

Worry-Free Online Sales and Reseller Commission Program Australia and New Zealand

Reseller FAQ

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General Online Overview

Why are Trend Micro selling Small Business Products online?

Small Businesses are increasingly being targeted by cybercriminals as they are a more plentiful and sometimes easier target than larger organisations. Easier because they do not have IT security skills and in many instances use products designed for personal use that do not meet the needs of their growing business. Research shows that a high proportion of Small Businesses, in some instances nearly 50%, purchase security software online from manufacturers. This means they are generally purchasing home use products that leave them potentially vulnerable. Trend Micro is aiming to address this need for business grade security available to people who want to purchase online.

What products are being sold online?

Trend Micro will be offering unique packages designed for prosumer and SOHO businesses, along with our Worry-Free range of solutions to the online market place.

What quantities are being sold online?

Licenses will only be available in quantities up to 25 users.

Are multi-year licenses available?

Yes, licenses will be available in One, Two or Three year durations.

Is pricing cheaper online?

Pricing will be the standard recommended retail price.

Won't this cut out the channel?

The aim of this route to market is to address the requirement of those businesses who prefer to buy online. Trend Micro is committed to supporting the reseller channel and as such has built a program designed to allow resellers to use the online store as a facility and to earn margin from doing so.

What plans are there to include channel partners in online sales?

Trend Micro is committed to supporting the reseller channel and as such has built a program designed to allow resellers to use the online store as a facility and to earn margin from doing so.

Will Trend Micro sell all products online?

At this stage only the Worry-Free Solutions and unique online only offerings are available from the online store along with the personal use Internet Security Solutions.

If a customer buys online who installs the product?

Online customers can obviously choose to install the product themselves or use our reseller locator tool to find a partner near them to do the install and provide additional services.

If a customer buys online where do they get technical support?

As per all of our product sales, technical support is available from Trend Micro via a toll free hotline during business hours or via an online submission form.

What is delivered to the customer when buying online?

A customer will be issued with a thank you screen with a Registration Key(RK) for the product, this will also be sent via email to their nominated address.

How does an online customer register their product?

Once the customer receives their Registration Key they will be directed to register this online at <http://olr.trendmicro.com> they will then receive an Activation Code(AC) which is used to install the product.

Can products be renewed online?

At this stage small business products cannot be renewed online.

How are online purchases renewed?

When the license period is close to ending customers can purchase a renewal via the channel. We aim to enable renewal of online purchases via the web in the second half of the year.

Can additional licenses be purchased online?

If the original license was purchased via a reseller then additional licenses can only be purchased via the reseller channel.

If the original purchase was via retail package or online then the customer can purchase a new license online and use the OLR portal to “stack seats”, this will formulate the new license count and calculate a new license expiry date based on the existing license details and the new license purchase.

Is Trend Micro conducting the transaction themselves or using a third party provider?

The online store is provided by Digital River and all invoices will be issued by them.

What payment methods are offered?

Customers can pay via Credit Card: Visa Master AMEX, Diners Club or with Bpay

Are vertical discounts available online?(ie Academic, Government and Charity pricing)

No, we only offer standard new license pricing online. For any vertical discounts customers must purchase via our reseller channels.

Are order type discounts available online?(ie Competitive Cross-grade and Upgrade/Downgrade)

No, The only licenses available online are normal upfront licenses.

Will you have online only specials that resellers cannot participate in?

Via the online store we will be offering 2 unique packages targeted at the online audience, these product names will not be available through the channel, how-ever they are based on the existing product Worry-Business Security Services. All Worry-Free products sold online are available as part of the online reseller commission program.

Will transactions made using the online reseller commission program be counted towards NFR calculations?

Yes, any transaction made online referencing the reseller account number will be counted towards NFR eligibility.

Reseller Commission Program:

What is the program?

Resellers can earn 10% commission on sales of Worry-Free solutions made online by simply entering their unique reseller ID during the order process or by having the end customer enter it.

Why is Trend Micro doing this?

Trend Micro is committed to supporting the loyal reseller partners while ensuring all customers have access to our market leading Worry-Free solutions through whichever purchase channel they decide to use.

What are the benefits to a reseller?

Resellers who participate will receive 10% of the sale price, be able to facilitate license transactions immediately and access a new group of customers who prefer to buy online.

How much commission do I get paid?

Resellers will earn 10% commission, calculated on the online sale price, paid on deals where their unique reseller ID is entered in the transaction form.

Who can register?

Any registered Trend Micro Affinity partner is eligible to earn online commission.

How do I register?

Reseller must register online at.....

How do I obtain my reseller ID?

After completing the online registration you will be contacted by a Trend Micro Representative and assigned a reseller ID.

How do I claim?

Each month Trend Micro will contact resellers who are due to receive commission payment and request an invoice for the amount.

When will I get paid?

After the 10th of each month you will be contacted to provide an invoice. Contact and Payments will be made two months after the transaction date. This is due to the 30day return policy online, ensuring that all payments are net of returns.

How will payment be made?

Payment will be via EFT from Trend Micro

What if I forget to include my reseller ID in the transaction, can I still get paid?

Unfortunately you cannot. The unique reseller ID MUST BE ENTERED at time of order, failure to do so will mean forfeiture of commission.

Where do I enter my reseller ID when making a purchase?

You must enter your ID in the field that says "Promotional Code" in the shopping cart.