

DigestMagazine

July 2009



Nirix Launches New Partner Program.



Channel Partners Reach Target Audiences
With Hosted Backup

data backup and protection is a growing market

Nirix is recruiting high quality VARs, Resellers, System Integrators and Service Providers who are looking to drive recurring revenue streams.

“Fueled by Tremendous Growth in Data Generation, Online Backup Services Market Is Emerging and Poised to Grow Fourfold by 2011, IDC Reveals.

Jan. 07, 2008 - FRAMINGHAM, Mass. — Fueled by a combination of factors, including the tremendous growth in digital data generated by individuals and small businesses, the worldwide online backup services market is poised for growth. IDC estimates revenue for this emerging market to reach \$715 million by 2011, representing a 33.3% compound annual growth (CAGR) between 2006 and 2011.”¹

At Nirix, we are a market leader in developing hosted disaster recovery solutions for the digital economy, and recently launched a new Channel Partner Program for our Hosted Backup Service. Hosted Backup is an online and offsite

backup service that Nirix is positioning for Channel Partners who currently work with, or will be working with businesses in highly regulated industries.

While there are other vendors vying for partners in the online backup space, Nirix remains extremely competitive on all levels. In terms of product service offerings, Our Channel Partner Program is in a league of its own. Our Channel Partners have the opportunity to generate multiple recurring revenue streams, which is a big differentiator between Nirix and other vendors, who typically only offer online backup, with no additions or modifications available to their partners.

The goal of Nirix’s new Channel Partner Program is to recruit high quality VARs, Resellers, System Integrators and Service Providers who currently service highly regulated industries, such as healthcare, the financial sector or publicly traded organizations. Depending on the level of partnership, our Channel Partners can

¹ Online Backup Reviews (<http://www.onlinebackupreviews.com/idc-online-backup-services-market-poised-to-grow-fourfold-by-2011-377.html>)

“... Online Backup Services Market is Emerging and Poised to Grow Fourfold by 2011”

expect base monthly recurring revenues of \$200 up to \$10,000, in addition to their current revenues.

YOU AS A NIRIX PARTNER — WHAT NIRIX CAN OFFER YOU

The Nirix Commitment: CUTTING EDGE ONLINE BACKUP SERVICES ENCOURAGE OUR CHANNEL PARTNERS' SUCCESS

Nirix is committed to working with our Partners to see them succeed, and provides business marketing sales support and leads for our partners. With Nirix, our Partners are never left to produce or generate recurring sales purely on their own, and have access to Channel Managers and dedicated Channel technical support. Nirix's guiding principles of integrity, focus, continuous learning and improvement, customer service and innovation are what we live by, and what our Partners can stand behind. Nirix is committed to building a relationship of trust with each one of our Channel Partners as they integrate Hosted Backup into their current portfolio of products and services.

The wide appeal of the Nirix Hosted Backup service is due in part to the fact that it supports all of the most popular operating systems, file types and database platforms in the marketplace today. Another key benefit that is recognized in the marketplace is the ability for the Hosted Backup service to scale on demand to meet the data backup and disaster recovery needs of any size of business. Plans are available for organizations who would need to backup as little as 10 GB / month, and can be customized to suit the needs of businesses who backup 20 TB plus (TB = Terabyte. 1 TB = 1,000 GB).

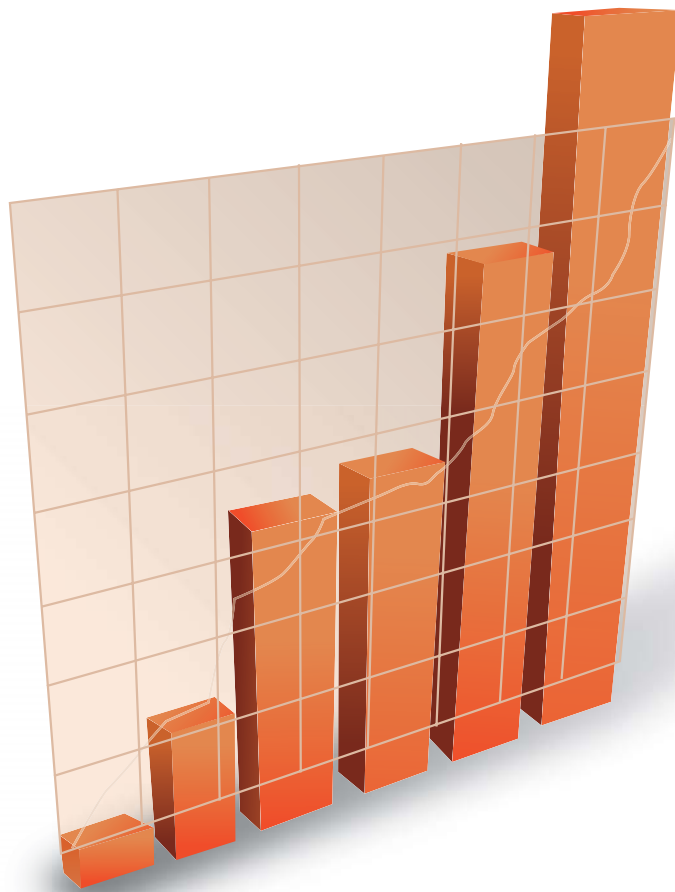


FIG 1 - Nirix Partners are reaching their target audience faster than ever before and driving revenues through guaranteed subscription style hosting services

Channel Benefits: EXPERIENCE THE POSSIBILITIES

Through our new Partner Program, we will help our Partners identify new prospects, determine their viability and reduce our Partners' sales cycles with both new and existing client opportunities.

When a Partner adds Nirix's Hosted Backup solution to their current suite of products and services, they will have the ability to offer their customers enhanced IT disaster recovery solutions built on a highly secured and scalable hosting infrastructure.

Our new partner program offers our Partners and their customers truly the widest range of flexible, customizable, proven and cost competitive data backup disaster recovery solutions available from any single vendor in the market today; from online backup solutions to mobile extraction devices, onsite appliances and other optional add-ons.

Partner Profiles: WHO WOULD BENEFIT FROM A PARTNERSHIP WITH NIRIX?

If you're wondering if you should be a Nirix Channel Partner, use the simple checklist below.

Do you want...

- To differentiate yourself from your competition?
- Benefit from guaranteed monthly revenue?
- Reach a wider demographic, faster?



FIG 2 - Partners receive specialized sales, marketing and technical training, in addition to pre sales and presentation assistance.

Are you a...

- System Integrator
- Consultant
- Technology Service/Solution Provider
- Value Added Reseller (VAR)
- Managed Service Provider (MSP)
- Internet Service Provider (ISP)
- Application Service Provider (ASP)
- Co-Location or Internet Hosting Provider

If you checked two or more options, there's a high probability the Nirix Channel Partner is for you!

Partner Levels: STRATEGICALLY DESIGNED

Under our new Channel Partner Program, there are two Partner types, each developed with a focus on who the end customer will be for many of our Partners, and the benefits that can be delivered directly to each of the Partners and their customers.

Technology Partners: *System Integrators, Consultants, Technology Service/Solution Providers and/or VARs*

Our Technology Partners will benefit from stable and predictable cash flow. We also offer our Technology Partners the added following benefits:

- Lead referrals
- Deal registration
- Sales, marketing and technical training
- Pre sales and presentation assistance
- Co-branded marketing and sales tools

Service Provider Partners: *MSPs, ISPs, ASPs and/or Co-Location or Internet Hosting Providers*

Our Service Provider Partners will maximize their profit margins and increase customer traction. We offer our Service Provider Partners:

- Extended deal registration protection
- Access to a dedicated Channel Manager and technical support team
- Volume discounts
- White labeled (or private labeled) marketing and sales tools

For a more detailed overview of the Partner comparison features and benefits, see TABLE 1 (page 4).

Features	Partner Type	
	Technology Partner	Service Provider Partner
Sales Resources and Tools		
Online deal registration and management	✓	✓
Not For Resale software (for partner internal use only)	✓	✓
End customer evaluation program	✓	✓
Product brochures, flatsheets, and sales tools	✓	✓
Case studies and whitepapers	✓	✓
Advanced product information		✓
Competitive information		✓
Service agreement templates		✓
Proposal templates		✓
Lead referrals		✓
Dedicated Channel Account Manager		✓
Dedicated SE support		✓
Technical Resources and Tools		
Online technical information, whitepapers, FAQs, and more	✓	✓
Access advanced beta programs		✓
Access to technology roadmap		✓
API Access		✓
Training		
Online sales training and educational resources	✓	✓
Online technical training and educational resources	✓	✓
Classroom training and educational resources		✓
Marketing		
Branding Opportunities		
Nirix branding	✓	✓
Co-branding		✓
Full private branding		✓
Partner events		✓
Access to Partner Portal	✓	✓
Access to Marketing Development Funds		✓
Partners newsletter	✓	✓
Certified Technology Partner logo usage and guidelines	✓	
Certified Service Provider logo usage and guidelines		✓
Requirements		
Signed partner agreement	✓	✓
Annual membership fee	✓	✓
Sales and marketing plan		✓
Upon sign up	✓	✓
MDF initiatives	✓	✓
Minimum quarterly sales quota	✓	✓
Technical training	✓	✓
Sales training	✓	✓

“... each [Channel Partner type has been] developed with a focus on who the end customer will be for many of our Partners and the benefits that can be delivered...”

TABLE 1 - Partner type benefits comparison matrix

YOU AS A NIRIX PARTNER — WHAT YOU CAN OFFER YOUR CUSTOMERS

By partnering with Nirix, Technology and Service Provider Partners can offer their customers truly the widest range of flexible, customizable, secure, proven and cost competitive online disaster recovery solutions available from any single vendor or provider on the market today. Not only is Hosted Backup one of the premier online backup services available in Canada, Partners will also be able to offer their customers:

- Mobile Extraction devices for large initial backups,
- Onsite Backup Storage Appliances for organizations that require a local copy of backup data for quick restores of large amounts of data (coming soon!),
- Automated scheduled backups
- Automatic email reporting,
- Unlimited storage capacity, and
- Other features and add-ons that a Partner can take advantage of to meet the diverse needs of their customers

In addition to the tangible and tactile benefits that a Partner can bring to their customers by partner with Nirix, Partners can also bring to their customers the peace of mind and confidence in knowing that their valuable data is being safely and securely managed and can be recovered anytime, day or night, from a trusted vendor with a CICA5970 Type II compliant data centre. This fact alone is what makes Hosted Backup the ideal compliment to a complete disaster recovery solution for any business.

The diverse nature of the Nirix Hosted Backup service is due to its high compatibility with not just the Microsoft Windows Operating System, but it is also



FIG 4 - Typical bandwidth constraints are no longer an issue with the Hosted Backup solution, due to In-File Delta technology and Continuous Data Protection (CDP).

compatible with Linux (2.2 or above), Solaris (2.x or above), Mac OS, Netware (5.1 or above), and all other operating systems that support the Java 2 runtime environments.

Another defining feature of the Hosted Backup solutions is that with this service, Our Partners' customers can not only backup and protect their files, but they can also backup Microsoft Exchange servers, SQL and Oracle databases. There are very few solutions in the marketplace today that even come close to offering this capability.

Nirix also helps our Partners stand out from their competition by addressing their customer's concern over increased bandwidth usage if they were to switch to an online backup solution. Typical bandwidth constraints would generally result in exceedingly long and unacceptable or unattainable backup windows for completing initial full backup transactions and would incur additional costs for the Partners' customers. These factors in the past have made online backup solutions, particularly for large data volumes be seen as unattractive, expensive and unfeasible.

But with Nirix's unique Mobile Extraction and Onsite Backup Storage Appliances, combined with In-File Delta technology and Continuous Data Protection (CDP), bandwidth concerns are a thing of the past.

No other online backup provider offers such comprehensive solutions for their

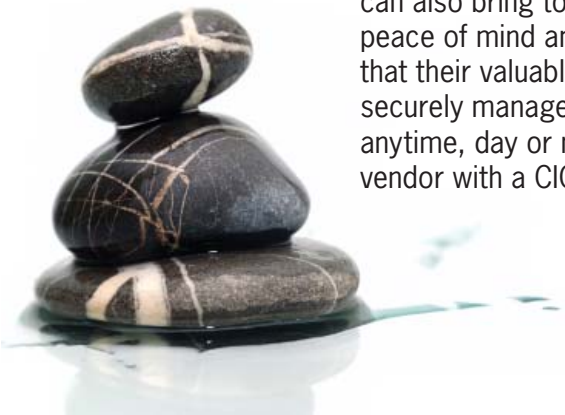


FIG 3 - Partners' can offer their customers peace of mind that comes from knowing their company critical data is securely backed up, offsite.



FIG 5 - Hosted Backup has the capability to backup not only regular files, but it also easily backs up Microsoft Exchange servers and SQL and Oracle databases.

Partners' customers, ranging in size from small businesses to enterprise organizations.

Nirix is aggressively recruiting high quality Partners who currently service highly regulated industries, such as healthcare, the financial sector or publicly traded organizations. If you are interested in maximizing your monthly recurring revenues by adding Hosted Backup to your current portfolio, and if you think the Nirix Channel Program is a fit for your organization, contact the Nirix Channel Department at 780-414-1556 or channel@nirix.com.

Further detailed information on the Nirix Channel Program can be found on the Nirix website (www.nirix.com/partners/). ✂

FOR MORE INFORMATION

Nirix Partner Webpage

<http://www.nirix.com/partners/>

Submit a Partner Application

<http://www.nirix.com/partners/partner-application.aspx>

Hosted Backup Free Trial

<http://www.nirix.com/our-hosting-services/hosted-backup/free-trial.aspx>

Next Digest Magazine

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Topic: Hosted Desktop

<http://www.nirix.com/our-hosting-services/hosted-desktop/>

Contact

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NIRIX TECHNOLOGY is in the business of delivering advanced hosted services to highly regulated industries.

Hosting services offer businesses, regardless of size, maximum flexibility and access to a suite of business class hosted applications and services, all at a low, predictable monthly rate.

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