PARTNER PROGRAM INTRODUCTION

For Managed Service Providers

WHY BECOME A DNSFILTER MSP PARTNER

The biggest reason to become a DNSFilter partner is that you can earn revenue while protecting your customers. Many MSPs choose to integrate us into the standard package they sell to their end users. As a partner, you receive discounts off of retail pricing which give you much greater profit margins than other filtering vendors.

Our product has been designed from the ground up to cater especially to MSPs. Partnering with us also unlocks upgraded features not available in a standard account. You'll have multi-tenant capabilities to deploy our filtering solution across all of your client networks. Along with this comes increased visibility and management ability.

Finally, partnering with us allows you to be influential in the continued development of our offering. We take partner feedback as the highest priority in our development lifecycle. Your needs will shape the evolution of our service.

BENEFITS OF UPGRADING TO A PARTNER ACCOUNT

MSP Partner accounts offer high level management capabilities, including:

- **Multitenancy.** You are able to create & manage sub-organizations for each of your clients. We even grant a two-week trial to each, so that you can demo and test the product with them for free.
- **Full Whitelabeling.** You can establish your own version of the dashboard at filter. yourcompany.com. All programmatic emails (password resets, new account signups, etc) can be branded & customized. You'll also have access to the whitelabel versions of all of our roaming applications.
- **Billing Management.** Our billing menu will show you a complete breakdown of the cost of each of your customers. You'll also be able to choose what billing plan you want each of them to have.
- **API Access.** Tier 2 & 3 partners can use our API for reporting, integrations, or custom platform apps.
- **Price Discounts.** As a reseller, you qualify for special pricing breaks. For an in-depth overview of the MSP dashboard, visit our knowledgebase.

RETAIL PRICE CHART

The chart below shows the retail prices of our product plans. As a reseller, you receive discounts off of these prices, depending on monthly spend.

	Basic	Pro	Enterprise	Education
Retail Price Per User	$1/mo	$2/mo	$3/mo	$4/year ($500 min)
Access Point Add on	$5 / Access Point / mo			
Ideal for:	Basic Filtering	Detailed policies and reporting	Data retention, iOS/ Android	Schools

MSP PARTNER TIERS

When you apply to become a partner, you'll choose a tier level based on your planned monthly spend. As your spend increases, your tier level and discounts will be adjusted.

	Discount	Benefits
Tier 3	40%	$2,000 /month + Features - Email/Chat/Phone Support. API Access
Tier 2	30%	$500 / month + Features - Email/Chat support. API Access
Tier 1	20%	$150 / month Features - Email support

EXAMPLE 1

Joe starts off as a Tier 1 MSP with four small clients. Altogether, he has 150 users on the Pro plan. At $2/user/month, this is a $300 value.

What happens? Joe's Tier 1 discount is 20% off. He will be charged only $240/month for these users.

EXAMPLE 2

Joe's business begins to take off and he brings some large clients onboard. He now has 350 users on the Pro plan, a retail value of $700. What happens? Joe's 20% off Tier 1 Discount is applied and he pays only $560.

Joe now qualifies for Tier 2 and is promoted the next month. Upon promotion, Joe now enjoys the Tier 2 discount of 30% off and pays only $490.

PRICING DEFINITIONS

When deciding how to charge your end user, please keep in mind that, as a DNSFilter partner, you must stay in line with DNSFilter's definition of whom that end user is. Any DNSFilter partner found intentionally misrepresenting their end user type may have their partnership revoked immediately. Please be advised of the following definitions:

Per User
Per user pricing is an honor system. We expect that an average user consumes approximately 100,000 requests over the course of one month. We understand that certain configuration factors may affect this figure. However, if we find usage consistently and grossly exceeds this per user average we will reach out to you for an opportunity to correct network configuration errors or adjust the billing settings.

Education
In order to qualify for our highly discounted educational pricing, we must be able to verify that the end user is indeed a K-12 school, accredited university, technical college, community college or day care facility. Typically this is accomplished by providing us with a total user count (total student enrollment + staff) which is provided by the school on their official letterhead. The letter may be addressed to you, in order to maintain the white-labeling of our service.

PARTNER QUALIFICATIONS

1. You must be in business for at least six months.

2. Your business license must be in good standing with your state or provincial governing body.

3. Be honest. We are fair and transparent and we expect our partners to be as well.

Any partner not using the system as intended or taking advantage of the system will be removed from the program. You can always use DNSFilter as a standard user, however, if you want to experience the added value of our MSP exclusive features, you must be a DNSFilter partner.

TERMS & CONDITIONS

- Partners are charged their minimum monthly tier commitment, or actual service cost, whichever is greater.
- The monthly partner minimum is always $150 or greater, regardless of discount. Discounts are calculated by adding up the retail price of service and applying a percentage discount against it, according to tier level.
- Once a partner qualifies for promotion to the next tier, the promotion is applied the following month.
- If a partner becomes disqualified from a tier, they have 90 days to become qualified again before being downgraded.

DNSFilter