

# STRATUS4UPTIME Partner Program

## Independent Software Vendors

Ensure your customers get the highest levels of uptime for critical applications and business solutions.

### Increase customer satisfaction

As an independent software vendor (ISV), your applications are built to perform. Partner with Stratus and give your customers access to hardware and software platforms that ensure 24/7 uptime and trouble-free operation for these critical business solutions.

### Grow your business

Benefit from options designed to increase revenue and margin opportunities.

#### ■ High availability: simple and cost-effective.

Stratus Avance software installs on a pair of x86 servers, to give you and your customers total flexibility in choosing the hardware platform. Our fault-tolerant ftServer systems take availability to the next level – with near 100% uptime, and plug-and-play simplicity.

#### ■ Referral options help increase profitability.

Recommend Stratus uptime assurance solutions and generate additional revenue through referral fees.

#### ■ Help your VARs profit.

Customers who want high availability will purchase a second server plus software and services – new ways for your VARs to increase sales.

#### ■ High services attach rates.

Grow revenue even faster — and enhance your help desk capabilities — when a Stratus service contract accompanies the product sale.

#### ■ Lead generation and marketing support.

Benefit from joint marketing and sales programs developed for your specific markets: email campaigns, social media, trade show support, seminars, events, case studies, public/analyst relations and more.

- **Demo/internal use discounts.** Substantial savings on Stratus hardware and software platforms make it easy to demonstrate the unique value and features of your solution – as well as put them to use in your internal operations.

### Multiply your business opportunities.

Stratus makes it easy to enhance your customer value proposition by minimizing the risk of downtime. ISV partners get immediate access to: incentive-based online sales and product certification training, promotional tools, collateral, and co-funded joint marketing programs as well as online access to technical support and our secure partner portal.

### Program Requirements

STRATUS4UPTIME ISVs are required to complete the following:

- Stratus sponsorship and approval by program management
- Signed partner agreement
- Customized partner business plan:
  - Certification training; sales and technical
  - Annual marketing plan



Uptime. **All the time.**  
When you partner with Stratus.



**Ready to get started?  
Take the next step today!**

**Call: 1-800-STRATUS  
Email: [partners@stratus.com](mailto:partners@stratus.com)**

## Stratus4Uptime Partner Program ISV Benefits / Requirements Summary

Stratus uptime assurance elevates your applications portfolio to a new level with platforms that automatically and cost-effectively prevent downtime and data loss.

Product Discount	
Referral Fee	8%
Services Discount	
Service Seller Discount (one time)	10%
Partner Requirements	
Partner Sponsor Form	●
Business/Marketing Plan	●
Training and Certification	●
Benefits	
Opportunity to Expand Services Offering	●
Avance Internal Use Discount (up to 6 licenses)	50%
ftServer Demo/Development System Discount	40%
Sales Team Incentive Program	●
Sales and Technical Training	●
Annual Partner Council	●
Access to Stratus Center for Fault-tolerant Computing	●
Co-funded Joint Marketing Programs	●
Access to Technical Support	●
Secure Partner Portal Account	●
Lead Referrals	●
Partner eNewsletters/Email Flashes	●
Press Announcements: Joint Wins	●

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