



OpSource Cloud[™]

Enterprise-Class for Every Business

OpSource Cloud[™] **Partner Program Overview**

Jon Beck
SVP Sales & Development
jbeck@opsource.net

Today's Agenda

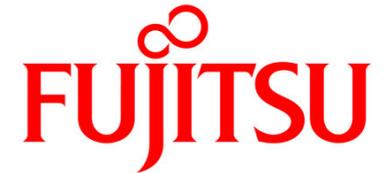
- OpSource Company Overview
- What's happening today...Is there money to be made in the Cloud Channel?
- OpSource Cloud Partner Overview
- OpSource Cloud Service Overview
- OpSource Cloud Demo
- Q & A

The Business of Cloud Operations

- OpSource provides complete cloud operations infrastructure and services for SaaS ISVs and the enterprise
- Founded 2002, privately held, major backers include Crosslink Ventures, Velocity Interactive Group, Intel, and NTT
- Corporate headquarters: Santa Clara, CA. Global offices: U.S. (Santa Clara; Herndon, VA), Dublin, London, Bangalore
- Unmatched industry experience
 - Hundreds of applications
 - Millions of end-users
 - Billions of transactions every day



Cloud Operations for Companies of All Sizes



World Class Delivery Partner Ecosystem

Best of breed strategic, technology, and consulting partners focused on the Cloud



ORACLE



EMC²



Zenoss™



Is there any money to be made in the Cloud Channel?



What Analysts are Saying About the Cloud Channel

On partnerships with ISVs, SIs and VARs:

“With the eventual take-up of SaaS and cloud services, not to mention the growing ability of hosting providers to offer integrated services, there is a growing threat among the ISVs and systems integrators in the market that they stand to be disintermediated. With this in mind, the more prominent ISVs and SIs will partner up with the more prominent hosters and managed service providers...”

Antonio Piraino

Tier One Research 01/04/10

2010 Hosting and Cloud preview

Today.....End Customer is Purchasing Cloud Directly – You're Left Out



New or Existing Customer

- Wants Cloud but VAR/SI does not offer



VAR or System Integrator

- Loses cloud business and any pull through value added products and services

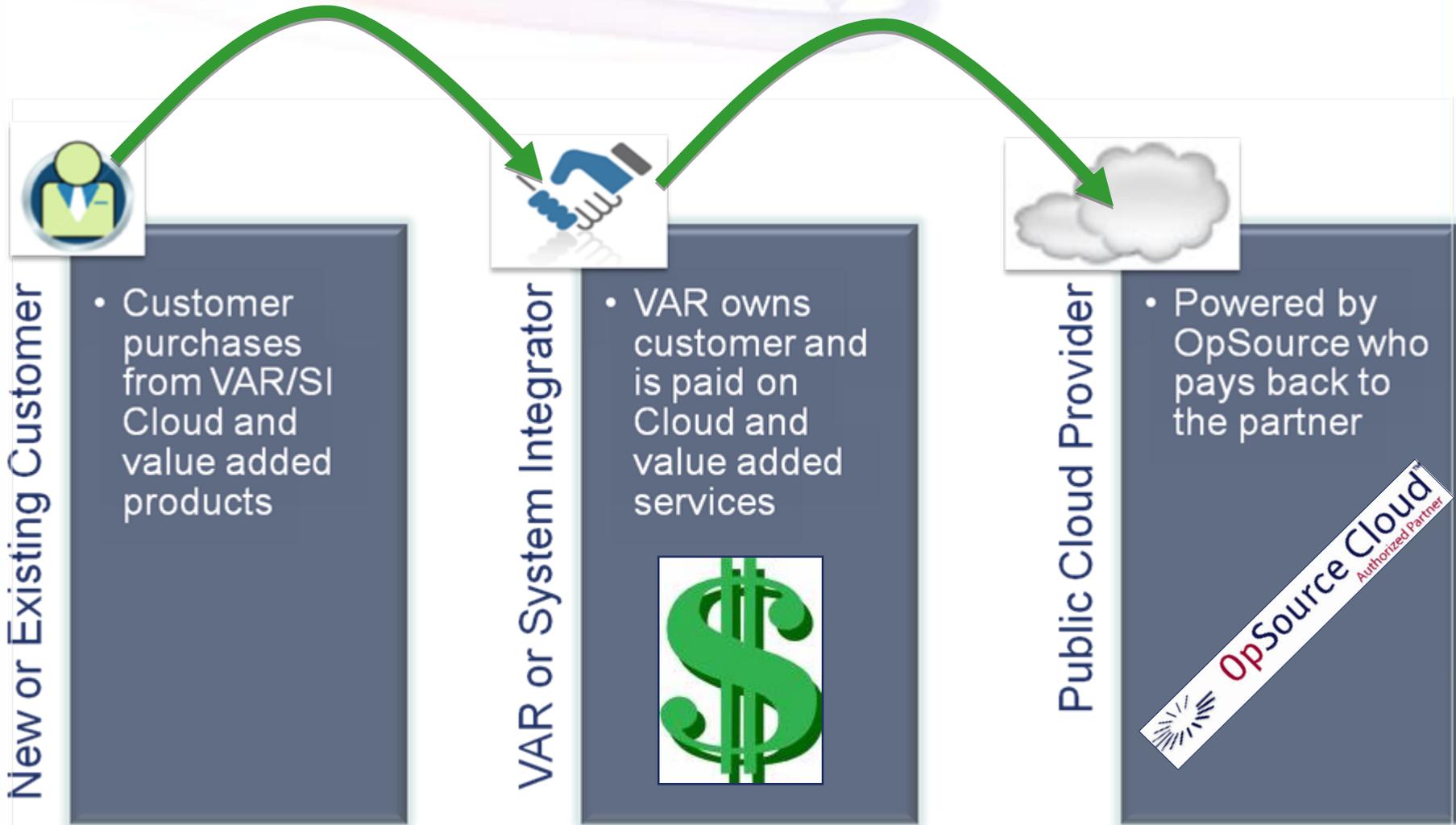


Public Cloud Provider

- Pays nothing or little to channel
- Offers little if any support or tools to enable channel



OpSource Enables the Cloud Channel!



Why Partner with OpSource?

- ***Avoid disintermediation. Resell OpSource Cloud and your value. Own your customer, get paid and develop an annuity stream.***
 - OpSource Partner Program model offers substantial margins and maximizes profitability
 - Proven market leader with hundreds of applications, millions of users and billions of transactions handled daily
 - Comprehensive Enterprise Class Cloud portfolio generates annuity revenue stream from new opportunities and within an existing customer base
 - Partner-focused marketing programs and sales enablement tools

OpSource Cloud Addresses IT Organization's Issues

Adoption of the cloud computing model, and associated services, whether public or private, requires a culture shift within IT organizations.

The Concerns of IT Managers

Ownership / Control

Typical outsourcing concerns apply to external cloud services.

Security / Compliance

Cloud services introduce new security issues. Perception (and reality) of risk.

Suitability for Needs

What workloads and applications are suitable to cloud environments?

Interoperability

Standards, portability, interoperability, vendor lock-in, public/private hybrids.

Vendor Management

Contracts (or lack thereof), service-level agreements, vendor relationships.



Four Partner Types

Partner Type	Value to Partner
<i>Value Added Cloud Enablement Providers</i>	<ul style="list-style-type: none"> ✓ Alternative channel and Enterprise ready cloud offering to public Cloud offers of Amazon, Rackspace, GoGrid ✓ Entry point into SaaS market and customers in need of additional security, performance and control
<i>White Label</i>	<ul style="list-style-type: none"> ✓ Lack development resources to build cloud offering ✓ Looking for cloud as a pull through for other services-network, professional/consulting services
<i>Traditional VAR's/Distributors</i>	<ul style="list-style-type: none"> ✓ Alternative to VM license revenue threatened by Cloud service provider options ✓ Avoid losing deals because of no Cloud offering ✓ Create annuity service revenue model ✓ Creates drag to sell existing products and services
<i>ISV's Looking to bundle single tenant apps with Cloud services</i>	<ul style="list-style-type: none"> ✓ Lower barrier to entry into SaaS market by providing turn key compute + application bundle

OpSource Cloud Partner Level Descriptions

- OpSource Cloud **Distribution/Reseller/Integration** Partner
 - **Authorized**
 - Entry-level tier
 - Program resources, benefits and requirements are structured to support instant productivity
 - **Premier**
 - Become an OpSource Cloud expert
 - Focus on winning large-enterprise opportunities, actively implement marketing programs, integrate with OpSource Cloud and provide first line customer support and billing
 - **Elite**
 - Achieve the highest levels of OpSource Cloud sales and technical competency and invest heavily in promoting and implementing OpSource Cloud solutions
 - Focus on winning large-enterprise opportunities, actively implement marketing programs, integrate with OpSource Cloud and provide first line customer support and billing

OpSource Cloud Partner Level Descriptions (Con't)

- **OpSource Cloud Referral Partner**
 - Designed for partners interested in referral spiff only
 - No customer ownership
 - Referral partners receive a unique promotional code that includes discounts for those customers they refer to the OpSource Cloud

- **OpSource Cloud White Label Partner**
 - Designed for service providers and large resellers or distributors
 - Sell the OpSource Cloud under your own brand, pricing structure, support and service levels
 - Integration fees and minimum revenue commitments apply

OpSource Cloud Partner Program - Overview

- A global network of world-class solution providers, including value added resellers, systems integrators, distributors and cloud enablement technology providers
- Primary Objective: foster joint success by providing compelling top- and bottom-line growth opportunities to OpSource Cloud partners
- All partners benefit from collaborative activities including co-marketing initiatives, education, technical tools, and cooperative sales planning
- Flexible Partner Programs and resources allow you to choose the style of commitment that best suits your business needs

Program Benefits

OpSource Cloud Partner Program

	Referral Partner	Authorized	Premier	Elite
Value Based Discounting				
Internal Use Discounts	✓	✓	✓	✓
Volume Based Discounts		✓	✓	✓
Comp Demo Accounts		✓	✓	✓
Partner Provider Assistance				
OpSource Cloud Starter Kit	✓	✓	✓	✓
OpSource Partner Portal Access		✓	✓	✓
Named Channel Management Resource		✓	✓	✓
Local Sales Engineering Support		✓	✓	✓
Access to OpSource Managed Referral Program		✓	✓	✓
Partner Advisory Council Eligibility			✓	✓
Sales Enablement				
Access to Sales Leads		✓	✓	✓
OpSource Promotions, Contests and Spliffs		✓	✓	✓
Competitive Information and Research		✓	✓	✓
Marketing Programs and Support				
OpSource and OpSource Partner Logo Usage	✓	✓	✓	✓
Channel Development Funds			✓	✓
Joint Webinars			✓	✓
Cobranded Soft/Hard Copy Brochures			✓	✓
Co-Branded Marketing Campaigns			✓	✓
Training and Education				
On Demand Online Sales & Technical Training		✓	✓	✓
Sales and Technical Training Product Updates		✓	✓	✓
On Demand Test and Certification		✓	✓	✓
Beta Program Access			✓	✓
Technical Support				
24x7 Technical Support	✓	✓	✓	✓
Online Technical Information and How To Videos	✓	✓	✓	✓
Online Access to Instant Support Knowledge Base	✓	✓	✓	✓





OpSource Cloud™

Enterprise-Class for Every Business

Product Overview

The Best of the Public Cloud



Availability

Easy online sign-up and purchase
Provisioning infrastructure in minutes



Flexibility

Pay by the hour, only for what you use
Access from web-based control panel or through APIs



Community

Rich community support, sharing & collaboration
Third-party add-ins & configurations



Meeting Enterprise Requirements



Security

Virtual Private Clouds
Customizable firewalls



Standards

Built on Enterprise standard
technologies



Performance

Multi-tier architecture
Sub-millisecond access times



Support

24x7 phone support



Control

Role-based user permissions
Complete reporting

Access Any Way You Want It

Web UI

OpSource Cloud Web UI



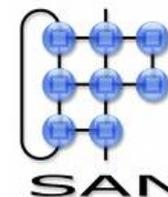
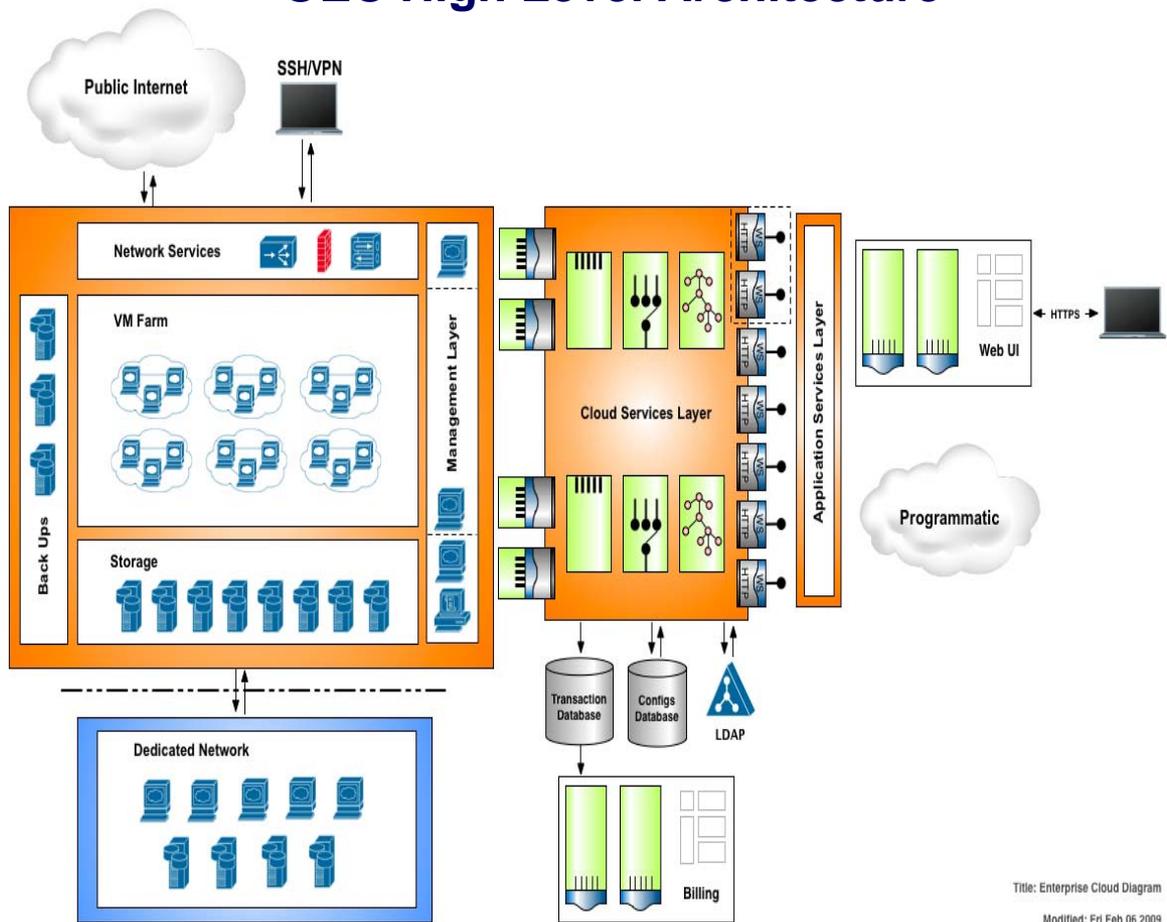
Programmability

OpSource Cloud API

```
<?xml version="1.0" encoding="UTF-8" standalone="yes"?>
<ns6:Status xmlns:ns2="http://oec.api.opsource.net/schemas/organization" ..>
<ns6:operation>Start Server</ns6:operation>
<ns6:result>SUCCESS</ns6:result>
<ns6:resultDetail>Server "Start" issued</ns6:resultDetail>
<ns6:resultCode>REASON_0</ns6:resultCode>
</ns6:Status>
```

OpSource Cloud Enterprise Standard Infrastructure

OEC High Level Architecture



Title: Enterprise Cloud Diagram
 Modified: Fri Feb 06 2009
 Page 1/3

Competitive Landscape

	Features & Services	OpSource Cloud	Amazon EC2	MS Azure	RackSpace Cloud	GoGrid	Terremark vCloud
Security & Compliance	Dedicated VLANs	✓				✓	
	Dedicated Firewall Options	✓					✓
	VPN Server Administration	✓					✓
	100% SLA	✓			✓	✓	✓
	SAS-70 Compliant	✓	✓			✓	✓
Control	Sub Administrators	✓				✓	
	Role-based User Permissions	✓				✓	
	Usage Controls	✓					
	Track Usage by Department	✓					
Support	24x7 Phone Customer Support included	✓			✓	✓	

	Features & Services	OpSource Cloud	Amazon EC2	MS Azure	RackSpace Cloud	GoGrid	Terremark vCloud
Standards	Built on VMware Virtualization	✓					✓
	Windows OS option	✓	✓	✓		✓	✓
	Enterprise Load Balancing	✓				✓	✓
Availability	Online Sign-up & Purchasing	✓	✓	✓	✓	✓	✓
	Real-time Server Deployments	✓	✓	✓	✓	✓	✓
	True Cloud Storage Offering	Coming Soon	✓	✓	✓		
Flexibility	Web-based Control Panel	✓	✓	✓	✓	✓	✓
	Programmable API	✓	✓	✓	✓	✓	✓
	Configurable Servers	✓					✓
	Burstable CPU	✓			✓		✓
	Pay-As-You-Go & Pricing Plans	✓				✓	
Sharing & Collaboration	Community Support	✓	✓	✓	✓	✓	✓
	Shared Server Images	✓	✓	✓	✓	✓	✓

OpSource – Making it Safe for Business in the Cloud

- Visit: www.opsource.net and www.opsourcecloud.net
- Call: +1-800-664-9973 for US, +353-1-661-9979 for EMEA
- Email: sales@opsource.net

