



## **The RES Service Provider Opportunity: Grow Revenue, Increase Customer Satisfaction and Enhance Flexibility as an RES Service Provider**

More and more organizations are implementing cloud and hosted solutions to serve growing IT demands and address shrinking IT budgets. To contain costs and increase productivity, IT organizations in general and infrastructure and operations (I&O) in particular have started thinking in terms of “IT industrialization”: a rationalization of IT processes and tools that would lead to more flexible, predictable, and reliable services.<sup>1</sup> As a result, on premise deployments of software will continue to decrease, especially for small and medium sized businesses who cannot take advantage of volume pricing making monthly software subscriptions are often more attractive.

### **RES: Proven Products for You and Your Customers**

RES embraces the diverse ways organizations want to access software solutions and makes it possible for you to deliver a hosted offering that boosts the end user desktop experience, delivers the highest security and lowers your customers’ IT costs and complexities.

Our award-winning, patented solutions provide context-aware User Virtualization, Runbook Automation and Service Orchestration in a tightly bound suite of products. These solutions enable a consistent user workspace and transform static and dependent desktops into easy to manage, secure, personalized and compliant workspaces.

For 12 years we have helped customers eliminate end-user productivity roadblocks, simplify management of user workspaces and decrease the time to deployment in migrating to new technologies such as Windows 7, client virtualization, application virtualization, VDI and new versions of Citrix XenDesktop or VMware View.

### **Create a More Profitable Business and Efficient Service Delivery Operation**

RES products will help you automate and simplify your management and support processes. With RES, you can easily integrate Microsoft, VMware and Citrix’s leading desktop virtualization platforms and client computing management solutions into your service offerings to boost your revenue, while providing a more flexible and satisfying computing experience for your customers. RES allows you to:

- Increase revenue streams with expanded service offerings
- Lower service delivery costs
- Deliver flexible solution and pricing options
- Increase customer satisfaction



### **Program Requirements:**

- Utilizing RES products in an offsite multi-tenant or off-site dedicated environment
- Current membership in RES Business Partner, Microsoft SPLA and Citrix CSP Program
- Delivering usage reports to RES Authorized RSP Distributor
- Maintaining technical certified personnel
- Making the service(s) available to RES for testing/support purposes

<sup>1</sup> Forrester Research, Inc, IT Infrastructure And Operations: The Next Five Years– May 2011

## A Solution Provider Program Designed With Your Business in Mind

Our comprehensive, flexible program is designed specifically for multi-tenant Desktop as a Service partners that want to leverage the latest cloud based business models to deliver Desktop as a Service (DaaS) and Software as a Service (SaaS) solutions. With RES you benefit from:

- A portfolio of dynamic desktop solutions
- No upfront commitments
- Flexible and aggressive subscription based pricing models
- Access to selling tools and technical information via a dedicated web based portal
- Ability to participate in RES Software industry and regional events
- Ready-made RES Software Service Provider logos for print and web

<b>RES Software Provider Program Benefits</b>
<b>Sales and Marketing:</b>
✓ Access to Service Provider edition products
✓ Access to RES Partner Portal
✓ RES partner program logo usage
✓ Access to RES Partner Events
<b>Technical:</b>
✓ Access to technical preview or early adopter software
✓ Access to RES training promotions
✓ Product road map and planning meetings (by invitation)
✓ Evaluation software terms
<b>Usage Rights:</b>
✓ Usage-based licensing model
✓ License agreements
✓ Peak usage billing terms

Contact RES Software and/or your local RES sales manager to learn how you can benefit from the RES Software Service Provider Partner Program or email [rsp@ressoftware.com](mailto:rsp@ressoftware.com).