



PartnerWorks Top Ten FAQs

1. What is PartnerWorks?

The PartnerWorks™ Program 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. PartnerWorks will be rolled out in phases. Phase one focuses on channel partners, including distributors and value-added resellers (VARs).

2. How will the PartnerWorks channel program work?

The PartnerWorks program is based on a two-tier distribution model. Lifeboat Distribution is our first North American distributor who will supply our VAR partners with products in the U.S., Canada and Bermuda. Resellers can join the PartnerWorks program at two levels – Registered and Premier, based on their level of commitment to VirtualWorks™ and the emerging content virtualization market.

3. What are the major benefits for PartnerWorks partners?

The benefits received from the PartnerWorks program depend upon the reseller's level of participation. Registered Partners, which form the entry level of the PartnerWorks program, typically want to round out their existing product lines with our content virtualization solutions. These partners will have access to our products through distribution and all of our online resources.

Premier Partners are focused on content virtualization and indexing solutions as a core part of their business offerings. Our field sales and systems engineering resources are focused on supporting these partners. The VirtualWorks team will engage heavily with Premier Partners throughout every stage of the sales process to ensure successful outcomes. In addition, Premier Partners receive qualified leads and deal registration with added margin to ensure the early investments they put in with their customers are rewarded. VirtualWorks will also provide Premier Partners with software to use in their production environments, so they can experience the power of our content virtualization solutions first-hand.

4. What are the requirements for participating in the PartnerWorks program?

In addition to signing a PartnerWorks Program agreement, resellers are required to maintain a minimum of one certified sales professional and one certified systems engineer on staff. There is no annual cost for Registered Partners. The annual cost for Premier Partners is \$1,495, for which they will receive additional product, support, sales and marketing benefits.

5. What sort of partners are you looking for?

VirtualWorks is leading the next wave of virtualization – this time focused on solving the problem of data sprawl for end-users through content virtualization. As such, the PartnerWorks program is ideally suited for VARs with competencies in virtualization, either at the desktop or server levels, including Microsoft, Citrix or VMWare solution providers.

Another key attribute we are looking for are resellers who are solutions-oriented and heavily engaged in the design and implementation of other packaged software product offerings for their customers as trusted technical advisors.

We have also seen early interest from imaging partners engaged in paperless office initiatives who want to take advantage of our OCR capabilities to bring all enterprise data into one interface through our Universal Index.

6. What solutions are complementary to VirtualWorks' content virtualization products?

The PartnerWorks channel program is ideal for organizations that focus on any of the following:

- Desktop or data center virtualization solutions (Microsoft, Citrix or VMWare);
- Imaging solutions around paperless office initiatives;
- Document management solutions;
- Intranet solutions including SharePoint and Lotus Notes;
- Solutions for managing unstructured files and email servers;
- Specialty applications for information-intensive industries, such as legal, healthcare, finance and state/municipal government

7. What are the services opportunities afforded by the PartnerWorks Program?

There are many services opportunities available to PartnerWorks partners around the implementation of solutions and the tuning required to get them to run optimally in different environments as well as training end-user organizations on how to use and manage our solutions. There's also tremendous up-sell and cross-sell opportunities as we continue to deliver more packaged offerings – including additional user counts, document counts, Cross-Indexers and index-enabled applications.

8. How quickly can PartnerWorks Partners get to value?

The VirtualWorks average sales cycle is 60-90 days – from initial qualification to purchase and implementation – enabling PartnerWorks Partners to realize fast time-to-revenue.

9. How quickly can I expect to get VirtualWorks' content virtualization solutions up and running in end-user organizations?

All VirtualWorks' products are pre-integrated, including our Cross-Indexers, so installation is fast and easy. PartnerWorks partners will find it easy to stand up our solutions in production mode in less than one week. As a result, the VirtualWorks solution is low-risk for both our partners and customers. For partners, the amount of resources needed to determine whether our content virtualization solutions work for customers is fast. For end-users, the evaluation period is shortened, as they can begin using our product after just a few days following installation.

10. What type of end-user organizations are ideal targets for VirtualWorks' content virtualization solutions?

Organizations of all types and sizes are experiencing the negative effects of data sprawl, and VirtualWorks is appropriate for any company size. However, our customer sweet spot is mid-sized organizations that operate in information-intensive industries, such as healthcare, legal, energy, financial services as well as state and local government.

###