



## The RES Partnership Opportunity: Grow Revenue, Increase Profitability and Enhance Your Marketshare as a RES Business Partner

The need for dynamically created and adaptive desktops has never been greater. Because 62%\* of the information workforce works in multiple locations during a work week, your customers are faced with how to adapt their organization's computing resources to support continually changing user needs, while saving costs and improving reliability and performance.

At RES Software we believe that users with the optimal mix of IT Services on their devices are most productive and empowered. We make it possible for IT to revolve around the user – by composing a consistent user workspace independent of the various devices in use today. We create intuitive management software that enables IT to dynamically provision seamless access to IT Services. Our award-winning, patented software provides context-aware User Virtualization, Runbook Automation and Service Orchestration in a tightly bound suite of products.

RES Software dynamic desktop solutions help you to transform the way your customers manage, maintain and reduce the cost of their desktop infrastructure. Our products simplify desktop virtualization deployments and are more likely to help your customers avoid dreaded “shelfware.” With RES, you address customer challenges better by seamlessly integrating multiple application delivery, desktop and desktop management platforms, enabling them to:

- Efficiently utilize virtual and physical resources
- Simplify desktop and OS migration and management projects
- Improve desktop support
- Boost mobile workforce productivity and satisfaction through better support and management
- Speed on-boarding of new employees and better support adds, moves and changes

Developing a partnership with RES Software will put you in the best position to help your customers transform their desktops and IT infrastructure into a strategic asset, while providing opportunities to expand your business.

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

RES Software has proven itself over the past twelve years by demonstrating innovation and leadership in delivering change-proof desktops and simplified data management tools to more than one million users around the globe. RES products transform static and dependent desktops into easy to manage, secure, personalized and compliant desktops independent of the underlying computing infrastructure – thin clients, virtual desktops, physical desktops, or server-based computing environments. For the data center, we help IT managers automate and simplify management processes and tasks, and regain control over the IT environment.

With RES, you can also easily integrate our products with leading desktop virtualization platforms and client computing management solutions from VMware, Citrix and Microsoft to enhance the scope or projects, boost your revenue and more quickly help your customers maximize return on client computing investments.

Simply put, RES puts you and your business in the best standing to meet the essential needs of a dynamic workforce that requires on-demand access to their personalized workspaces.



### The RES Software Partner Program Includes:

- Flexible commitment options
- Excellent margin schemes
- Collaborative relationships with desktop virtualization leaders
- Marketing development funds
- Access to all marketing and sales tools
- Placement on the RES Software website
- Ongoing education
- Valuable leads

\*(Source: Demystifying The Mobile Workforce, Forrester Research, Inc., June 2011.)

## Why Partner with RES Software?

RES offers the products, services and programs to keep you at the top of your game and offer the best support for your customers. We help you:

- **Increase Profitability and Accelerate Revenue:** Desktop virtualization still remains an untapped market, and RES gives you the right solutions to advance deployments of next generation desktop solutions. The RES Software unique IT Automation and Workspace Management solutions offer increased license and consulting revenue opportunities as well.
- **Deepen Your Strategic Relationships with Desktop Virtualization Leaders:** Our close alliances with Citrix, Microsoft and VMware help you guide your customers in how to best leverage and optimize their desktop virtualization investments, and how to simplify complex IT management processes and tasks to regain control and overcome end user challenges.
- **Deliver More Projects with Higher Quality:** RES products use a building block approach without scripting requirements to eliminate deployment challenges, accelerate delivery and installation, enhance the number of projects you deliver, and offer fixed-price engagements.
- **Boost Customer Service; Grow Project Scope:** We are 100% committed to our partners and *only* sell products through our channel. Our assessment tools enhance the success of your deployments by empowering you with the necessary data to help you and your customers make critical decisions about desktop transformation initiatives. This means your customers avoid the dreaded “shelfware,” and optimize their IT investments.

## A Partner Program Designed With Your Business in Mind

We provide a comprehensive partner program built around making partners successful fast. We give you many different partner levels to choose from. Depending on your company’s requirements and needs, you can sign up and make the commitment that is right for your organization. For each level of the program, RES delivers:

- **A Commitment to Your Business:** We will invest in your business with robust training and sales programs, and a responsive team with deep technical capabilities and expertise. Our cooperative marketing programs are designed to support your efforts to drive additional revenue.
- **Great Support:** RES Software provides a local channel and technical manager and access to a distributor to help you make the most of our partnership.
- **Technical Expertise and Training:** Our team is highly skilled in different desktop technologies and IT infrastructure solutions. We offer both technical and sales training to ensure your teams are up to speed quickly.

RES Software Partner Level Commitments	RES Authorized Bronze Reseller	RES Authorized Silver Reseller	RES Authorized Gold Reseller	RES Authorized Platinum Reseller	RES Authorized Fulfillment Reseller	RES Authorized Consulting Partner	RES Authorized Learning Center
<b>RCP: Certified on both RES Workspace Manager &amp; Automation Manager</b>	0	2	3	4	0	3	Min 2 RCT—RES Certified Trainer
<b>Trained Sales Professionals</b>	1	1	2	3	All Sales to be Trained	0	N/A

Contact RES Software and/or your local RES sales manager to learn how you could benefit from the RES Software Partner Program by emailing [partnerwithRES@ressoftware.com](mailto:partnerwithRES@ressoftware.com).

