

New Paragon Channel Partner Program



Paragon Partner Program Strategy:

- New Channel program drives partners to create demand for Paragon Software Group at a higher rate than the natural market growth
- A model that creates economic incentives and a total economic value for partners at a disproportionately higher rate than competitor offerings when partners engage in the right value behaviors (demand creation and partner enablement)



Welcome to Paragon Channel Partner Network!

Paragon Software Group provides one of the most compelling channel relationship program in the industry. Our mission is to jointly recruit VARs/re-sellers who are proactive in generating demand and delivering Paragon Software solutions, either as standalone projects or in context with other solutions.

In addition to Standard Partner Program with two partnership levels (Registered and Standard) Paragon Software presents New Alliance Partner program with the Premium and Elite partnership levels.

New Alliance partnership opportunities are:

We are offering a program that rewards partners with create demand for Paragon Software Group at a higher rate than the natural market growth:

- 100% Channel Centric Sales Team
- An Innovative Partner Incentive Program
 - Deal registration system for identifying and tracking deals
 - Aggressive upfront incentives (up to 10%) for Registered Deals
- Paragon products are complementary to your existing customer solutions, enabling rapid adoption into your sales pipeline
- Leverage Paragon's Industry Leading Innovation:
 - Award-winning products
 - Helping you bring a new level of availability to your customers

New Alliance Partner Program Levels:

Premium Partners

Premium Partners receive enhanced benefits including access to deal registration and MDF funds. This level of partners will cooperate directly with Paragon authorized distribution Partners.

Elite Partners

Paragon Software provides Elite Partners with the richest benefits bringing together a wealth of resources, extensive access to sales and technical certification classes. It also offers lead generation and deal registration program: once a deal is approved the partner will receive an up to 10% additional discount to load on the deal.

Standard Partner Program Levels:

Registered Partners

The first step to a productive partnership with Paragon Software, this level introduces Paragon solutions and the possibilities to resell them.

Standard Partners

Standard Partners have access to various benefits as well as to marketing campaigns designed to build revenue and meet the needs of our mutual customers.

Paragon Partner Program – Channel Benefits

Requirements and Benefits:	Channel Partner Levels:			
Requirements:	Registered	Standard	Premium	Elite
Partner Application Approved by Paragon Software	✓	✓	✓	✓
Annual volume commitment		\$10K	\$20K	\$50K
Must have one demand generating event that highlights Paragon Software (email blast, lunch and learn to clients, etc)				✓
Must participate in a Quarterly Business Review(QBR) with Channel Manager or Territory Manager				✓
Must have at least one technically certified engineer				✓
Procure ESD versions of Paragon products via online Partner Store	✓	✓	✓	✓
Procure product via Paragon Partner Store or Distributor			✓	✓
Benefits:	Registered	Standard	Premium	Elite
Discount on software licenses and maintenance	✓	✓	✓	✓
Selling upgrades/Cross Upgrades and services		✓	✓	✓
Purchasing through Distributor			✓	✓
Immediate deal registration (access to serial number generation)			✓	✓
Deal Registration Incentive Program with up to 10% additional discount			✓	✓
Access to Partner Tools section in partner portal	✓	✓	✓	✓
Access to Partner Portal, NFR/Evaluations and current Paragon campaigns			✓	✓
Partner Logo Usage and Guideline	✓	✓	✓	✓
Partner Welcome Kit	✓	✓	✓	✓
Monthly newsletter			✓	✓
Access to competitive information				✓
Access to MDF funds				✓
Help with Promo Activities				✓
Sales and technical Training				✓
Partner Listing on paragon-software.com				✓

Specializations in the Paragon Channel Program

Partition & Volume Management

and increase system performance on both servers and desktops, without formatting or risk of data loss.

- ✓ Paragon Partition Manager

System and Data Backup

Protect your system and data against any disaster including: hardware failure, human error, virus attacks or malware issues with Paragon's backup solutions.

- ✓ Paragon Partition Manager
- ✓ Paragon Drive Backup

Hard Disk Maintenance

Reduce TCO of hard disk maintenance with a complete set of tools

data on hard drives. Includes partitioning and backup functionality as well as additional tools.

- ✓ Paragon Partition Manager
- ✓ Paragon Hard Disk Manager

Deployment and System Recovery tools

Deploy OSes (including MS Vista) to new, bare-metal Desktops/Servers in minutes. This solution can be integrated with Paragon's advanced Recovery Technologies.

- ✓ Paragon Deployment Manager
- ✓ Paragon System Recovery

Disk Copy and Migration

Quickly and easily copy your system and/or migrate to new hardware while keeping your existing software configuration. Perfect for desktops and servers.

- ✓ Paragon Drive Copy

Other Solutions

tions for secure data wiping, encryption:

- ✓ Paragon Disk Wiper
- ✓ Paragon Rescue Kit
- ✓ Paragon Encrypted Disk
- ✓ File System Drivers and others see at www.paragon-software.com.

How do I become a Partner?

Fill out an online Partner Application at www.paragon-software.com/partners or contact us at partners@paragon-software.com.

If you have any additional questions, please do not hesitate to contact:

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About Paragon Software Group

Paragon Software Group (PSG) is an innovative software developer focused on two dynamic growth markets. The Company's comprehensive product line for the data storage market, Storage Management Division addresses the needs of data security and storage management for PCs, servers and networks. A second portfolio of products, Mobility Division focuses on mobile productivity applications for handheld

to consumers, small business and enterprise clients worldwide through a network of Value Added Resellers, distributors and OEMs as well as online through the company website. PSG provides technology to a host of world class companies and partners including Dell®, Toshiba®, Nec®, Siemens®, Phoenix®, Microsoft®, Motorola®, Nokia® and more. For additional information please visit www.paragon-software.com