



STRATUS4UPTIME Partner Program

Uptime Assurance:
Value that sells to your customer



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



The Stratus partner opportunity — assuring uptime, driving profitability.

A growing need for uptime

In response to dynamic business objectives and a challenging economy, your customers are turning to IT technologies to increase efficiencies, conserve resources, and maximize productivity. Protecting uptime is more important than ever as these businesses move to implement critical solutions such as virtualization and cloud computing.

Traditional IT technologies – even those promising improved availability – are designed to recover after downtime has occurred. They cannot, however, guarantee uptime or predict and prevent an outage or data loss from happening in the first place.

Stratus equals uptime. In every way.

Stratus® products and services are designed to automatically prevent downtime and data loss. That means you and your customers benefit from plug-and-play uptime assurance and worry-free computing for physical servers, virtual servers, or cloud deployments.

YOUR CATALYST FOR SALES SUCCESS

Stratus Uptime Assurance:

- Ensures industry-leading 24/7 uptime
- Drives repeatable business, opportunities to up sell / cross sell
- Simplifies virtualization and provides reliable cost effective cloud infrastructure
- Eases deployment, ongoing management and support
- Generates customer satisfaction; builds loyalty
- Differentiates your product and services portfolio

Our advanced uptime assurance technologies leverage the unique intellectual property we've refined over 30 years of keeping critical applications up and running.

These resilient, integrated technologies are embedded into every Stratus product and service to ensure uptime, all the time:

Stratus Uptime Assurance

24/7 monitoring:
people / practices

Detects, isolates, and
handles faults before
they cause downtime



- **Automated uptime layer:** predictive features constantly monitor hundreds of system components and sensors to identify, isolate, handle, and report issues automatically – before they cause downtime or data loss.
- **Proactive availability monitoring and management:** Stratus uptime experts remotely monitor the system over a secure global network. Leveraging information provided by the automated uptime layer, these experts are available 24/7 to diagnose and remediate more complex issues remotely.

Uptime. **All the time.**

Enhance your competitive options with Stratus uptime assurance products and services.

Stratus Avance software

The most reliable, affordable uptime for small and medium businesses (SMBs). Get the maximum level of high availability by choosing Stratus Avance® software for standard x86 servers. In addition to superior uptime performance and automated management, Avance software offers built-in virtualization.

Stratus fault-tolerant ftServer systems

The most robust, open platforms for providing total uptime assurance.

Field-proven and availability-tested since 2001, the industry-standard Stratus® ftServer® family is engineered for continuous availability. Its unique fault-tolerant architecture extracts the full power and performance of the latest Intel processors for flawless performance in data centers and remote or “lights out” sites.

Proactive 24/7 availability monitoring and management

Services that ensure uptime. All the time.

- Built-in fault-detection/call-home reporting
- Remote management/online serviceability

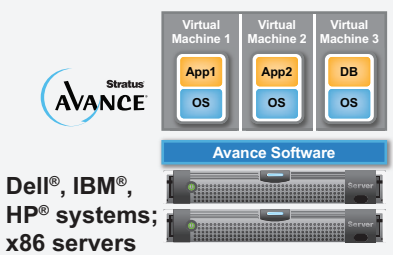

Increase your margins and profitability as a Stratus partner

Stratus offers partners industry-leading margins for sales of our uptime assurance hardware, software, and services offerings.

In addition, the automated fault management, error handling, and reporting that make these products so appealing to customers also make it easy for to partners to provide level-one support to customers. Partners who elect this option get the additional benefits of an annuity revenue stream and increased customer satisfaction.

Uptime. All the time. For SMBs, data centers, and clouds.

Avance software is the only high-availability solution certified to run on Intel® hardware by the Intel Enabled Solutions Acceleration Alliance (ESAA).

Avance Software	ftServer Systems
 <p>Dell®, IBM®, HP® systems; x86 servers</p>	 <p>Windows Server®, Red Hat® Enterprise Linux®, VMware® vSphere operating environments</p>
<ul style="list-style-type: none"> • <1 hour downtime/year: 99.99% uptime • Automatic high-availability with built-in virtualization that's easy to set up and use • Microsoft® Windows®, and Linux® guests • No specialized IT expertise or certification is required • Proactive 24/7 monitoring: Monitors 150+ event/conditions to detect, isolate, and handle faults before they cause downtime 	<ul style="list-style-type: none"> • <1 minute downtime/year: 99.999% uptime • Fault-tolerant, Intel processor-based servers • Maximum uptime and data protection for traditional, virtualized and cloud deployments • Plug-and-play operational simplicity • Proactive 24/7 monitoring: Monitors 500+ events/conditions to detect, isolate, and handle faults before they cause downtime

Uptime. All the time.

The STRATUS4UPTIME Partner Program.

Becoming a Stratus partner

Expand your reach with innovative and effective solutions built on Stratus' proven uptime assurance offerings.

What type of partner are you?

■ Stratus4Uptime Reseller Partners

integrate

or bundle Stratus products and services into innovative solutions for their customers. There are two levels of Stratus Reseller partners, Gold and Silver, based on partner commitment and success.

■ Select Application Value-Added

Resellers (VARs) own an industry-specific application which they resell as part of a bundled solution offering with ftServer.

■ Independent Software Vendors (ISVs)

develop and run critical applications on Stratus solutions to deliver the highest levels of uptime assurance.

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

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

STRATUS4UPTIME PARTNER PROGRAM

Get Started

- Product training
- Partner certification courses — onsite or on-demand
- Rewards program

Start Selling

- Sales productivity tools
- Sales guides
- Marketing program dollars, co-funding, customized sales incentives
- Partner-sponsored trade shows and events
- Presentations
- Videos
- White papers
- Seminars-in-a-box
- Turnkey lead-generation campaigns
- Public relations, journal articles, case studies

Close Deals (VARs, Resellers)

- Access to automated quote system
- Online Avance license management
- Product documentation
- Priority access to technical support — live or online
- Evaluation, test, demo Stratus hardware and software

Stay Connected

- 24/7 access to the Stratus4Uptime Partner Portal
- Bi-monthly partner Webcasts
- Annual partner council
- Regional partner roundtables



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