits, please contact your Avast Business Partner Account Manager



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