



FOR IMMEDIATE RELEASE

**Media Contacts:**

Vicky Harris  
VirtualWorks  
561.327.4900 x111  
[vickyh@virtualworks.com](mailto:vickyh@virtualworks.com)

Chris Knight  
Cohn & Wolfe  
415.365.8524  
[virtualworks@cohnwolfe.com](mailto:virtualworks@cohnwolfe.com)

**VirtualWorks Launches PartnerWorks Alliance Program**

*Signs Lifeboat Distribution as inaugural channel member*

**BOCA RATON, FL, July 18, 2011** – VirtualWorks™ Group, the pioneer in content virtualization solutions for tackling data sprawl, today unveiled the first phase of its PartnerWorks™ alliance program, designed for channel partners including distributors and value-added resellers. The PartnerWorks alliance program, which will be rolled out in phases, will equip a global network of channel partners, technology partners and software developers with best-practice information, resources and tools to expand and promote the market for content virtualization solutions that optimize the value of information for organizations.

The company today also announced it has signed its first distribution agreement with Lifeboat Distribution, an international specialty software distributor for virtualization and other technically sophisticated products. Under the agreement, Lifeboat will distribute VirtualWorks' content virtualization software in North America.

The first phase of the PartnerWorks program being introduced today arms resellers and distributors with product information, training and technical resources to successfully sell and support VirtualWorks' content virtualization solutions. The program includes two levels of participation, Premier or Registered, based upon the reseller's technical expertise, sales volume and overall commitment to VirtualWorks. The company is now actively recruiting value-added resellers into the PartnerWorks program ahead of its product launch, scheduled for later this summer.

"There is a strong market opportunity to address the growing issue of data sprawl that is reducing employee productivity in organizations of all sizes. It's a big problem that requires a strong ecosystem of partners to solve," said Edward Iacobucci, chairman and CEO of VirtualWorks.

"We have done most of the heavy lifting by developing pre-integrated, plug-and-play products that are designed for VARs to create value around in partnership with VirtualWorks and others. We make it easy to customize solutions that are fast to deploy and generate both near-term and recurring revenues for VARs."

*-more-*

The PartnerWorks Premier channel program is designed to establish a select group of value-added resellers that make a strategic commitment to VirtualWorks' content virtualization solutions. In return, VirtualWorks will reward members with higher levels of marketing, sales and technical assistance. Major program benefits include: 1) deal registration with added margin; 2) sales leads and account management; and 3) customized marketing programs. The authorization fee for the PartnerWorks Premier channel program is \$1,495.

Registered partners that participate in the entry level of the PartnerWorks channel program are authorized by distribution partners to add VirtualWorks' content virtualization solutions to product portfolios and can participate in free product training. This program level includes basic training, marketing and technical support. There is no authorization fee for participating in the PartnerWorks Registered channel program.

The PartnerWorks channel program is ideally suited for VARs with competencies in virtualization, either at the desktop or server level, including Microsoft, Citrix and VMWare solution providers as well as imaging providers pursuing paperless office initiatives.

### **Content Virtualization**

VirtualWorks is pioneering a new software category called content virtualization that breaks down the walls between application silos to ease data sprawl and deliver a more productive end-user computing experience. Content virtualization abstracts content from disparate application silos, records the metadata in a single index, and federates the results, so users can securely and rapidly access business-critical information from anywhere. By leveraging the power of content virtualization, a broad range of organizations, from SMBs to large global enterprises, can solve a critical pain point for frustrated workers trying to find information they need in a timely manner across a variety of applications, locations and devices.

Resellers and solutions providers interested in offering [VirtualWorks solutions](#) should contact Lifeboat by phone at +1.800.847.7078 (US) or +1.888.523.7777 (Canada), or by email at [sales@lifeboatdistribution.com](mailto:sales@lifeboatdistribution.com).

### **About Lifeboat Distribution**

Lifeboat Distribution, a subsidiary of Wayside Technology Group, Inc. (NASDAQ: WSTG), is an international specialty software distributor for virtualization, security, application and network infrastructure, business continuity/disaster recovery, database infrastructure and management, application lifecycle management, science/engineering, and other technically-sophisticated products. The company helps software publishers recruit and build multinational solution provider networks, power their networks, and drive incremental sales revenues that complement existing sales channels. Lifeboat Distribution services thousands of solution providers, VARs, systems integrators, corporate resellers and consultants worldwide, helping them develop a rich opportunity stream, expand their margin and services revenues, and build profitable product and service businesses. For more information, visit [www.lifeboatdistribution.com](http://www.lifeboatdistribution.com). Follow Lifeboat Distribution on Twitter: [lifeboatvad](https://twitter.com/lifeboatvad).

-more-

## **About VirtualWorks**

VirtualWorks is pioneering a new software category called content virtualization that breaks down the walls between application silos to ease data sprawl and deliver a more productive end-user computing experience. Headquartered in Boca Raton, FL, with offices in Norway, the company is led by Edward Iacobucci, a prominent high-tech entrepreneur and co-founder of Citrix Systems. The company's technology is currently used by more 300 private and public sector organizations in Norway, Sweden and the United States to unleash the power of information no matter where it resides within the organization. For more information, please visit [www.virtualworks.com](http://www.virtualworks.com). Follow VirtualWorks on Twitter: vworks.

###

VirtualWorks, Virtual Index Architecture, Universal Index and PartnerWorks are trademarks of VirtualWorks Group. All other trademarks and registered trademarks are property of their respective owners.