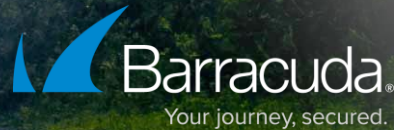


Barracuda Marketing

Your journey, secured



How do we go to market together ?

Strategic Plans

- Sales and marketing together

Tactics

- Email campaigns
- Telemarketing
- Events – physical (seminar/ trade show /webinars)
- Case studies
- Social
- Call out days
- Incentives

Co-Op funding

- 50% contribution



Tools for partners

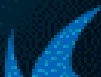


Partner / channel marketing

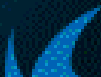


- The Academy
- Lunch 'n' Learns
- Bootcamps
- Local webinars
- Roadshows
- EMEA Partner Summit
- EMEA TechSummit, Alpbach

Partner webinars



Der CUDA Webcast für Partner
Kurz und knackig Neues aus der Barracuda Welt
Einmal im Monat auf Deutsch
Termine und Anmeldung gleich hier >



Homepage:

<https://www.barracuda.com/events?region=emea&topic=all&type=all> or Partner Portal




Endcustomer Lead Gen- Partner

- BarbeCuda
- Cuda Movie Nights
- Healthcheck Campaign
- Made In Austria Campaign




Partner Portal still work in progress !


New Look Partner Portal


Barracuda


Partner Portal


BETA


HOME


SALES

MARKETING

NEWS AND EVENTS

RESOURCES

SETTINGS

SIGN OUT

PARTNER PORTAL
FEEDBACK

SWITCH BACK TO
CLASSIC PORTAL

Home

News Feed

Show All

Promotions

Events

News

Cash Out with Cuda

Promotion Expires May 31, 2018

NEW

Are you currently selling or looking to start selling Barracuda CloudGen Firewalls? With our new "Cash out with Cuda" we will be paying out up to \$1,500 per eligible closed opportunity.

LEARN MORE

Essentials Quick 50

Promotion Expires May 31, 2018

NEW

Have customers running Office 365? Get a Quick \$50 by adding on Barracuda Essentials.

LEARN MORE

Let's Get Tropical

Promotion Expires September 30, 2018

NEW

Get all the Essentials for an all-inclusive trip to Cancun Mexico on Barracuda. Spend a week lounging on a beach, soaking up Vitamin D with a margarita in hand.

LEARN MORE

Barracuda's CloudGen Firewalls Take Security to a New Level

News - April 2, 2018

At a Glance

Big Huge Enterprises, Inc.

Show data for:

Everyone

RENEWAL OPPORTUNITIES

7

You have sold 7 products that should be renewed renewed now. The retail value of these renewals is \$24,200.

View the Report

DEAL REGISTRATION

0

You have 4 active deals with 1 expiring soon.

Abra Paper Supply

Expires in 3 days.

IndustriOS Software

Expires in 15 days.

Universal Enterprises

Expires in 21 days.

Beamont Hospitality

Expires in 29 days.

View All Deals

Register a Deal

QUOTES

0

Request a quote to get your reseller pricing on

New Look Partner Portal

Dashboard-Style UI
No menus to learn

The screenshot displays the Barracuda Partner Portal interface. On the left is a dark sidebar with the Barracuda logo and 'Partner Portal BETA' text. It contains a vertical list of menu items: HOME, SALES, MARKETING, NEWS AND EVENTS, RESOURCES, SETTINGS, and SIGN OUT, each with a corresponding icon. At the bottom of the sidebar are two buttons: 'PARTNER PORTAL FEEDBACK' and 'SWITCH BACK TO CLASSIC PORTAL'. The main content area is titled 'Home' and features a 'News Feed' section with filters for 'Show All', 'Promotions', 'Events', and 'News'. The news feed lists three items: 'Cash Out with Cuda' (Promotion Expires May 31, 2018), 'Essentials Quick 50' (Promotion Expires May 31, 2018), and 'Let's Get Tropical' (Promotion Expires September 30, 2018). Each item includes a brief description and a 'LEARN MORE' link. To the right of the news feed is an 'At a Glance' summary section. It includes a 'Big Huge Enterprises, Inc.' section with a 'Show data for:' dropdown set to 'Everyone'. Below this are three summary cards: 'RENEWAL OPPORTUNITIES' with a count of 7, 'DEAL REGISTRATION' with a count of 0, and 'QUOTES' with a count of 0. Each card provides a brief description and a 'View the Report' or 'Register a Deal' button.

Barracuda
Partner Portal
BETA

- HOME
- SALES
- MARKETING
- NEWS AND EVENTS
- RESOURCES
- SETTINGS
- SIGN OUT

PARTNER PORTAL FEEDBACK

SWITCH BACK TO CLASSIC PORTAL

Home

News Feed

Show All Promotions Events News

Cash Out with Cuda
Promotion Expires May 31, 2018 **NEW**
Are you currently selling or looking to start selling Barracuda CloudGen Firewalls? With our new "Cash out with Cuda" we will be paying out up to \$1,500 per eligible closed opportunity.
[LEARN MORE](#)

Essentials Quick 50
Promotion Expires May 31, 2018 **NEW**
Have customers running Office 365? Get a Quick \$50 by adding on Barracuda Essentials.
[LEARN MORE](#)

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[LEARN MORE](#)

Barracuda's CloudGen Firewalls Take Security to a New Level
News - April 2, 2018

At a Glance

Big Huge Enterprises, Inc.
Show data for:
Everyone

RENEWAL OPPORTUNITIES 7
You have sold 7 products that should be renewed renewed now. The retail value of these renewals is \$24,200.
[View the Report](#)

DEAL REGISTRATION 0
You have 4 active deals with 1 expiring soon.
[Abra Paper Supply](#)
Expires in 3 days.
[IndustriOS Software](#)
Expires in 15 days.
[Universal Enterprises](#)
Expires in 21 days.
[Beaumont Hospitality](#)
Expires in 29 days.
[View All Deals](#) [Register a Deal](#)

QUOTES 0
Request a quote to get your reseller pricing on

New Look Partner Portal

Personalized News Feed

Shows localized promotions, newsletter and blog

Barracuda
Partner Portal
BETA

- HOME
- SALES
- MARKETING
- NEWS AND EVENTS
- RESOURCES
- SETTINGS
- SIGN OUT

PARTNER PORTAL FEEDBACK

SWITCH BACK TO CLASSIC PORTAL

Home

News Feed

Show All Promotions Events News

Cash Out with Cuda
Promotion Expires May 31, 2018 **NEW**
Are you currently selling or looking to start selling Barracuda CloudGen Firewalls? With our new "Cash out with Cuda" we will be paying out up to \$1,500 per eligible closed opportunity.
[LEARN MORE](#)

Essentials Quick 50
Promotion Expires May 31, 2018 **NEW**
Have customers running Office 365? Get a Quick \$50 by adding on Barracuda Essentials.
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Let's Get Tropical
Promotion Expires September 30, 2018 **NEW**
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[LEARN MORE](#)

Barracuda's CloudGen Firewalls Take Security to a New Level
News - April 2, 2018

At a Glance

Big Huge Enterprises, Inc.
Show data for:
Everyone

RENEWAL OPPORTUNITIES 7
You have sold 7 products that should be renewed renewed now. The retail value of these renewals is \$24,200.
[View the Report](#)

DEAL REGISTRATION 0
You have 4 active deals with 1 expiring soon.
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Expires in 3 days.
[IndustriOS Software](#)
Expires in 15 days.
[Universal Enterprises](#)
Expires in 21 days.
[Beaumont Hospitality](#)
Expires in 29 days.
[View All Deals](#) [Register a Deal](#)

QUOTES 0
Request a quote to get your reseller pricing on

New Look Partner Portal

Quick Access to Deals and Opportunities

Partners are notified of all opportunities to earn money

Barracuda
Partner Portal
BETA

- HOME
- SALES
- MARKETING
- NEWS AND EVENTS
- RESOURCES
- SETTINGS
- SIGN OUT

PARTNER PORTAL FEEDBACK

SWITCH BACK TO CLASSIC PORTAL

Home

News Feed

Show All Promotions Events News

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[LEARN MORE](#)

Barracuda's CloudGen Firewalls Take Security to a New Level
News - April 2, 2018

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[Beaumont Hospitality](#)
Expires in 29 days.
[View All Deals](#) [Register a Deal](#)

QUOTES 0
Request a quote to get your reseller pricing on

New partner portal content

Email Preference Center

- Lets partners customize Barracuda emails that they receive


Campaign in a Box

- Predesigned campaigns and collateral material
 - Email Protection
 - SDWAN

PartnerTalk

The screenshot shows the Barracuda Email Preference Center. At the top, the Barracuda logo is displayed with the text "WELCOME TO YOUR PREFERENCE CENTRE". Below this, a link "sumphr@barracuda.com | log You Out | Update My Email" is visible. A message states: "We would like to stay in touch with you, but only in ways that you find useful. Please take a moment to update your preferences according to your interests." The main section contains a list of topics with checkboxes: Security Solutions (checked), Data Protection (unchecked), Application Delivery (checked), Cloud (unchecked), Ransomware (unchecked), and Q365 (checked). Below this, a section titled "In addition to the topics above, would you also like to hear about:" includes checkboxes for Events (checked), Training and Certification (unchecked), Press Releases (unchecked), Products (unchecked), Webinars (unchecked), and Newsletters (checked). A "Your Details" section follows, with a text input for "sumphr@barracuda.com", dropdowns for "Annual Revenue" and "Are you ready for us to contact you?", and a dropdown for "What best describes your relationship with Barracuda?" set to "I am an existing Barracuda Customer". At the bottom, a message states: "By submitting your preferences, you are allowing Barracuda to communicate with you according to your specific interests." Below this is a blue "UPDATE PREFERENCES" button and a link "Unsubscribe from all communications". The footer includes social media icons for Facebook, Twitter, Google+, YouTube, and LinkedIn, along with the text "© Barracuda 2018. All rights reserved. Privacy Policy".

New Look Partner Portal – Marketing Campaigns




Partner Portal

- HOME
- SALES
- MARKETING**
- RESOURCES
- NEWS AND EVENTS
- SETTINGS
- SIGN OUT


PARTNER PORTAL
FEEDBACK

Marketing




Co-op Request

Request funds for cooperative marketing campaigns




Materials Request

Request marketing materials such as brochures and merchandise




Postcards Mailer

Request printed postcards for direct mail marketing.




Media Portal

Download logos, graphics, videos and other Barracuda.



Marketing Campaigns

Ready-made content for your email marketing campaigns.



Presentations

Sales and marketing presentations for Barracuda products and services.

New Partner Portal – Marketing Campaigns

The screenshot displays the Barracuda Partner Portal interface. On the left is a dark sidebar with the Barracuda logo and the text 'Partner Portal'. Below this are navigation links: HOME, SALES, MARKETING (highlighted with a red box), RESOURCES, NEWS AND EVENTS, SETTINGS, and SIGN OUT. The main content area has a breadcrumb trail 'Marketing / Marketing Campaigns' and a title 'Marketing Campaigns'. It lists six items: Email Protection Campaign, SD-WAN Campaign, Cloud Campaign, Sentinel Campaign, WAFaaS Campaign, and Barracuda Brand Guidelines (2018).

Partner Portal

- HOME
- SALES
- MARKETING**
- RESOURCES
- NEWS AND EVENTS
- SETTINGS
- SIGN OUT

Marketing / Marketing Campaigns

Marketing Campaigns

- [Email Protection Campaign](#)
- [SD-WAN Campaign](#)
- [Cloud Campaign](#)
- [Sentinel Campaign](#)
- [WAFaaS Campaign](#)
- [Barracuda Brand Guidelines \(2018\)](#)

New Partner Portal – Marketing Campaigns

Marketing / Marketing Campaigns

Marketing Campaigns

[Email Protection Campaign](#)

[SD-WAN Campaign](#)

Description Documents

Language: Deutsch

Steps (**Read this first**):

- [SD-WAN Campaign in a box Steps and Overview](#)
- [SD-WAN Campaign in a box Steps and Overview \(English\)](#)

Documents :

- [SD-WAN campaign in a box assets \(DE\)](#)
- [SD-WAN Email\(DE\)](#)
- [SD-WAN Landing Pages\(DE\)](#)
- [SD-WAN Campaign Social Posts -DE](#)
- [SD-WAN Campaign Display Banners\(DE\)](#)
- [SD-WAN Campaign Sale Enablement\(DE\)](#)
- [SD-WAN campaign video \(DE\)](#)

[Cloud Campaign](#)

Recommended Campaign Execution

4.3 LinkedIn Social Posts –for video landing page



3.2 Video landing page



Video page links to white paper page.

You can also use display banners to retarget leads from the video page to the whitepaper page.

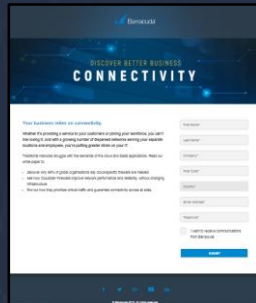
5.2 MPU Banner



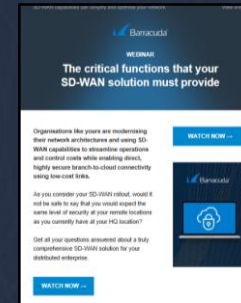
4.3 LinkedIn Social Posts – for whitepaper landing page



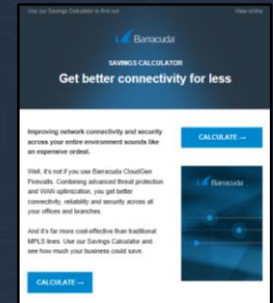
3.2 Whitepaper landing page



2.2 Webinar email



2.2 Savings calculator email



Coming soon...

Co-Op System Changes




Coop Request FY20

- 30 Tage vor Aktivität approven
- 90 Tage nach Aktivität claimen
- USD versus Euro
- Proof of Performance



New Look Partner Portal – Coop Request




Partner Portal


- HOME
- SALES
- MARKETING**
- RESOURCES
- NEWS AND EVENTS
- SETTINGS
- SIGN OUT

PARTNER PORTAL
FEEDBACK


Marketing




Co-op Request
Request funds for cooperative marketing campaigns




Materials Request
Request marketing materials such as brochures and merchandise




Postcards Mailer
Request printed postcards for direct mail marketing.




Media Portal
Download logos, graphics, videos and other Barracuda.




Marketing Campaigns
Ready-made content for your email marketing campaigns.





Presentations
Sales and marketing presentations for Barracuda products and services.





New Look Partner Portal – Resources/Events


**Partner Portal**


 HOME


 SALES

 MARKETING

 **RESOURCES**

 NEWS AND EVENTS

 SETTINGS

 SIGN OUT

Resources / Partner Resource Center

Filter by Category:

All

Filter by Solution:

All


Filter by Product:

All


Filter by Language:

UK English

Partner Program Guide




PARTNER PROGRAM GUIDE
[2018 EMEA Partner Program Guide](#)



PARTNER PROGRAM GUIDE
[EMEA Channel Partner Program FAQ - June1 2018](#)


This Partner Program FAQ is confidential and is intended for use only by authorized Barracuda Networks Resellers. Distribution of this document without written permission from Barracuda legal department is forbidden and a violation of the terms and conditions of the reseller.

Marketing Campaigns




MARKETING CAMPAIGNS
[SD-WAN Campaign in a box Steps and Overview](#)


Over documents and steps for SD-WAN campaign




MARKETING CAMPAIGNS
[WAFaaS Sales Enablement](#)




MARKETING CAMPAIGNS
[WAFaaS Emails](#)



MARKETING CAMPAIGNS
[WAFaaS Content](#)



MARKETING CAMPAIGNS
[WAFaaS Campaign in a box steps and overview](#)









MARKETING CAMPAIGNS
[Sentinel Sales Enablement](#)

We have produced five short training videos which will provide an introduction to Barracuda Sentinel and how to sell it. We also have seven webinars that you can use to promote this solution, please refer to file 3.2 to access links to all of the sales enablement videos

[Load More Marketing Campaigns](#)

Case Studies



PARTNER PORTAL FEEDBACK

Communications

Darshna Kamani, Communications Director, EMEA
dkamani@barracuda.com



Fact: Content Helps Drive Sales

- 75% of B2B buyers use social media to research vendors
- 90% of today's B2B buyers never respond to cold outreach emailing
- B2B buyers are 57% towards making a decision before engaging sales
- 74% of buyers choose the sales rep that was the first to bring value & insight
- 82% of buyers viewed at least five pieces of content from the winning vendor



Content

- Various research papers
 - Cloud
 - Office 365
 - Data Protection
 - SDWAN
- Product announcements
- Blogs <https://blog.barracuda.com/>
- Threat Spotlights – Security Insight



Current Social Media Reach



228,157 Likes – combination of corporate, partner, channel, community updates



11,200 Followers – outbound (branding, communications), inbound (support and services)



3,120 Subscribers – combination of corporate, product, channel and community updates



16,488 Followers – includes partner, employee and end customer data

How to use Social as a Sales Tool

- Go where your network is – Twitter, LinkedIn, Facebook etc
- Connect with your peers, partners, customers & prospects
- Become a “trusted advisor” – share content, news, advice
- Join a community – engage with them in forums
- Use Barracuda channels;- Blog, LinkedIn, Twitter, Facebook and Cuda Daily to keep you informed
- Engage in Twitter Chats & Facebook Live



Case Studies

- Work together to create success stories
 - Case Studies
 - Videos
 - Testimonials
- Promote via our channels



Partner Talk

- Monthly Newsletter
- Themes every month
- Localised for each region
- Latest news from Barracuda all in one place



Resources

- Cuda Daily – the day's top social stories, shareable with one click: www.cudadaily.com
- Blog.barracuda.com
- Social Channels
- Partner Portal
- Partner Newsletter



Media Thought Leadership



Automatisierter Service für erhöhten E-Mail-Schutz von Barracuda



IT-Security: Generation Cloud



One in four local councils hit by ransomware attacks



Web-Attacken gelten selten den Chefs einer Firma



Firewall für Kaffeemaschinen
([Firewall for Coffee Machine](#))

- Local PR agencies
- 1,208 pieces of coverage across EMEA

Awards

Security ADVISOR
MIDDLE EAST
READERS' CHOICE AWARDS ★ 2017



SC 2017 **awards**
EUROPE
Winner



Fragen?



Thank You



Barracuda Marketing Review

AT Academy, January 2019

Susanne Tumpfert
Field Marketing Manager, AT & CIS

stumpfert@barracuda.com

+43 (0)664 88374077

