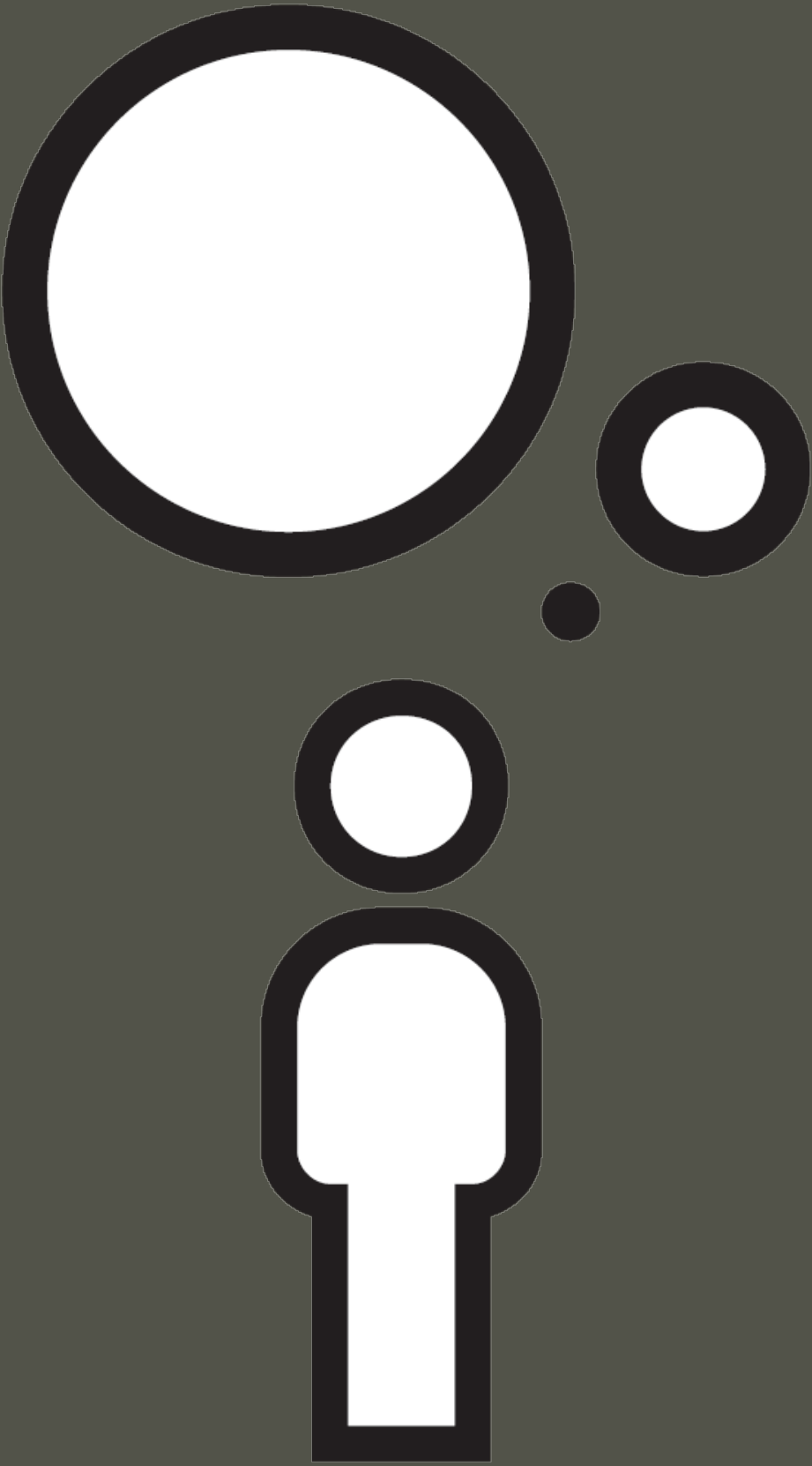


The logo for ThinkGrid features the word "ThinkGrid" in a bold, black, sans-serif font. The letter "i" in "Think" is replaced by a stylized human figure. Above the "i" are two circles of different sizes, resembling a thought bubble. Below "ThinkGrid" is the text "Business IT On Demand" in a smaller, black, sans-serif font. The words "On Demand" are highlighted in a bright blue color.

ThinkGrid
Business IT **On Demand**

White label Channel Partner Information

Q1 2009



Welcome

ThinkGrid provide Business IT on Demand, a collective term which encompasses the range of services we offer. The ThinkGrid model is designed to offer IT as a service - from desktops to servers, from individual applications to email and VoIP - enabling businesses of all sizes to move away from the cumbersome, CapEx intensive process of buying, managing and maintaining their IT in favour of an agile, on-demand and fully supported hosted infrastructure.

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About ThinkGrid

We are a passionate IT business based in Edinburgh, with offices located in London, Chicago and Subotica. To enable our highly available services we operate 3 data centres in East London (Stratford), West London (Slough) and Chicago, and have a state-of-the-art, fully scalable IT infrastructure underpinning our offerings. We are privately owned by an experienced management team with over 100 years of combined hosting and IT services experience.

Currently we work with over 30 channel partners across UK and Europe, and over 500 business customers in the UK and Europe, and specialise in providing IT solutions (which would normally cost users tens of thousands of pounds) for a low monthly 'per user' subscription charge, supported and fully managed by our experienced team in partnership with our channel partners who provide the expertise in tailoring and implementing.

Small and Mid-sized businesses make up over 53% of the UK's GDP but their needs are often misunderstood or not fully addressed. This huge sector of the UK's industry is poorly served by large vendors, which holds these businesses back from engaging with the IT developments that could enable them to increase efficiency and expand.

Our Channel Programme

Through our Channel programmes, ThinkGrid aims to engage these businesses with our value added channel partners, whom have the local knowledge, understanding and expertise to tailor our solutions for their customers. We speak your language and deliver technologies that have previously been the exclusive preserve of enterprise businesses.

Use the ThinkGrid platform to offer an alternative to the traditional CapEx intensive IT install. **Earn generous recurring revenue margins for the life of your customers**, and reduce your exposure to time and resource intensive support and implementation. Delivery to your customers, an enterprise level service, availability and disaster recovery strategy for the cost of a mobile phone contract,

The Opportunity

ThinkGrid's model of Business IT on Demand offers a unique opportunity to bring a huge sector of the UK's industry a service that truly addresses its needs. For Value Added Resellers, Channel Partners and Consultants who are currently working with this sector, this represents the chance to expand the array of services you offer your customers, and to do so with an offering that perfectly suits these budget conscious times. Moreover, because our services are all enterprise class, backed by outstanding Service Level Agreements, there's no limit to the size of business they prove attractive to.

Why are "IT on Demand" services attractive to small and medium sized businesses?

Reduce Complexity

ThinkGrid enables businesses to immediately understand the advantages of new technologies by providing them as business services with clear benefits. Business owners don't want to listen to jargon - they want to know about the competitive advantages they can gain. ThinkGrid's services use complex technologies to reduce the costs of doing business in a simple way by reducing IT management costs, enabling flexible working patterns and eliminating the problems traditionally associated with scalability.

Remove Barriers to Entry

Enterprise technologies such as virtualisation, cloud computing, the latest SAN storage and others which increase efficiency and give businesses the competitive edge are extremely expensive. By offering services of enterprise-level quality on a per seat basis, with simple subscription payments, ThinkGrid enable businesses of all sizes to take advantage of these technologies.

Businesses want the technology and tools to make themselves more efficient and competitive, but don't necessarily know the language to ask for what they need, or have the budget and expertise to implement it. However, ThinkGrid's Channel partners have the reach to present a portfolio of business friendly services directly to the decision makers who need them. This means that the ThinkGrid platform, allied with our Channel partners' expertise in reaching these organisations, is the perfect way to deliver them what they want, on a pricing model they'll love.

How Do I Earn Revenue as a White Label Partner?

That's simple - working with ThinkGrid gives an attractive way to both earn revenue and grow your customer base.

As a White Label partner you'll receive a healthy margin every month from the services your customers use. This monthly recurring revenue gives you a steadily growing stream of income, one which you'll have for the lifetime of your customer. Moreover, because we offer such a comprehensive array of services, ThinkGrid offer the perfect opportunity to gradually introduce your customers to additional services like Software as a Service, VoIP, managed hosting and more....

Engage with ThinkGrid
to target businesses
with your local
knowledge,
understanding and
expertise to tailor
solutions for your
customers

Benefits of IT on Demand

IT On Demand offers a plethora of benefits to the Channel, ones which can compliment your existing service offerings.

Reduce Your Own Support Overhead

Instead of getting overstretched trying to provide services to a large number of end-users and preventing you scaling, utilise our centralised platform which is already fully managed and supported. Reducing your own support costs and the associated burdens on your time, allows you to focus on developing more revenue streams from your existing and new customer base. Add your customer touch and value on top of our engineering resources.

Differentiate Your Business from Everyone Else

Offer SMB's the opportunity to take services on a "pay as you go" basis that's far more attractive than buying servers, storage and software. Offering alternatives and options helps you establish yourself as a progressive trusted partner, and one that values their customers' success.

Revenue for Life Rather Than Per Project

Partnering with ThinkGrid means your business will be earning revenue each and every month for the entire lifetime of the services delivered, rather than one time revenues tied to project delivery.

Customer Traction

Loyalty is built as your services are used day in, day out by your customer and due to the fantastic support, wide array of services and quality of delivery, you'll see an extremely low churn rate.

Broaden Your Offerings

Expand your service portfolio, so that instead of just offering simple PC and server applications, open up new opportunities such as Software as a Service, VOIP, mobile email, remote working, and application management and managed services.

Products and Services Available to White label

White label is the basis of re-branding fully ThinkGrid's IT platform. Providing an on-demand service to your customers through a platform they will believe you are responsible for. This provides you with a solution tried and tested without the requirement for any CapEx investments and the ability to launch within weeks rather than years.

Hosted Desktops

Hosted desktops remove the need for traditional desktop PCs and reduce the cost of providing the services that you need. A hosted desktop looks and behaves like a regular desktop PC but the software and data you use are hosted in our data centres. You access your hosted desktop over a secure internet connection from anywhere in the world, via an existing PC or laptop or a specialised device called a thin client. The next generation of centralised computing, from the typical Citrix and Terminal Services deployments which offer little by way of control, customisation and end-user acceptance.

Add also Hosted File Servers, Domain Federation, Group policy and more to tailor your solution.

Hosted Microsoft Exchange

ThinkGrid provides enhanced Microsoft Exchange email for business users so they can share contacts and diaries and use BlackBerry and Windows Mobile devices - perfect for all businesses and without any CapEx or IT management cost. ThinkGrid's full Exchange 2007 deployment provides redundancy and fast connectivity from wherever you are. This allows users to access their email, calendar, contacts and shared files by a variety of means, including Outlook®, Outlook Mobile Access (OMA) and Outlook Web Access (OWA), which are all provided for free.

Hosted SharePoint + Fileserver

Allow customers with dispersed employees to collaborate using Microsoft's SharePoint services. Store documents, control versioning and permissions allowing people from anywhere in the world to share documents with each other. Or look at traditional file serving from the cloud, map a secure network drive to a hosted file server and store files, save in the knowledge they are available anywhere and backed up.

Hosted Phone (VOIP)

Using hosted VOIP (Voice over IP) means that instead of purchasing an expensive phone system, handsets, numbers and BT lines, companies can have these facilities for cost of a daily newspaper. We manage a powerful VOIP phone system (PBX) which can be configured for your customers for a simple monthly subscription charge. You can choose your numbers and system specifications while taking advantage of a full range of professional features normally associated with complex and costly phone systems (IVR, voicemail, call forwarding etc.) plus make added margin on handsets.

Online Backup

ThinkGrid's ThinkStore product allows companies to store their backup data securely and quickly in our data centres. With our powerful client, install on to your Desktop, PC, Server or Application server and push data efficiently off-site, and have it accessible anytime you need it. ThinkStore even offers Exchange and SQL agents for continuous backup.

Dynamic Server Infrastructure

The next generation of server environment, replacing the conventional concept of the dedicated or managed server. ThinkGrid provide server resources that look and act just like a dedicated server but, because we utilise virtualisation on top of a grid computing system, they're scalable on demand, ready to meet the needs of an application at any given moment. Users control the amount of resources they use but without having to pay for hardware when it's not needed.

Software on Demand, SaaS

Software as a Service (SaaS) from ThinkGrid allows customers access to the latest software on-demand, ordered at the click of a button and delivered within seconds. Instead of having to purchase and install software which may only be needed for a few users for a limited period of time, customers can access software at a low-monthly subscription rate for as few or as many people as they like. In terms of the applications available, we provide a long list that customers can choose from, although we can also host custom or specialist line of business applications in order to meet the requirements of individual customers.

Utilise one of the most powerful and automated IT systems in the world, with the customisation to suit your business and your customers.

How Does White Label Work?

White label is the basis of re-branding fully ThinkGrid's IT platform. Providing an on-demand service to your customers through a platform they will believe you are responsible for. This provides you with a solution tried and tested without the requirement for any CapEx investments and the ability to launch within weeks rather than years.

How Do I Engage With ThinkGrid?

That's simple too - introduce your end-users to the great benefits of on-demand services. Provide them with collateral, use simple and compelling product demonstrations and then become the aggregator of these services to your customer base. Take our ingredient services, all of which can be delivered instantly, and build solutions for your customers – you can sell these face-to-face or even over a customised web-store.

You will own your customers and there are also a number of options to how you will bill them. You will continue to own the relationship, whilst providing a huge array of services and work together with ThinkGrid's team to support them. You'll be able to purchase these services at wholesale rates and even have the flexibility to define your own service plans, set your own end-user pricing and sell in your own currency. **A fully brand able support option is also available.**

We support you, guaranteeing Service Levels that install the confidence and comfort essential for your business customers.

Components of White label

Plan and Service Creation

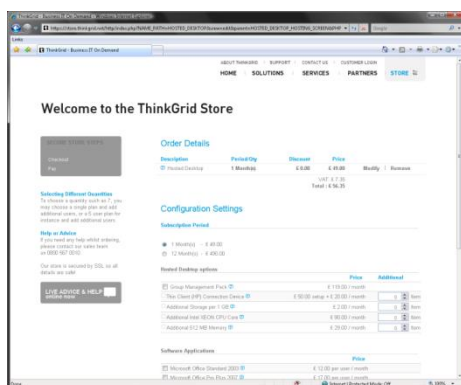
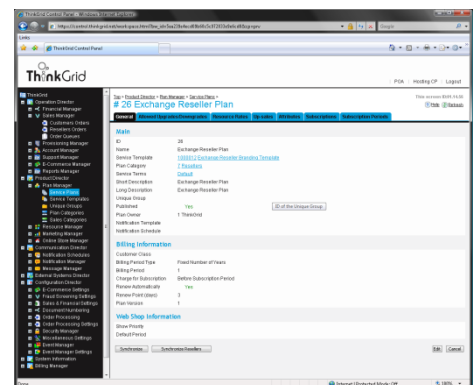
Build your own service offerings, resources and bundles from our wholesale ingredients. Price them how you wish such as billing period, discounts and promotions.

Back Office Provisioning

Control provisioning of your products and services, define rules for either automatic or manual provisioning.

Customer Management and Communication

Control all of your customer information, invoicing, products and service they have. Drive up sell and cross sell. Also use our system to send newsletters and information to your customer base



Customer Interface

A fully branded web based interface for your customers to access their services. Easy and intuitive allowing them to self-help and reduce support needs. Instant access to services, and ability to change them on demand.

Ecommerce Store

For partners looking for transactional services, ThinkGrid provides a branded ecommerce store, with security certificate and which links in to the provisioning and processing.

Billing and Credit Card Processing

ThinkGrid provide a full utility billing system which can handle pro-rata, utility services and multiple payment types. As well as different currencies and aging the system can be used or not to manage and bill your customers.

Support

With the amount of control and visibility over customers and their services, Partners can choose to aggregate support and use ThinkGrid purely for escalation. Or rely on ThinkGrid's branded support to deal directly with your customers as you.

The Programme itself

ThinkGrid offer two tiers of White Label partner: Gold and Platinum. Each offers differing margin based on a minimum revenue commitment over a 12 month period.

	White Label Partner Gold	White Label Partner Platinum
Margin Opportunity	20%	30%
Marketing and Sales Support		
Dedicated Account Manager	X	X
Branded Store	X	X
Fully Branded Services	X	X
Control of Plans/Provisioning	X	X
Administrator Control System	X	X
Branded Marketing Collateral	X	X
Demo Services	X	X
Qualified Leads/Opportunities		X
NFR (1 Desktop, 1 SharePoint, 5 Exchange)	X	X
Technical		
Dedicated Technical Account Manager	X	X
Technical Training	X	X
Full 24x7 Branded Support	Optional (Less 10%)	
Requirements		
Monthly Commitment	Please Call	Please Call
Setup Fee	Please Call	Please Call

There is a minimum amount of revenue that must be agreed when joining the white label programme. This covers the costs of the system setup, training and ongoing support and help. This payment each month will be deposited as a credit to the partner and can be accrued and used against services.

Want to know more?

Contact our channel team on 0131 777 3111 or email partners@thinkgrid.co.uk for more information and a chat with our partner team.

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