

STRATUS4UPTIME Partner Program

Select Application Value Added Resellers

Reap the rewards of long-term commitment and success.

Channel your expertise

Select Application Value Added Resellers benefit from guaranteed 99.999% uptime, plug-and-play simplicity, and low total cost of ownership (TCO) for industry-focused solutions.

Grow your business

Stratus® ftServer® systems are simply your best choice for solutions that support continuous, real-time, or lights out business operations.

- **Aggressive margins.** Earn industry-leading margins on the complete line of Stratus ftServer platforms
- **Profitable service options.** Grow revenue faster when you:
 - Sell Stratus service contracts and earn additional discounts.
 - Sell or provide first-call support that earns recurring revenue year over year.
- **Simple and cost effective.** Eliminate the complex deployment scenarios, application modifications, and multiple software licenses required by clusters and alternative solutions.
- **Multiple virtualization / Operating systems.** ftServer systems run Microsoft® Windows Server®, VMware®, and Red Hat® Enterprise Linux® operating environments.
- **Lead generation.** Benefit from joint marketing and sales programs developed for your specific markets: email campaigns, trade show support, industry seminars, events, case studies, public relations and more.
- **Demo/development discounts.** Substantial savings on ftServer platforms make it easy to demonstrate the unique value and features of your solutions.

Get a rapid start to successful selling

We make it easy to multiply your business opportunities – and your profitability. Partnering with Stratus gives you immediate access to our online sales and product certification training, promotional tools and collateral, and co-funded joint marketing programs as well as online access to technical support and our secure partner portal.

Program Requirements

Stratus Select Application VARs are required to complete the following:

- Stratus sponsorship and approval by program management
- Signed partner agreement
- Customized partner business plan:
 - Annual sales revenue commitment
 - Certification training; sales and technical
 - Annual marketing plan
 - Quarterly partner update Webinar
 - Quarterly demand-gen events
 - Monthly pipeline revenue calls

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

**Call: 1-800-STRATUS
Email: partners@stratus.com**



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



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Select Application VAR Benefits Summary

Stratus ftServer solutions enable VARs to deliver the highest levels of uptime and reduce complexity and costs for mission-critical, virtual or cloud solutions.

Product Discount	
ftServer platforms	Revenue-based
Services Discount	
Service Seller Discount (one time)	10%
Service Manager Discount (recurring revenue)	15%
L1 Support Provider/Service Manager (recurring revenue)	30%
Partner Requirements	
Partner Sponsor Form	●
Revenue Commitment	based on business plan
Business/Marketing Plan	●
Attendance (2) at Quarterly Webcast	●
Training and Certification	●
Regular Pipeline Calls	●
Benefits	
Opportunity to Expand Services Offering	●
Discount on Technical Training Sold to End Users	40%
Demo/Development System Discount (ftServer systems)	40%
Sales Team Incentive Program	●
Sales and Technical Training	on site
Annual Partner Council	●
Access to Stratus Center for Fault-tolerant Computing	●
Co-funded Joint Marketing Programs	●
Access to Technical Support	●
Secure Partner Portal Account	●
Partner eNewsletters/Email Flashes	●
Press Announcements: Joint Wins	●

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