



Join the DNS Revolution with Friendly WiFi Web Filtering, powered by DNSFilter

Cloud based DNS content filtering and threat protection brings the scalability, manageability, and efficiency gains of the cloud to networks, and thousands of organizations are moving to this new architecture.

Our solution is a recognized leader in cloud-based DNS content filtering and threat protection.

Benefits of Selling

FAST AND EASY NEW NET REVENUE

Our solution is dramatically easier to sell, even alongside existing portfolios. Due to our cloud delivered nature, our product is scalable and immediately available for organizations of any size. The value proposition is clear to customers, and the product is easy for anyone on your team to demo. Imagine completing a demo and closing the deal in one day. That's the sales cycle for a typical deployment.

RESPONSIVE SUPPORT

Our responsive and proficient sales engineering support service is dedicated to helping you close deals in any way you require, including joint calls, demos, and technical deep-dives.

MSP READY

Partners have the opportunity to deliver the solution as a service without the infrastructure buildout or cost required by traditional solutions. Only Friendly WiFi partners will have access to our white label MSP dashboard.

Partner Training Opportunities

TECHNICAL TRAINING WEBINARS

Our solution offers technical webinars to the Partners along with a library of recordings to provide up-to-date and in-depth information for MSPs to get familiar with the full and upcoming capabilities of our product.

Partner Only Features

MSP (WHITE LABELED) DASHBOARD ACCESS

Our partners gain exclusive access to our MSP dashboard. This dashboard contains unique

features, including: multi-tenant account creation, white labeling, CNAME redirection, special billing options, improved reporting and API access.

Partner Only Pricing Models

As a Friendly WiFi partner, you have access to unadvertised pricing models. You may choose how you'd like us to charge you on a network-by-network basis. In addition to usage-based pricing, we offer the ability to pay on a per-user basis or on a per-access point basis. Per-user is useful for situations such as an office, where you have a fixed number of employees and therefore prefer to pay a fixed price per user.

	Usage Based	Per User	Per Access Point
Price	£1 per 200k block of DNS Requests	£1 per user, per month	£2 per Access Point, per month
Min. Charge (per network)	£4 per month (Includes first 1 million DNS Requests)	£4 per month	£0
Ideal For	Public/Guest Networks	Offices/Private Networks	Public/Guest Networks

Partner Entry Fees

Partners are charged the monthly minimum spend commitment OR for your actual usage (whichever is greater). For example, if you used £35 worth of service, you'd be charged £50 that month. However, if you used £55 worth of service, your monthly bill would be £55 (not £105), as you exceeded your minimum.

Entry Fee	
Monthly Minimum Spend Commitment	£40
Support Channel	E-Mail

Partnership Requirements

Friendly WiFi partners with the top organizations in the industry. As such, in addition to meeting your monthly spend, there are several other requirements that need to be met:

- 1.) The partner must be in business for at least six months.
- 2.) The partner's business must be in current and good standing.
- 3.) The partner should be able to provide two references or network case studies.
- 4.) Be honest. We are fair and transparent, and we expect our partners to be as well.

Per User Pricing Definitions

When deciding how to charge your end user, please keep in mind that, as a Friendly WiFi partner, you must stay in line with our definition of whom that end user is. Any Friendly WiFi partner found intentionally misrepresenting their end user type may have their partnership revoked immediately. Please be advised of the following definitions:

Per User:

Per user pricing is an honor system. We expect that an average user consumes approximately 100,000 requests over the course of one month. We understand that certain configuration factors may affect this figure. However, if we find usage consistently and grossly exceeds this per user average we will reach out to you for an opportunity to correct network configuration errors or adjust the billing settings.

FAQs

Can I use your service without being a Friendly WiFi partner?

Absolutely! Anyone may use our service by visiting friendlywifi.com/web-filtering-services and signing up. However, if you want to experience the added value of our MSP dashboard (mainly, a white labeled/multi-tenant dashboard), you must be a Friendly WiFi partner.

Why don't you offer a discount?

Our solution is already 1/3rd of the cost of the competition. Rather than offer discounts, we give you the ability to completely white label our product at nearly zero cost. This allows you to resell our service at any markup you desire without the fear of your customer knowing of, or being marketed to by us.