



Barracuda Networks Partner Application

Thank you for your interest in becoming a Barracuda Networks Partner. Please complete the following application and send it to us, to become a Barracuda Networks Partner.

Program Requirements:

- Primary focus of your company is providing business-computing 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 through Barracuda Networks or distributors.
- 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 collection 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 percent discount for internal use or for demonstration.
- Monthly 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.

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.

After acceptance of your application we will provide you the Barracuda Networks Partner Agreement for you to complete 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.

Company Information:

Legal Business Name: _____ Trade Name - DBA _____

Primary Telephone #: _____ Fax #: _____

Tax ID #: _____ Reseller ID#: _____ (Please attach a copy of Reseller Tax Exempt Certificate.)

Web Site URL: _____

Corporation LLC Partnership Subsidiary or Branch-office Sole Proprietorship

Year Established: _____ Dun & Bradstreet # _____

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

1. Mailing / Billing Address:

Address 1:				
Address 2:				
City:	State:	Zip:	Country:	

2. Shipping Address (No P.O. Boxes):

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 on an attached document.)

3. Contact Information – please complete all requested fields:

Principal Contact:	Title:
Phone Number:	E-mail Address:

Technical Contact:	Title:
Phone Number:	E-mail Address:

Sales Contact:	Title:
Phone Number:	E-mail Address:

Accounts Payable Contact:	Email Address:
Net Terms 30 days <input type="checkbox"/> Credit Card (Visa, Mastercard, American Express _____)	



4. Bank and Trade References – Two of each are required:

4a. Bank References

Name:		Contact Name:	
Address:			
City:	State:	Zip:	Country:
Phone Number:		Date Opened:	
Account Type: Checking No.	Savings No.	Loan No.	

Name:		Contact Name:	
Address:			
City:	State:	Zip:	Country:
Phone Number:		Date Opened:	
Account Type: Checking No.	Savings No.	Loan No.	

4b. 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:	



5. Business Profile

5a. What is your approximate annual sales revenue?

- <\$1M \$1M - \$5M \$5M - \$10M \$10M - \$20M >\$20M

5b. What percentage of total revenues is contributed by the following items?

Hardware sales: _____% Software sales: _____% Service: _____% Network installation/support: _____%

Help desk/online support: _____% Software Development: _____% Consulting: _____% Training: _____%

5c. Which of the following best describes your primary business?

- Dealer/Storefront/Retail Reseller VAR Network Integrator Systems Integrator
 Software Integrator Software Developer Consultant On-line Reseller Distributor

5d. What is your primary target customer?

- Small Business (1-100 users) Medium Business (100-500 users) Enterprise Business (500 + users)

5e. What vertical markets are your primary focus?

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

5f. What is your primary geographical coverage?

- Local Regional National International (List Countries): _____

5g. How many sales representatives does your company have?

- 1 – 3 4 – 8 9 – 15 > 15

5h. How many full time technical service representatives does your company have?

- 1 – 3 4 – 8 9 – 15 > 15

5i. What other anti-SPAM products does your organization currently sell?

- CipherTrust BrightMail IronPort Postini Mirapoint Borderware MailFrontier
 Other: _____

5j. What vendor authorizations does your organization hold?

- 3Com Cisco Compaq IBM Intel HP Microsoft Novell Red Hat SUN
 Other: _____

5k. What technical certifications do your technical staff have?

- A+ 3Com Cisco Compaq IBM Intel HP Linux Microsoft Novell
 SUN SCO Other: _____

5l. What value added services do you provide:

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



6. Business

Describe your business (briefly):

7. Communications

7a. Which trade journals do you read to learn about new technology and industry news?

- Computer Reseller News
- Infoworld
- Network World
- PC Magazine
- PC Week
- Sm@rt Partner
- Systems Integrator Magazine
- VAR Business
- Other: _____

7b. Which trade shows do you attend to learn about new technology?

- Comdex
- Internet Expo
- Internet World
- Network+Interop
- NUI Conferences
- PC Expo
- Other: _____

7c. Who are the top three distributors that you purchase products from (please rank from 1-3)?

- D&H
- Ingram Micro
- Gates/Arrow
- Keylink
- Synnex
- Navarre
- Tech Data
- Other: _____

8. Application Review

This application is being submitted for the sole purpose of becoming a Barracuda Networks Partner. The Applicant understands and agrees that this application does not ensure that the Applicant will be chosen as a Partner.

If you have questions, contact Barracuda Networks at reseller@barracuda.com

9. Authorized Signature

By signing below, the applicant warrants that they have the authority to submit this information for the purpose of entering into an agreement and that the information provided in this application is accurate and true. If the information is determined to be inaccurate, the applicant acknowledges and agrees that Barracuda Networks, at any time and at its sole discretion, may terminate the applicant as a Barracuda Networks Partner. Furthermore applicant agrees to keep their profile information updated if it changes or as requested from time to time by Barracuda Networks.

Signature: _____ Title: _____

Name (print): _____ Date: _____



10. Application Submission

- Application Check List:
- Completed Application (this document)
 - Signed Partner Agreement
 - Copy of Reseller Tax Exempt Certificate
 - Other supporting documentation as outlined (if applicable for credit check)

Fax completed forms to: **408-342-1061** or email to reseller@barracuda.com or mail to:

Barracuda Networks
3175 S. Winchester Blvd
Campbell, CA 95008
408-342-5400

For Barracuda internal use:

Approved By: _____ Date: _____ Assigned Customer Code: _____