

90 Day Reseller Onboarding Guide

The 90-day Reseller onboarding guide provides partners and our channel team with a simple framework to support the development of a joint partnership. It is our first opportunity to help your teams become familiar with Mimecast and build solid foundations to grow a sustainable relationship together.

The Mimecast channel team is excited to meet you and introduce to our comprehensive, award-winning, technology.

Our Journey

Days 0-30

All successful relationships begin with an introduction. From the early stages, you will be guided with the help of your Partner Account Manager, through a detailed plan which helps you fully understand our program and its benefits. Mimecast product information and the various supporting reseller tools will be made available to your company as we begin our journey together.

Days 31-60

Next steps are designed to help grow your expertise as we discover opportunities together. The enablement training during this stage, will help you to successfully engage in value based conversations and understand how Mimecast differentiates itself in the market place.

Days 61-90

The final component in this first phase is to support your organization in becoming trusted advisors for all Mimecast solutions and services. By providing a combination of marketing resources, lead generation activity, joint events and technical certification paths, we provide our reseller Eco-system with the necessary tools that will help achieve our planned goals.

Key Assets

Finally, while there are countless resources and collateral at our partner's disposal, we have collected some of the most important ones so they are at your fingertips within this guide.

mimecast™ | global partner program

The guide contains all you need to make sure you are fully on-boarded with Mimecast including access to assets, collateral and courses. The links to these assets lead to either our public website or our Partner Portals, so to ensure that you get the very best out of this guide, please make sure that you get access to both our 'Partner Portal' and The Mimecast University.

To register for these, please send a request to your Partner Account Manager who will be happy to assist.



Partner Portal login

portal.mimecast.com/Partner/common/Login



Contact a channel representative

Europe: emepartners@mimecast.com

South Africa: channel@mimecast.co.za

North America: uspartners@mimecast.com

Australia and APAC: aupartners@mimecast.com

Middle East: middleeast@mimecast.com

On-Boarding Guide Introduction: Days 0-30

Topic	Description	Mimecast Action	Partner Action	Supporting Information
Profiling	Initial commercial discussions with the partner.	☑		Partner Criteria document completed in parallel with commercial discussions exploring the Mimecast/ Partner Relationship.
Legal	Legal Contracts created by Mimecast and sent via DocuSign to the partner.	☑		Your Partner Account Manager can provide further information.
Legal	Reseller Agreement/ MSP agreement/ NDA signed by partner.	☑		Both Parties to complete, sign and maintain a copy.
Administration	Partner Contact information set-up in Mimecast systems. To ensure the correct contacts within the organization are defined in relevant portals, a list of sales, technical, and marketing contacts need to be obtained.	☑	☑	Partner Account Managers to add all relevant commercial contacts to the Mimecast CRM system, Partner Portal and Mimecast Academy.
Administration	Partner Contacts - Registration to Partner Portal.	☑		https://portal.mimecast.com/Partner/account/login.aspx
Administration	Partner Contacts - Registration to Mimecast Academy and Personal Portal.	☑		https://portal.mimecast.com/Partner/LMS/LMSSSO/index/0
Enablement	Deliver Email 3,0 story – Equip our Partners for success with the overview of this comprehensive security strategy. Mimecast will deliver an overview of all three security zones and how this fits into the modern threat landscape.	☑		<ul style="list-style-type: none"> Reseller Discovery pre-recorded webinar (for new partners or new contacts within an existing partner). POV/ Solutions/ Security Whiteboards. Email Security 3.0 overview deck.
Enablement	Introduction to Channel Marketing – What are the current campaigns that Mimecast are driving and how can Mimecast help?	☑		Partner Account Manager to provide all key contacts with an organizational overview and explain how to engage with our Sales/ CX/ Service Delivery teams.
Partner Program	Mimecast Partner Program - Outline core program benefits (Deal Registration, Certification Training, funding and commercials) and Rules of Engagement.	☑		<ul style="list-style-type: none"> Partner Program Brochure Partner Portal Deal registration FAQ Program FAQ
Enablement	Demo of portals - Deal Registration, Mimecast University & provide Product collateral to partners Admin/ support.	☑	☑	PAM to provide training on our portals to key partner admin & commercial contacts. https://portal.mimecast.com/Partner/Video/ on demand webinar also available (self-serve) via front page of the Partner Portal.
Sales	Account mapping - Mimecast and Partner Sales leaders.	☑	☑	On-going activity and sales team alignment.
Enablement	Stage 1 Enablement training: Technical Pre-Sales and Sales overviews to relevant audiences.	☑	☑	Formal enablement training program agreed and built into the joint Business Plans . (see below).

On-Boarding Guide Introduction: Days 31-60

Topic	Description	Mimecast Action	Partner Action	Supporting Information
Enablement	Pre-sales Technical - Attend workshop or monthly webinar.		<input checked="" type="checkbox"/>	Contact your Partner Account manager for details of our monthly webinars.
Technical	Access to the demo of Mimecast.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	https://www.mimecast.com/demo/
Enablement	In-depth review of POV & Solution whiteboard to sales teams.	<input checked="" type="checkbox"/>		Whiteboards – Assessment.
Specialization	API & Integrations overview – Overview of the ecosystem framework and how Mimecast can seamlessly work with multiple 3rd party vendors to improve a customers security.	<input checked="" type="checkbox"/>		PAM to deliver API and Ecosystem Innovation story to Partner.
Sales	Ramp to revenue - first opportunity meeting (shadow with Mimecast).		<input checked="" type="checkbox"/>	Book client meetings with your local Mimecast Sales Team and PAM.
Marketing	Demo of PIMs co-branded marketing campaign.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	https://portal.mimecast.com/Partner/Pims/Home
Sales and Marketing	Call out day/ Incentive day (dependent on partner type). In preparation for the call out days, Mimecast and partner will initiate a marketing campaign to their end-users (targeted or generic).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Contact your Partner Account manager for details and to book call out days with Mimecast and your sales team.
Administration	MDF Overview	<input checked="" type="checkbox"/>		Mimecast Channel marketing teams will walk partners through the process.
Commercial	Develop and agree Annual Business Plan - Signed off by Mimecast and the Partner.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Business Plan and QBR's agreed with the commercial/ franchise owners.

On-Boarding Guide Introduction: Days 61-90

Topic	Description	Mimecast Action	Partner Action	Supporting Information
Enablement	Technical Certifications taken and exams passed. A Minimum of 2 Technical Certifications required per partner, per year.		<input checked="" type="checkbox"/>	https://portal.mimecast.com/Partner/LMS/LMSSSO/Education
Customer Experience	Service Review – On implementation of any new end-user clients.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	For further detail contact your PAM or regional CX lead.
Enablement	SE Shadowing for new opportunities.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	On-going program during first 90 days.
Customer Experience	Support 1st/ 2nd line review with partner.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Update on how the partner is tracking against L1/ L2 support cases.
Sales	Telemarketing & prospecting.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	On-going program during first 90 days.
Marketing	Event Planning - Funded/ Co-funded/ FOC.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Marketing team alignment/ peering. Marketing plans agreed within the Business Planning stages and reviewed quarterly.
Commercial	On boarding review.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Review of first Quarter . Establish cadence for subsequent reviews every 90 days.
Commercial	QBR / Business Plan review.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Book meetings with Partner Business.

Key Assets

Get to know Mimecast

- [Meet Mimecast](#)
- [Mimecast Leadership team](#)
- [Mimecast Awards](#)
- [Mimecast Blog](#)
- [Mimecast News & Events](#)

Email Security 3.0

- [Overview](#)
- [Zone 1](#)
- [Zone 2](#)
- [Zone 3](#)
- [Brand Protection](#)
- [Awareness Training](#)

Mimecast Partners

- [Mimecast Reseller Network](#)
- [API & Tech Connect Ecosystem](#)
- [Mimecast Knowledge Base](#)

Portals

For access contact your partner account manager

- [Mimecast Partner Portal](#)
- [Mimecast University](#)
- [Follow our updates on Twitter](#)
- [Mimecater Central](#)

Mimecast Partner Program

Access these documents via the partner portal

- Global Program Brochure
- Global Program FAQ
- Deal Registration
- MDF
- Technical Certification
- Sales Accreditation
- Logos/ Brand guide

By Customer Company Size

- [Enterprise](#)
- [SMB](#)

Industry Related Content

- [Healthcare](#)
- [Manufacturing](#)
- [Information Technology](#)
- [Construction](#)
- [Financial Services](#)
- [Legal](#)
- [Public Sector](#)

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mimecast.com/partners