

## EfficientIP Launches New Channel Partner Program Offerings including Partner Delivery Certification

*EfficientIP's SmartPartner Program brings industry disrupting services to the market at no cost to partners.*

**October 13, 2021 -- PARIS:** [EfficientIP](#), a leading provider of network security and automation solutions specializing in DDI (DNS-DHCP-IPAM), today launched new Channel Partner Program offerings, called SmartPartner, including a new category designed specifically for Service Providers as well as a Partner Delivery certification.

“Most vendors provide basic product training, but often lack implementation or delivery training, requiring significant investment from partners. EfficientIP not only provides holistic product training, but also includes implementation and delivery, and all at no cost to the partners,” Leonard Dahan, VP of Worldwide Channels said. “We know the methodology through and through and want to share that with our valued partners to fully enable them while ensuring they are confident in the solution they are offering to their customers.”

A SmartPartner channel program category has been designed specifically for Service Providers – Managed Service Providers (MSPs), Cloud Service Providers (CSPs), Telco Operators & Internet Service Providers (ISPs), and Global System Integrators (GSIs). It will offer a variety of services including multi-dependency capability with centralized management; APIs to engage with MSPs; the software and features to serve telcos and deliver services remotely; and the capability to charge monthly based on usage, which is more suitable for their selling model.

Also included in the EfficientIP SmartPartner Program is a specialized Welcome Pack to guide the onboarding process for new partners for strategic sales and delivery engagement. The Welcome Pack provides comprehensive and dedicated support to ensure full confidence in offering the EfficientIP solution to customers, including complementary delivery team support on the first three deployments, demo or NFR licenses, and access to EfficientIP's internal Marketing and BDR resources.

“Our goal is to ensure that all of our partners' projects are successes, which is why we have developed this investment in them,” Dahan said. “The SmartPartner Program brings a unique offering to the marketplace and further establishes EfficientIP as a partner of choice in the channel sector.”



As one of the world's fastest growing DDI vendors, EfficientIP helps organizations drive business efficiency through agile, secure and reliable network infrastructures. Our unified management framework for DNS-DHCP-IPAM (DDI) and network configurations ensures end-to-end visibility, consistency control and advanced automation. Additionally, our unique 360° DNS security solution protects data confidentiality and application access from anywhere at any time. Companies rely on us to help control the risks and reduce the complexity of challenges they face with modern key IT initiatives such as cloud applications, virtualization, and mobility. Institutions across a variety of industries and government sectors worldwide rely on our offerings to assure business continuity, reduce operating costs and increase the management efficiency of their network and security teams.

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