



# PartnerWorks

The Content Virtualization  
Opportunity



**virtualworks**  
virtualworks.com

In recent years, progressive waves of virtualization have transformed enterprise IT.

Storage, server, application and desktop virtualization have cut costs, improved efficiency and simplified backend IT environments. Enterprises rushed to invest as a result.

**The next wave is called content virtualization.**

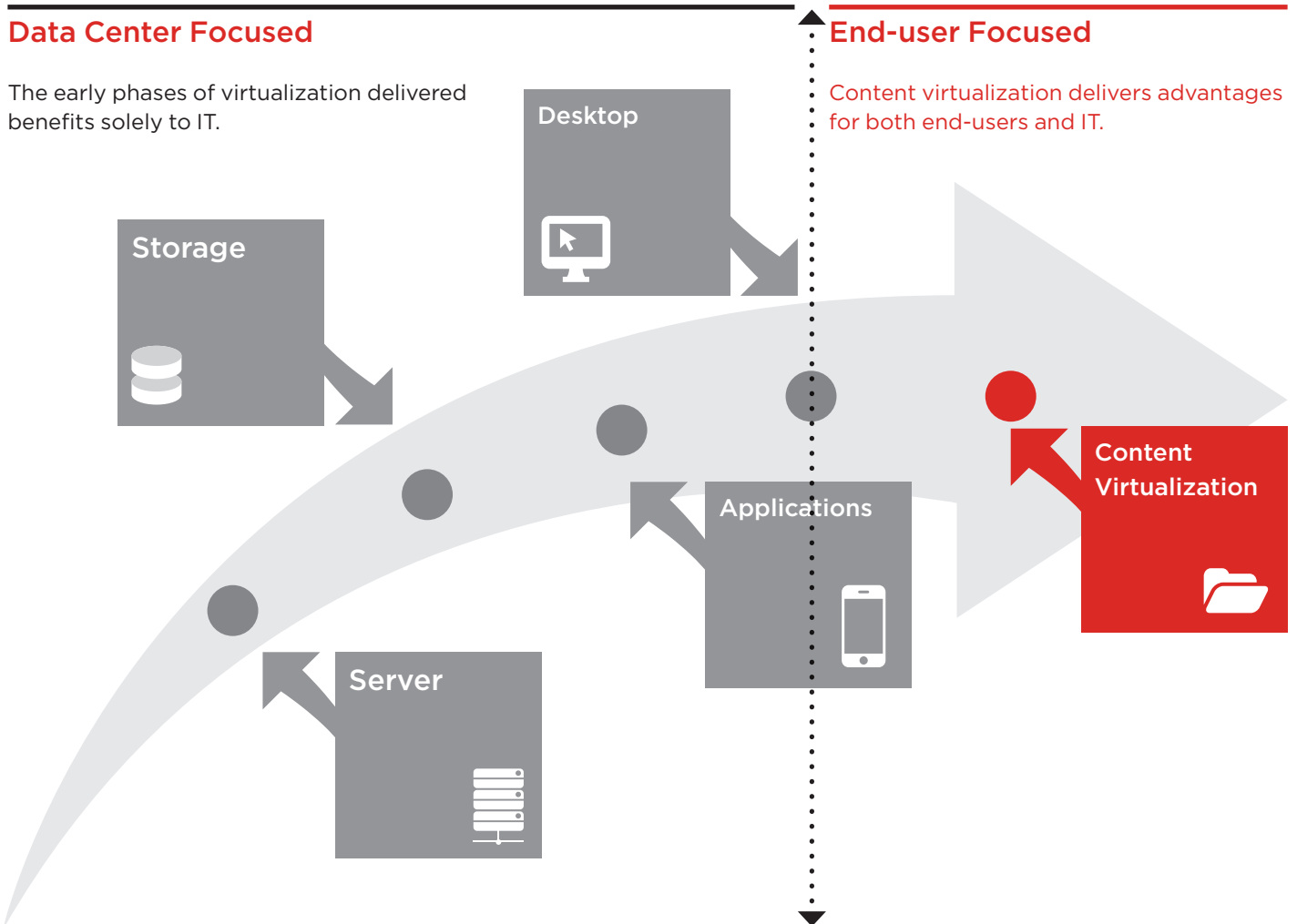
It is aimed squarely at solving the problem of data sprawl — an end-user productivity killer caused by data and information hiding in hundreds of applications, databases, file stores and emails, inside and outside of the firewall.

It's based on the ideas that have made other kinds of virtualization so popular: resources on demand, distributed architectures and agile infrastructures. The result: a burgeoning new market opportunity that's changing the way enterprises think about information. And it's ready for savvy value-added resellers and distributors to reap the benefits.

## Introducing VirtualWorks

VirtualWorks™ is at the forefront of the content virtualization movement. We are a channel-focused company that relies on value-added resellers as our primary route-to-market.

Our core technology is already proven with 30,000 users, representing a ground-floor opportunity for you to get involved early with the next big wave of virtualization investment. And work with a company whose management team has a proven track-record in building best-in-class channel programs.



## PartnerWorks Overview

PartnerWorks™ is a global business alliance for distributors, value-added resellers, ISVs and software developers who want to attack the content virtualization market to optimize the value of information for organizations. It offers a profitable low-risk business opportunity with immediate ROI for companies that recommend, design and deliver content virtualization solutions.

Our goal is to establish strong relationships with a select group of value-added resellers by investing the resources necessary to make you successful. The program combines the training, marketing, sales and support resources, along with the pre-integrated products, that you need to excel in the emerging content virtualization marketplace for fast time-to-market and even faster time-to-revenue.

### With PartnerWorks you can:

- Enjoy rich margin and recurring revenue opportunities
- Capitalize on short sales cycles of less than 90 days
- Exploit fast implementation times because our plug-and-play solutions are pre-integrated for fast time-to-revenue
- Drive additional services revenue from implementation, training, tuning and optimization
- Build on your existing IT competencies and win incremental revenue from things you are already selling – including Exchange, SharePoint, desktop and server virtualization, storage, imaging, document management and network expansion
- Participate in the explosion of interest in cloud computing
- Get in on the ground floor with a long-term development platform with many cross-sell and up-sell opportunities

## Partner Profile

PartnerWorks provides many ways to differentiate your business and drive growth and profitability. The program is ideal for companies that focus on the following:

- Provides end-user solutions to customers
- Sells Citrix solutions
- Sells VMWare VSphere
- Is a Microsoft Certified Gold Partner
- Provides end-user training on solutions
- Concentrates on information intensive verticals, such as legal, healthcare, finance, energy or state/local government.
- Delivers imaging solutions to customers (scan, OCR)
- Provides support and services for speciality applications
- Offers development services to customers
- Sells and supports Lotus Notes/Domino



PartnerWorks offers a relationship at two levels. We'll show you how to spot the opportunities, create an instant business case and deploy VirtualWorks' products quickly and profitably.

**Registered Partners** that participate in the entry level of the PartnerWorks Program are authorized by distribution partners to augment their existing product set with VirtualWorks' content virtualization solutions.

Registered Partners receive basic training, technical support and product information to sell and service VirtualWorks products.

**Premier Partners** are certified to recommend, design and deploy a full range of content virtualization solutions and services. This level is designed for resellers who focus on content virtualization and indexing solutions as a core part of their business offerings.

Premier Partners receive additional sales, marketing and technical support to help grow their VirtualWorks business in profitable directions. The program includes the provision of deal registration with additional margins, high quality sales leads, extensive product training, priority technical support, account management, customized marketing programs and preferred pricing on enterprise license agreements.

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**Registered Partners Benefits:**

- Limited VirtualWorks products for resale
- Free NFR demonstration software
- Limited technical support
- Sales and technical training
- Product information to sell and service our solutions
- Limited Marketing support
- PartnerWorks logo usage

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**Premier Partners Benefits:**

- Full access to all VirtualWorks products for resale
- Deal registration with added margin
- Sales leads and sales support
- Customized marketing programs
- Demonstration and internal use software
- Priority technical support
- Sales and technical training
- Product information to sell and service VirtualWorks solutions – including best practices, assessment guidelines, plan & design solution guides
- PartnerWorks logo usage

## Our Technology

VirtualWorks™ has developed an innovative software framework, the Virtual IndexArchitecture™ (VIA), that promises to contain and reverse the overload of information suffered by organizations of all sizes.

VIA works by virtualizing content amassed by enterprises into a single enterprise-wide index, called the Universal Index™, so users can rapidly and securely retrieve files from any application, location or device — whether the data is structured or unstructured, stored in the cloud or hosted locally.

Once you've got a Universal Index, you can help your customers attack some of their most pressing information challenges and seize new opportunities:

- Manage Unstructured Files and Email Servers. Instantly and securely access millions of files, emails and attachments - even in the cloud.

- Go Paperless. Index your scanned files (with powerful OCR), and it's instantly visible to the people who need it.
- Empower SharePoint® and Notes®. Index all the information locked inside your multiple SharePoint or Notes systems to make it accessible to all authorized users.
- The Indexed Intranet. Index your intranet and users will find what they need, instantly, and come back for more.
- Real-World Document Management. Make your document management system user-proof, or skip the DMS entirely and index your world.

VirtualWorks is led by Ed Iacobucci, a prominent high-tech entrepreneur and co-founder of Citrix Systems. The company's core technology is used by more than 30,000 individuals across 300 private and public sector organizations to unleash the power of information no matter where it resides in the enterprise.

## PartnerWorks

	Registered	Premier
<b>Software Licenses</b>		
Purchase VirtualWorks Products	Limited	All
Resell Software Renewal Licenses	✓	✓
Demonstration Software (NFR)	✓	✓
Internal Use Software	×	✓
Enterprise License Agreements - Preferred Pricing	×	✓

### Pre-Sales Support

	5 Incidents	20 Incidents
Pre-Sales Technical Support		
Product Data Sheets	✓	✓
Product Installation/Best Practices	✓	✓
Assessments Guidelines	✓	✓
Plan & Design Solution Guides	✓	✓

### Training and Certification

	Registered	Premier
Training Web Seminars	✓	✓
Product Essentials Technical Training	✓	✓
Sales Professional (VSP) Training	✓	✓
Field Sales Training	×	✓

	Registered	Premier
<b>Sales Support</b>		
Deal Registration	×	✓
Sales Leads	×	✓
Account Management	optional	required

### Marketing Support

	Registered	Premier
Access to Partner Portal	✓	✓
Marketing Tools	✓	✓
VirtualWorks Partner Logo	✓	✓
Joint Case Studies	✓	✓
Partner Profile & Directory Listing	×	✓
Seminar & Event Support	×	✓
Marketing Planning	×	✓
Partner Plaque	×	✓

### Program Requirements

	Registered	Premier
PartnerWorks Program Agreement	yes	Yes
Certified Sales Professionals	1	1
Certified System Engineers	1	1
Annual Cost	no charge	\$1495

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