



THE CLOUD SERVICES ENABLEMENT PLATFORM

## Channel Partner Information

Q4 2010





# Welcome

ThinkGrid provide a comprehensive platform for delivering a range of IT Services from the Cloud, securely over the internet. Utilising our extensive experience in designing and running large-scale, distributed, automated infrastructures we've deployed a state-of-the-art turnkey platform from which our partners can build and provision services for their customers, on-demand without the need for investment, time or hassle.

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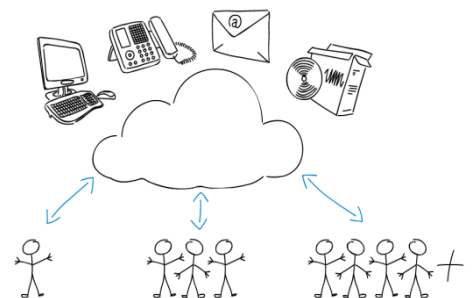
**Private Label 6**

## About ThinkGrid

Founded in 2008, ThinkGrid is headquartered in the UK, with offices located in London, Seattle (US) and Belgrade (Serbia). To enable our highly available services, we operate seven tier 3 and 4 data centres across the world and have a state-of-the-art, fully scalable IT infrastructure underpinning our services and platform.

We have thousands of organisations using our services on a day to day basis, powered by our partner ecosystem which encompasses partners all around the world who deliver and resell our services, packaging them for different vertical markets.

Cloud computing is a way of delivering IT services to users without the need for that user to buy, install, manage or own any infrastructure. Get all your desktops, software, applications and services over the internet or secure network. **Get better, faster, and more flexible IT for less money and no fuss...**



# The Channel Programme

The ThinkGrid model is designed to offer a complete range of **IT as a Service** offerings – everything from desktops to servers, individual applications to email and VoIP. This enables businesses of all sizes to move away from the cumbersome, CapEx intensive process of buying, managing and maintaining their IT in favour of a flexible, on-demand and fully supported hosted infrastructure.

Our model of hosted cloud services offers partners a unique opportunity to deliver services to a large, poorly-served sector – small and mid-sized businesses - and work with us to deliver end-to-end solutions. We recognise that our partners play a vital role in customers' satisfaction and in our success. You understand your customers' vertical IT needs, budgets and challenges and working with ThinkGrid you can match your expertise with our highly available cloud services to solve real business problems.

The ThinkGrid Channel Programme is intended to enable partners and reward those who can deliver the best IT solutions to their customers. Our platform is designed to provide our channel partners with the automated business processes (billing, provisioning and customer management) and aggregation of IT services through one pane of glass.

We also provide you with collateral, proactive go-to-market campaigns and compelling product demonstrations to enable you to easily sell face-to-face, on the phone or even over a customised webinar.

## Benefits of Selling Cloud Computing

### Recurring Revenue Stream

Earn healthy predictable revenue monthly, rather than on a one-time, per project basis.

### Reduced Overhead

Utilize ThinkGrid's centralised, fully managed platform to rapidly build and deliver standardised solutions for efficient management and support.

### Customer Loyalty

Our platform enables ongoing contact, excellent support and broad service offerings to ensure long term customer relationships, deep traction and protection from competitors.

### Expandable Service Portfolio

Sell additional services into existing customers without additional overhead. Add value in migration, deployment and integration of solutions.

### Differentiation

Offer "pay-as-you-go" solutions in addition to traditional capital investment solutions to become the 'go-to' partner.

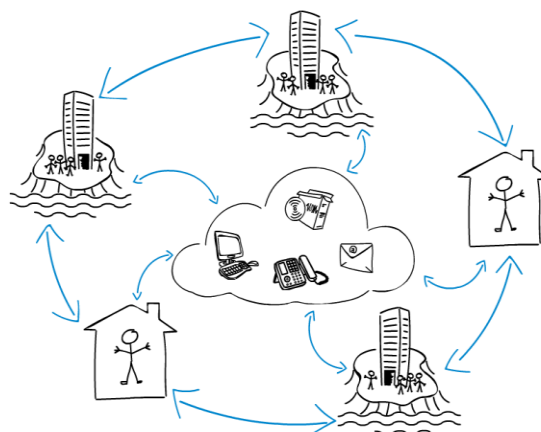
### Compete

Arm yourself with an enterprise level platform and build customised cloud solutions for your customers as well as protect them from direct sales vendors such as Microsoft, Amazon and Google.

## Cloud Services Available

Expand your customer base and develop deeper relationships with current customers by offering a vast array of services, which address the cornerstone of most businesses IT needs:

- ✓ Desktop Computing (Virtual Desktop)
- ✓ Virtual Server Infrastructure
- ✓ Software Applications (SaaS)
- ✓ Email and Communications
- ✓ Phone and VOIP
- ✓ Cloud Backup and Storage
- ✓ File Sharing and Collaboration



# Partner Types

ThinkGrid offers a number of ways to partner to fit your business and go to market model.

Key Features	Certified Partner	Private Label Partner	Multi-Tier Private Label Partner
<b>Manage Customers (End-Users)</b> Add, Edit and Manage your end-user customers, contacts and services	•	•	•
<b>Manage Resellers</b> Add, Edit and Manage resellers and customers, contacts and services			•
<b>Basic End-user Control Panel Access</b> Allow end-users to control elements of their cloud services directly	•		
<b>Advanced End-User Control Panel Access</b> Bill End-users automatically, and allow them to fully self-service from the control panel		•	•
<b>Basic Control Panel Branding</b> Upload your logo to create a co-branded end-user control panel	•		
<b>Advanced Control Panel Branding</b> Custom URL and full control panel branding (CSS/HTML)		•	•
<b>Online Store</b> Setup an online transactional store with your branding to allowing purchasing directly online.		Option	•

Plans and Services	Certified Partner	Private Label Partner	Multi-Tier Private Label Partner
<b>Full Array of ThinkGrid Service Plans</b> Sell a number of service plans in each product category already preconfigured with resources and upgrade options.	•	•	•
<b>Create Custom Service Plans</b> Create your own service plans for things like professional services and hardware which are not provisioning by ThinkGrid but you wish to bill for.		Optional	5
<b>Custom Pricing</b> Set your own pricing for your end-user customers in your local currency and taxes.		•	•
<b>Branded Service Interfaces</b> Branded VDI portal, Voice portal, Storage/Backup, Server etc		•	•
<b>Fully Branded Hosted Exchange</b> Custom EDGE, CAS and Mailbox Components for heavy MS Exchange users.		Optional	•

Workflow	Certified Partner	Private Label Partner	Multi-Tier Private Label Partner
<b>Simple Workflow</b> Simple, defined workflow from purchase to provision.	•	•	•
<b>Advanced Workflow</b> Workflow builder to incorporate notifications, different billing paths, auto/manual steps.		•	•
<b>Notification Manager</b> Setup triggers for email notifications internally and external for different work flow steps.		•	•



Billing + Operations	Certified Partner	Private Label Partner	Multi-Tier Private Label Partner
<b>Customer Billing</b> Bill, invoice and manage your customers' payments.		•	•
<b>Reseller Billing</b> Setup and bill, invoice and manage resellers directly.			•
<b>Multi-Tiered Billing (Distribution Model)</b> Allows the creation of resellers and also allowing resellers to use the system for managing their own customer's payments either through credit/debit card or bank payment. A fully automated distribution solution.			•
<b>Payment Types</b> Supports credit/debit card billing (through your own merchant account), wire and bank payments.		•	•
<b>Custom Pricing</b> Change pricing for your service plans and for upgrade/downgrade resources.		•	•
<b>Customer Billing Frequency</b> Choose different billing frequencies such as monthly, quarterly, annually etc			•
<b>Promotion and Discount Manager</b> Apply special promotions to services or discount certain services to End-users or Resellers		•	•
<b>Affiliate Reporting</b> Setup affiliate marketing programme and track sales and report through your affiliates		•	•
<b>Sales Commission Reporting</b> Internally track either individuals or team sales with full reporting.		•	•



# Certified Partner

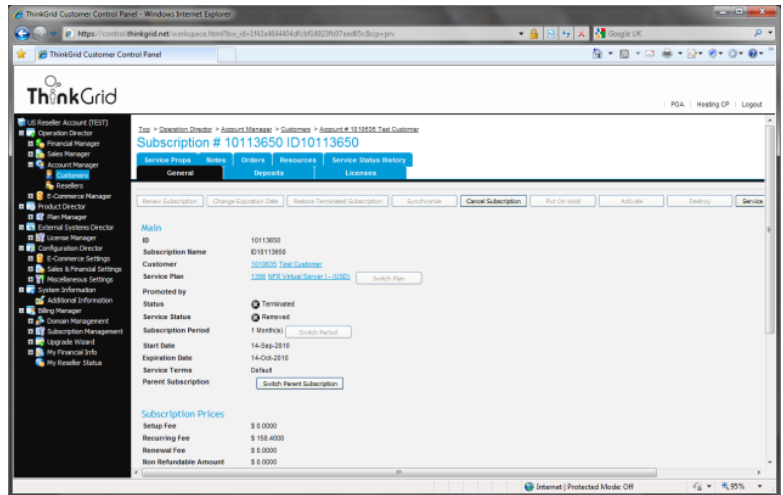
ThinkGrid's certified partner programme is our entry level platform for resellers, value added resellers and IT managers to create and manage user accounts and provision cloud based IT services. As a certified partner you are in essence using the platform primarily as a provisioning tool using your own existing tools or process to bill your customers.

You can create multiple accounts for each of your customers and provision services under each. Provisioning has a simple if workflow you and your customers can track and access can be granted to the end-user to login and manage some of the service elements themselves. Services are branded as ThinkGrid however the customer control panel can have your logo uploaded to provide some co-branding look and feel.

Who should look at being a Certified Partner?

- ✓ Value-Added Resellers
- ✓ IT Consultants

There is also an option to upgrade your account to Private Label later on once you have a solid business case.

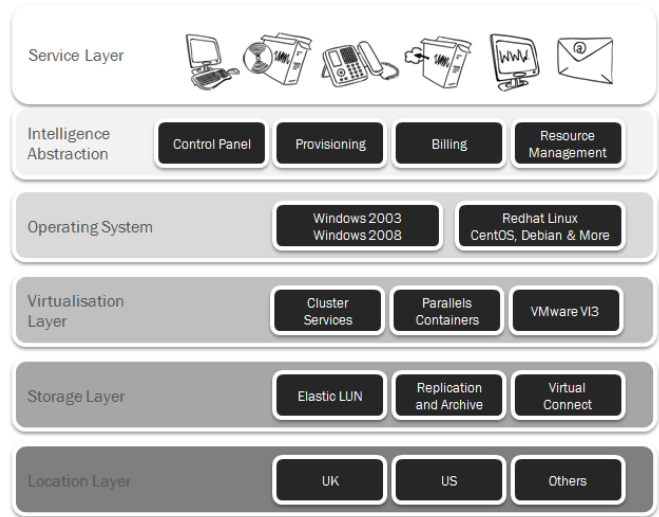


# Private Label & Multi-Tier Private Label

As a Private Label partner, you will work with ThinkGrid to build your own, branded, customized cloud delivery platform. This platform will allow you to build and create services, provision, bill and manage them and give you the opportunity to deliver profitable recurring revenue services. Moreover, because we offer such a comprehensive array of services, ThinkGrid gives you the perfect opportunity to gradually introduce your customers to additional services like Hosted Virtual Desktop (VDI), Software as a Service, VOIP, Virtual Infrastructure and more...

Who should look at Private Label?

- ✓ Value-Added Resellers
  - ✓ IT Managed Services Providers
  - ✓ MSPs/Hosting Companies
  - ✓ Systems Integrators
- Multi-Tier:
- ✓ Value Added Distributors
  - ✓ Telcos
  - ✓ ISVs



## Components of the Private Label platform

White labelling lets you fully re-brand ThinkGrid's IT platform in order to provide an on-demand service to your customers through a platform they will believe you are responsible for. This provides you with a tried and tested solution without any requirement for CapEx investments and the ability to launch within weeks rather than years

### Private Clouds

Private clouds are perfect for customers or partners who wish to have their own dedicated cloud hardware either on or off-premise. This can be for legal reasons, business policy or security.

### Plan and service creation

Build your own cloud computing service offerings, resources and bundles. Price them however you wish - billing period, discounts and promotions, etc. Tailor them to specific vertical markets or your target customer base.

### Full API

ThinkGrid includes powerful user interfaces to manage and provision services into the cloud platform, but for those partners or customers looking to integrate an existing infrastructure or existing control panel, ThinkGrid provides an API via XML RPC.

### Back office provisioning

Control provisioning of your products and services and define rules for either automatic or manual provisioning. Add in work flow for payment, and have real time management of services.

### Customer management and communication

Control all of your customer information, invoicing, products and services. Drive up-sell and cross-sell. You can also use the system to send newsletters and information to your customer base.

### Customer Interfaces

A fully branded aggregated web-based interface lets your team and your customers access their services. Easy and intuitive, allowing them to self-help and thus reduce support needs. Instant access to services, and ability to change them on demand. Language Packs available allowing for easy tailoring for overseas territories.

### Ecommerce store

For partners looking for transactional services, ThinkGrid provides a brandable ecommerce store and self-service interfaces which link in to the provisioning and processing automatically.

### Billing Engine

ThinkGrid provides a full utility billing system that can handle pro-rata utility services and multiple payment types. As well as different currencies and aging, the system can be used to manage and bill your customers if you wish.



# Partnership Tiers

Your membership level is determined by your organisation’s investment in ThinkGrid training and sales. Increasing your level of engagement provides you with additional margins and benefits as detailed below:

Technical Benefits	Silver	Gold	Platinum
Technical Support	•	•	•
Knowledge base access	•	•	•
Demo Suite		•	•
Access to testing programs		•	•
Access to Technical Preview		•	•
Product roadmap webinars		•	•
Product roadmap planning meetings			By Invitation

Sales Benefits	Silver	Gold	Platinum
Authorization to Sell ThinkGrid Services	•	•	•
Discounted Pricing	10%	20%	30%
Event Sponsorship Eligibility	•	•	•
Opportunity Registration Program <i>With additional discount</i>		By Invitation	•
Dedicated ThinkGrid Partner Account Manager		•	•
Technical Pre-Sales Support		•	•
Lead Sharing			•
Joint Go-to-Market Planning			•

Private Label	Silver	Gold	Platinum
Private Label Available		•	•
Multi-Tier Private Label Available			•

Marketing Benefits	Silver	Gold	Platinum
ThinkGrid Partner Portal	•	•	•
ThinkGrid Corporate Logo Usage	•	•	•
Seminar-in-a-Box Materials	•	•	•
Partner profile and directory listing		•	•
Quarterly Program Webinars		•	•
Marketing Templates and Tools		•	•
Seminar & Event Support		•	•
Marketing Development Fund Eligibility		•	•
Joint Case Study Opportunities		•	•
Joint Press Release Opportunities			•
Joint Marketing Engagement Opportunities			•

Partner Requirement	Silver	Gold	Platinum
ThinkGrid Partner Programme Agreement	•	•	•
IT Reseller Targeting End-uses	•	•	•
ThinkGrid Baseline Training Completed	•	•	•
ThinkGrid Sales Professionals		1	2
ThinkGrid Technical Sales Professionals		1	2
Marketing Initiatives per Quarter		1	2
Monthly Revenue Targets		•	•

## Start Selling in the Cloud

Don't get left behind - offer your customers the most powerful set of IT solutions from the cloud today. Contact the ThinkGrid Channel Team via the web site [www.thinkgrid.com](http://www.thinkgrid.com) or email [partners@thinkgrid.com](mailto:partners@thinkgrid.com) to get started.

