



Powered by PathView Partner Program

A New Path for Expanding Your Business

Your customers want to use new applications and technologies to solve their business challenges. You want to find an effective way to grow your business by creating new, recurring revenue streams. Now you can achieve both goals with one move – joining the new *Powered by PathView* partner program from Apparent Networks.

With no up-front costs and virtually zero risk, the *Powered by PathView* program will solidify your position as a trusted advisor to your customers on projects including virtualization, cloud computing, SaaS, VoIP, and unified communications. It helps you to grow your business by putting the power of these new applications and distributed infrastructures to work for your customers.

■ Program Overview

The *Powered by PathView* program is geared for IT businesses that are focused on selling, servicing, supporting or building solutions that leverage complex, distributed networks. Such businesses include resellers of VoIP, unified communications and WAN optimization solutions; and IT service providers, consultants, and systems integrators who offer services for local or wide area networks, cloud networks or other distributed networks.

The *Powered by PathView* program is designed to enable members to create new sources of recurring revenue while delivering value at every phase of their customers' IT projects, from readiness assessment through roll out to optimizing deployments over time. The program also provides the tools and support needed to ensure that members achieve the significant productivity gains and cost savings they expect from their IT initiatives.

■ Program Benefits

The *Powered by PathView* program delivers substantial benefits quickly for IT service providers, VARs and consultants, regardless of their size, technical expertise or focus areas. These benefits include:

- **Recurring revenue:** Program members get to add the new, highly differentiated and well-regarded PathView family of products to their set of offerings.
- **No risks:** The program requires no membership fees or start-up costs.
- **Pay-as-you-grow:** Terms of membership include a convenient, subscription-based pricing model that matches the way most service providers bill for their services.
- **Success guaranteed:** The program includes a guarantee that partner members will have a successful customer deployment within 30 days or there will be no charge for products or services used during that period.

■ Partner Types

The *Powered by PathView* partner program presently offers two types of partnership:

Reseller Partners: Designed for companies that will sell PathView or PathView Cloud solutions to third parties.

Managed Services Partners: Developed for companies that will use the PathView Cloud service as a platform for their own managed service offerings.

■ Program Levels

The *Powered by PathView* partner program offers four partner levels – Bronze, Silver, Gold and Platinum. These levels offer varying levels of discounts on products and maintenance based upon the partner's annual commitment and initial deal size.

■ Program Elements

Sales and Marketing Benefits

- Subscription-based pricing model with no up-front fee
- Product discounts
- Partner directory listing
- Apparent Networks partner logo usage
- Joint partner announcement press release
- Joint customer success case study
- Customer engagement support
- Co-marketing opportunities

Product Benefits

- Private-labeled reports and dashboard (Silver, Gold and Platinum partner levels)
- Web-based management interface with access to all client accounts
- Product roadmap planning meetings (by invitation)

Support Benefits

- Partner portal with competitive information, product information, marketing material and training material
- "Getting Started" training webinars
- Named account manager, technical support contact and marketing resource

■ Summary

When you become a *Powered by PathView* Partner, you can enjoy a range of opportunities to grow your business and increase profitability. By incorporating PathView into the products and services you provide, you can increase your recurring revenue streams while helping your customers reduce their IT costs and increase their operational efficiency. You can also use PathView tools to lower your operational costs by handling more issues remotely – decreasing or eliminating the need for 'truck rolls.' Finally, PathView can be used to ensure network readiness as you roll out new products, applications and services to your client accounts.

■ Contact Us

To learn more about how Apparent Networks' *Powered by PathView* partner program can help to increase your service revenue streams and decrease your customer management costs, please contact one of our sales professionals at:

+1 (800) 508-5233 or visit our website at:

www.apparentnetworks.com

About Apparent Networks

Apparent Networks is the only IT performance management provider that delivers the end-to-end service insight required for today's cloud applications. By experiencing network performance without affecting it, the company's patented path solutions assess network readiness, monitor service levels and diagnose problems otherwise hidden from sight. Leading companies rely on Apparent Networks to assure application delivery and expand their service portfolios with confidence.

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