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Netwrix Drives Partner Network Growth and Channel Expansion

The company boosts its revenue and accelerates channel growth across the globe through structured onboarding process and comprehensive partner program

IRVINE, CA, August 4, 2015 — Netwrix Corporation, a provider of [IT auditing](#) software that maximizes visibility of IT infrastructure changes and data access, today announced remarkable growth of its channel partner network by 80% quarter over quarter that generated 25% of the company's overall revenue for the same period. The company continues to pursue its strategy that aims to accelerate growth through the Netwrix-focused global partner network and focuses on recruiting partners with security, compliance or remediation expertise, as well as adding more value to their businesses through comprehensive marketing and sales support. The program already has 157 partners, including 26 managed service providers.

"We initially partnered with Netwrix to address our customers' security needs, and we found that Netwrix truly understands the demands of managed service providers and resellers," said Gary Nichols, CEO of InterDev. "Beyond improving security manageability for our clients, the flexibility of Netwrix to support the needs of our recurring revenue business as well as traditional resale was a critical factor in our partnering with Netwrix."

Supporting deep collaboration with channel partners and considerable growth of its global partner network, Netwrix introduces a new channel-led go-to-market strategy that includes:

- **A structured onboarding process** that involves pre-sales, marketing, and technical training. As essentials for long-term growth of Netwrix and its partner ecosystem, the company offers channel partners 24/7 support in terms of business plan development, project work, sales methodology and joint marketing activities.
- **The launch of [Netwrix Partner Portal](#)**, the new service designed to give partners all over the world an exceptional user experience and help them run their businesses better, faster and more efficiently. The portal encompasses updated functionality and various marketing and sales enablement tools, including deals registration, real-time opportunity status tracking, robust search

capabilities, onboarding guides and ready-to-use packages for marketing campaigns.

- Further development of the **Managed Service Provider (MSP) program**. Over the last 12 months Netwrix has developed a successful MSP Partner Program structured around security monitoring, “compliance as a service” and operations optimization. Providing MSP partners with flexibility to move Netwrix Auditor licenses among several customers, Netwrix adds value to their business through attractive pricing and margins designed specifically for managed service providers, thus helping both MSP partners and their customers find the right balance between security and cost-effectiveness.

“Building close relationships with our partners all over the world is the primary goal for Netwrix,” said John Ross, Vice President of Strategic Alliances at Netwrix. “We employ a collaborative approach to channel and lead our partners through the entire marketing and sales cycles, thus helping them grow with us and rationalize their customer base. Since we understand that the channel is an extension of the company, we have launched the new Partner Portal that will provide our partners with even more transparency into opportunities with Netwrix and arm them with tools, resources and programs necessary to drive demand and profits.”

About Netwrix Corporation

Netwrix Corporation is a provider of IT auditing software that maximizes visibility into who changed what, when and where and who has access to what in the IT infrastructure. Over 6,000 customers worldwide rely on Netwrix to audit IT infrastructure changes and data access, prepare reports required for passing compliance audits and increase the efficiency of IT operations. Founded in 2006, Netwrix has more than 70 industry awards and was named to the Inc. 5000 list and Deloitte Technology Fast 500. For more information, visit www.netwrix.com.

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