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BOLL partners<sup>↓</sup>  
are better off

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**Value-added distribution** has a name: BOLL Engineering. This IT company specialized in cybersecurity is one of the leading addresses in the Swiss channel business. A VAD provider operating in Switzerland, Germany, and Austria, it distributes groundbreaking IT security solutions by leading manufacturers worldwide, working exclusively through specialist retailers. As part of this, BOLL offers its channel partners an incomparable and extensive **range of services**.

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## **B Extensive Services**

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# Using your full potential








You focus on **leading cybersecurity solutions** and are therefore laying the foundation for extensive, effective protection of your network, data, and applications. But is that really enough? Maybe you would like to have a local distributor and partner who can contribute to your lasting success with its prestigious services? A partner who can competently and extensively support you not just in the sales and consulting process but also in the areas of logistics and support, marketing and business development? A partner who sets records in the area of education and training and who is committed to aspects such as services and added value? In short, a partner who you can rely on long-term?

**With BOLL** you have the support of a locally based, competent, and committed partner who will provide you with all the “ingredients” to be successful and stay successful in the competitive, dynamic IT security market. BOLL offers comprehensive services which far outstrip typical distribution packages.

The services are provided by 100 percent experienced staff, including business development, custom marketing and sales services, tech and logistics services as well as high-quality training and certification courses at its in-house premier “Authorized Training Center” (ATC). The engineering of client- and product-specific add-ons as well as the customizing of complete projects is also worth mentioning. With this combination of groundbreaking products and solutions with extensive services, BOLL creates sustainable added value for the channel business. BOLL stands for added value, for long-standing, experienced staff, for broadly supported expertise, and for impressive commitment. **Go for it.**

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### Good reasons to become a BOLL partner

-  Marketing services
-  Business development
-  Sales services
-  Tech services
-  Education
-  Engineering/customizing
-  Logistics and export



# Marketing Services

To make sure  
the message gets  
through and is  
understood



Whether launching new products on the market, precise targeting of clients and markets, generation of leads, management of social media, or organization of events: **your individual needs** are the measure for our custom marketing services. “Push-and-pull marketing”—that’s what you can expect from us.

## Lead generation

Direct mailings, calling actions, social media, etc.

## Marketing communication

Case studies, leaflets, flyers, sales aids, and news content, etc.

## Business development

Joint market cultivation and development

## Event management

Workshops, trade fairs, seminars, etc.



**“To do your channel partners good—this is the guiding principle we are committed to. With passion and competence. And with services which far exceed the usual ones.”**

Tatjana Bopp / Head of Marketing, BOLL





# Business Development

For sustainable  
reinforcement  
of future viability



**Continuity and professionalism** are factors which are important when it comes to opening up and developing new markets and identifying and establishing new technologies, brand names, and products. For goal-specific development of your company in line with the market, count on the dedication of BOLL. You will benefit from increased resources, additional experience, and broadly supported know-how.

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## Analysis

Security trends and competitors in individual market segments

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## Evaluation

Identification of innovative security solutions and technologies  
(in both established and disruptive areas)

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## Consulting

Product portfolio and service consulting

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## Conceptual design

Help with the conceptual design of new security products,  
technologies, and business segments



**“With our services in the area of business development, we make an important contribution to maintaining and enhancing the future viability of our partners.”**

Patrick Michel / Principal Consultant





# Sales Services

Making life  
easier and  
more successful



**We strengthen your position** and support you in your consulting and sales activity. From product advice to validation of architectures and concepts as well as license advice, support with PoC, product sizing services, and help with calls for tenders and preparation of made-to-measure offers. Just where you need it.

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## Product advice

Technical and/or project-related advice

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## Offers and quotations

Creation of made-to-measure offers

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## Partner portal

Webshop, technical services and information, license wizard

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## License management

Support with major, client-specific orders (registration service)



**“Groundbreaking products, extensive services, clear focus on clients: BOLL stands for added value, for competent staff, and for impressive commitment. This is how we create added value for our partners.”**

Roman Hohl / Key Account Manager



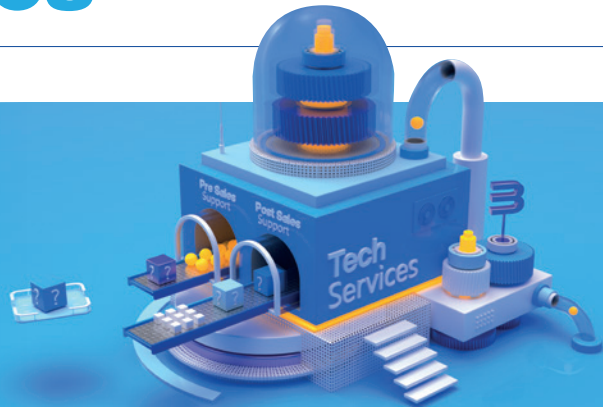


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# Tech Services

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High-quality support services from experienced experts



**High-quality at no cost?** For BOLL, this is no contradiction. Thanks to our unique after-sales support, you will have a direct contact partner as well as unlimited access to the know-how and experience of qualified tech experts. For us, this is also how we see partnership. Concepts like competence, experience, and expert knowledge are inherent to the strength and the efficiency of the BOLL technical team. This is also clear from the fact that all members of the BOLL support team are NSE-7 certified, as well as holding other certifications.

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<b>Local support</b>	Support in German/French/English by telephone, e-mail, or on-site
<b>Efficient processing</b>	Comfortable ticketing system and RMA processing
<b>Constant knowledge transfer</b>	Own tech blog, a range of publications, etc.
<b>Device hot swap service</b>	Swap service in areas which are not covered by the manufacturer
<b>“First-level support”</b>	Manufacturer-final customer support for Fortinet and Palo Alto Networks

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**“ We are firmly committed to providing our channel partners with the best support possible and to helping them with their projects in a sustainable way. We therefore constantly invest in targeted training for our staff members. ”**

**Michael Peter** / Senior System Engineer, BOLL



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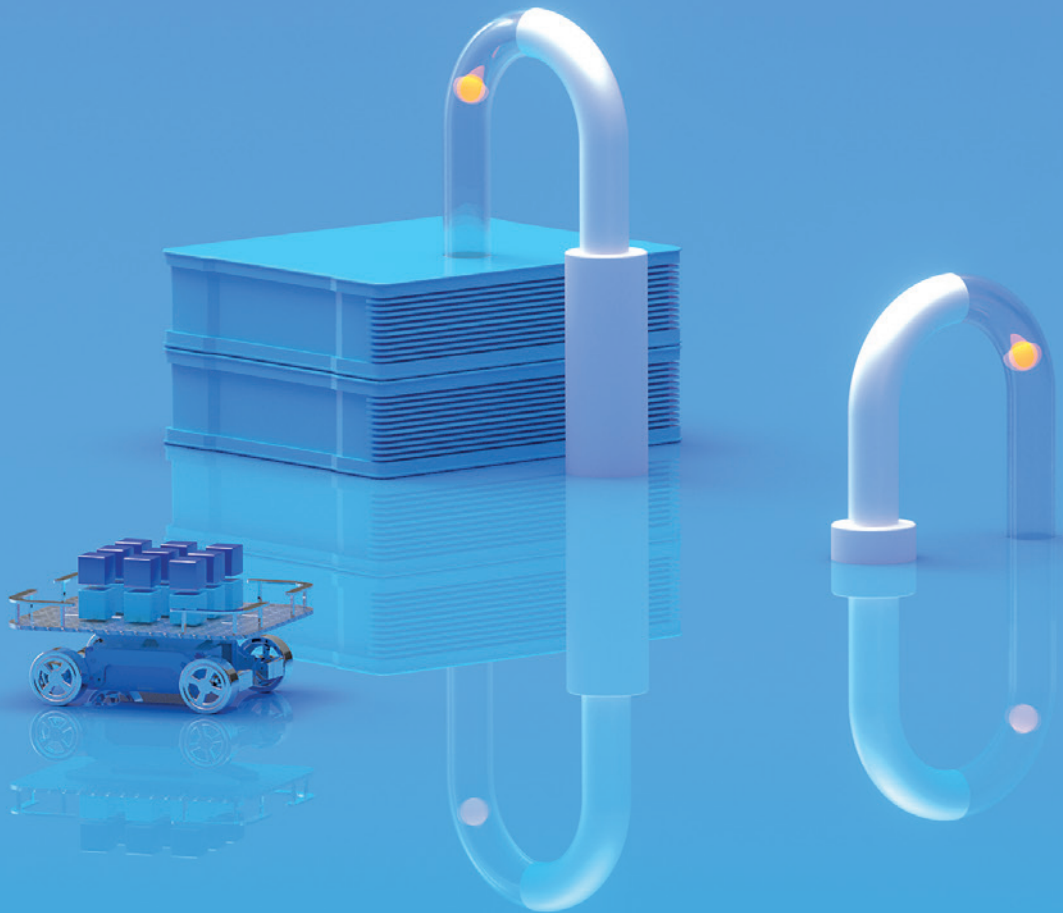
**High performance – that's what BOLL is all about**

We offer our channel partners comprehensive services, much more than the usual distribution services.



**Your direct link to further information**

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# Education

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Knowledge  
and experience  
in harmony



**“We share knowledge.”** Whether (product) training with certification by the manufacturer, tech-briefing, or morning session: we share knowledge and advocate continuous transfer of know-how to our clients.

Our extensive range of training, workshops and courses with experienced trainers, our certified in-house “Authorized Training Center” (Pearson VUE) as well as our modern training and seminar rooms in Wettingen and Lausanne create the best conditions for practice-oriented training with a proven knowledge transfer. For many years now.

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## Our own ATC

“Authorized Training Center” with manufacturer certification from Watch-Guard, Fortinet, Palo Alto Networks, OneSpan, Kaspersky, and SEPPmail

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## Morning sessions

Technically oriented workshops (without hands-on training)

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## Certification exams

Success rate of over 90 percent

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## Custom training

Technically oriented training for end customers and partners



**“In our Authorized Training Center (ATC) in Wettingen and Lausanne, 100 percent highly qualified trainers and experts provide a unique synthesis between theory and practice for usable learning outcomes. For many years now we have been making an important contribution to help strengthen our partners.”**

Sylvia Schlaphof / Head of “Authorized Training Center” (ATC), BOLL





# Engineering/Customizing

The plus  
for distribution



**IT security products off the shelf can often not completely cover all the client needs.** Against this background BOLL offers its partners and clients a wide range of engineering services and supports them in the design and construction of perfectly matching solutions which far exceed the standard possibilities of manufacturers' products.

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## Engineering

Development of client- and project-specific add-ons

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## Customization

Customizing of complete projects; compilation of complete solutions (products of one or more manufacturers), assembly, labeling, installing software

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## Individual solutions

Tailor-made configurations; development of special solutions (hardware, software); advice with specific problems; product design



**“ Channel partners benefit to a great extent from the BOLL engineering and customization services. It means that they can offer their clients solutions that would not be possible with standard products only. This will be particularly crucial in the increasingly important market for industrial environments and operational technology (OT), where individual needs are not the exception but the rule. ”**

Thomas Boll / CEO, BOLL



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# Logistics

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We set standards



**The right product at the right time and the right place**—and in the right amount and the right configuration. This is what we can offer from our own distribution center with highly professional logistics for hardware, software and licenses, lean processes, and rapid order processing.

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## Local warehouse

Large warehouse in Switzerland for run-rate products

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## Flexible delivery options

Courier, post, express, on-site collection, self-distribution, etc.

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## Delivery to final customer

Direct delivery on behalf of the partner with white labeling of delivery documents

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## Staging services



Project storage of appliances and licenses; installation of firmware and activation of licenses; installation of client-specific configurations; attachment of installation instructions, fitting cables, rackmount kits, etc.



# Export

To make sure nothing goes wrong, even with international projects



The export of so-called dual-use goods requires highly specialized know-how. Our qualified members of staff with many years of experience in export enable us to make international shipments of specific products, complying with regulations. And with minimum trouble for you.

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## Delivery worldwide

International delivery logistics

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## Export processing

Including export control for dual-use goods such as firewalls

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## SECO-compliant design

We will take care of all the necessary steps, certificates, and export authorizations.

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## Certifications

Organization of certificates of origin and similar documents

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## Local purchasing

In situations where export or import is not possible



**“ Many IT security products have to comply with strict export restrictions and for international delivery absolutely need SECO authorization. We have comprehensive competences in this area and extensively support our channel partners. ”**

Silvia Fonollosa / Export Specialist, BOLL



# Go strong – with BOLL



“ With innovative IT security products and a wide range of support and business services, we make a relevant contribution to the success of our channel partners. Because if our clients are successful, so are we. ”

Thomas Boll / CEO, BOLL

