Partner

Guideline

PROGRESS

Partner Engagement Play Book 2026

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Product Key Initiatives

Phase	Key Milestones

WhatsUp Gold	• WhatsUp Gold 360 (Unified Monitoring & NTA+)
	• Network Traffic Analysis Plus (NTA+)
	• Competitive campaigns
	  ◦ Hybrid-Monitoring Advantage
	  ◦ NTA+ Troubleshooting Sprint
	  ◦ 360 Lifecycle Event Series
	  ◦ Visibility & Faster Troubleshooting

Kemp LoadMaster	• LoadMaster 360 (Application Availability)
	• Security – WAF, Zero Trust
	• Competitive Differentiation
	  ◦ Always-On Application
	  ◦ ADC vs Legacy Load Balancer
	  ◦ Cloud-Ready ADC

Flowmon	• Flowmon 360 (Network Intelligence)
	• NDR
	• Flowmon ADS 12.5 Release
	• Competitive campaigns
	  ◦ NPM + NDR in One Platform
	  ◦ Security Meets Network Ops

MOVEit	• MOVEit 360 (Secure Data Transfer)
	• MOVEit Transfer, Automation and Cloud
	• E-Invoicing
	• ERP – secure file transfer integration
	• Competitive campaigns
	  ◦ Secure File Transfer Without Compromise
	  ◦ Compliance-Driven
	  ◦ MOVEit Risk Reduction Assessment

Share File	• ShareFile 360 (Secure Collaboration with Complete Control)
	• Secure Collaboration & Content Management
	• Competitive campaigns
	  ◦ Secure Collaboration Beyond Email
	  ◦ Client-Centric Digital Workspace
	  ◦ ShareFile vs Consumer File Sharing

Progress WhatsUp Gold

General Resources

Product Pitch Presentation
- WhatsUp Gold
- WhatsUp Gold 360

Videos
- Progress WhatsUp Gold Youtube Channel
- WhatsUp Gold Version 2025.0 Release
- Best Practice Series for WhatsUp Gold
- Short Video 2 Min about WhatsUp Gold
- Network Traffic Analysis Plus NTA+ Video

On Demand Webinars on Progress Website - WhatsUpGold

Awards, Reviews and Badges
- AwardsandTestimonials
- Capterra
- Winter2025LeaderinReportforNetwork Management
- G2Report-WhatsUpGoldNamedaLeaderin ReportforNetworkManagement

Product Webinars
- Pre-Recorded Demo – use this to learn details of WhatsUp Gold key features and do it yourself with a customer (45 min)
- What's New in WhatsUp Gold 2024.0
- On-Demand Webinar: Reveal Hidden Network
- Issues with Network Traffic Analysis Plus
- WhatsUp Gold Network Traffic Analysis Plus(NTA+) Demo

Competitive information – landing pages
- PRTG
- SolarWinds

Collaterals
- NTA+
- G2Report (FY2025)
- IT Infrastructure Monitoring for Dummies

All Whitepapers – ProgressWebsiteResources

Progress Kemp LoadMaster

General Resources

Product Pitch Presentation
- LoadMaster
- LoadMaster 360
- LoadMaster 360 Enhanced WAF

Videos
- Progress Kemp LoadMaster Youtube Channel
- Progress LoadMaster-An Overview
- LoadMaster 360
- Welcome to Progress Kemp LoadMaster
- How to - Progress Kemp LoadMaster

On Demand Webinars on Progress Website – LoadMaster

Awards, Reviews and Badges
- LoadMaster,aG2LeaderinLoadBalancing
- G2 User Reviews Winter 2025
- GartnerPeerInsights

Product Webinars
- Using LoadMaster to Fortify Your Applications and APIs (recorded)
- Buyer'sGuidetoLoadBalancingSolutions - (recorded)
- Technical | Setup Best Practice & Automation Options

Competitive information – landing pages
- F5
- Citrix

Collaterals
- Why You Should Perform Security Functions at the LoadBalancing Level
- Kemp LoadMaster Always-On App Experience

All Whitepapers – ProgressWebsiteResources

Progress Flowmon

General Resources

Product Pitch Presentation
- Flowmon NDR

Videos
- Progress Flowmon Youtube Channel
- Flowmon Product Line Introduction
- Master Flowmon Profiles and Slash Your Query Time
- SolutionTutorials
- Flowmon for Network Security
- Network Detection Response (NDR) Explained
- Flowmon AI Powered Cyber Security Platform

On Demand Webinars on Progress Website-Flowmon

Awards, Reviews and Badges
- ProgressFlowmon NamedaTechnologyLeaderin NetworkDetectionand Response-SPARK Matrix Report

Product Webinars
- What's New in Progress Flowmon 13? – Upcoming
- IT/OT Convergence: Proactive Threat Detection for Industrial Control Systems

Competitive Comparisons
- Progress Website - Resources
- Cisco Stealthwatch

Collaterals
- EMAReport – Introducing the Network Management Megatrends 2024
- What's new in Version 13.0

All Whitepapers – ProgressWebsiteResources

Progress MOVEit

General Resources

Product Pitch Presentation
- MOVEit for Management File Transfer

Videos
- Progress FileTransfer YouTube Channel
- How to - Intro to Progress MOVEit
- MOVEit Introduction
- Your Secure Managed File Transfer Solution

On Demand Webinars on Progress Website - Webinars

Awards, Reviews and Badges
- Progress MOVEit G2 Infographic for Managed File Transfer (MFT) Software
- ProgressMOVEitG2ReportforManagedFileTransfer(MFT) Software
- Power a Better Customer Experience with MarkLogic
- How a Data Hub Powers a Better Customer Experience

Product Webinars
- What's New in Progress MOVEit
- The Future of File Transfer Automation: Observations and Predictions for 2025
- Moving Up to Managed File Transfer - What you need to consider when moving from SFTP to MFT
- Progress MOVEit On-Demand Demo

Competitive Comparisons
- Progress Website - Resources
- Cisco Stealthwatch

Collaterals
- HowFileTransferAutomationCanSupportITSecurityGoalsandDataGrowth
- 5 Key Opportunities of MFT Workflow Automation for Operational Efficiency

All Whitepapers – ProgressWebsiteResources

Progress ShareFile

General Resources

Product Pitch Presentation
ShareFile : Document Review Solution of the Year

Videos
- Progress ShareFile YouTube Channel
- ShareFile Introduction
- Simplify Document Collection Workflows with AI

On Demand Webinars on Progress Website - Webinars

Awards, Reviews and Badges
- Progress ShareFile Wins Document Review Solution of the Year at 2025 LegalTech Breakthrough Awards
- Progress ShareFile Wins AI-Powered SMB Solution of the Year at the 2025 AI Tech Ascension Awards
- Progress ShareFile Recognized as Top Document Collaboration Technology

Product Webinars
- What's New in Progress ShareFile
- Getting Started with ShareFile in 2026
- AI for SMBs: Debunking 5 AI Myths to Kickstart Your AI Implementation
- Progress ShareFile On-Demand Demo

Competitive Comparisons
- Dropbox Business
- Box
- OneDrive for Business

Collaterals
- Secure File Sharing Software for Business
- All-in-One File Sharing and Collaboration
- How to Securely Share Files: 9 Tips & Best Practices
- Progress ShareFile Key Feature

All Customer Case – ProgressWebsiteResources

Let’s Work Together ↗

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