

# The Mimosa Partner Advantage Elite Program

## Best of Breed Products to Capitalize on a Billion Dollar Market

Email is the number one form of electronic communication today, more widely used than even the telephone. As long as organizations use email to conduct business, the demand for robust tools that enable them to perform better, faster and with fewer resources will continue to grow. The more information they move and store electronically, the more critical applications like email archiving will become.

Mimosa™ Systems NearPoint for Microsoft® Exchange is an archiving platform delivering email archiving, eDiscovery, recovery, disaster recovery, and storage management in a single integrated solution. We are the next generation in live content archiving and we are growing at an average of 300% year over year, even in a stalled economy.

Why should NearPoint matter to you? Most analysts agree, for solution providers with a focus in hardware and storage-related technologies, the additional revenue drag associated with a NearPoint transaction can be as high as a factor of 2X or-3 X. Don't take our word for it, examine the Gartner Magic Quadrant report at [www.mimosasystems.com/mq](http://www.mimosasystems.com/mq) for an analyst's point of view.

Mimosa carefully selects partners that are engineering for unified communications—striving to integrate disparate systems in order to optimize business processes. With only a few Elite positions available, we search for partners who represent the top performers in the IT services and consulting business today. Does this describe your business?

Leveraging our partnerships is a key element of our growth plan, as demonstrated by our 2008 Best Vendor Award from Business Solutions Magazine. Our Mimosa Partner Advantage Program, with three different levels of commitment, is one of the best in the industry.

Our Elite partners benefit from:

- **Guaranteed margin**
- **Free subscription to Mimosa NearPoint for internal use and evaluation on 100 mailboxes (50% reduced rate on additional mailboxes)**
- **World-class technical training and free on-line sales training (new in 2009!)**
- **A start-up kit plus quality sales and marketing tools**
- **Qualified leads**
- **Cooperative marketing initiatives, such as joint case studies and co-branded webinars**
- **End-user site surveys**
- **Inside sales team support to help qualify and close sales opportunities**
- **Outside channel sales managers to build strong relationships in the field**
- **120 days of protection on registered deals**

## Requirements for a Qualified Elite Partner

- **MSFT Gold Certified**
- **Reseller of major storage brands (HP, HDS, NetApp, Compellent, DataDomain, etc.)**
- **National Sales Reach**
- **Services and support capable**
- **Certified technical resources on staff**
- **Sales in excess of \$50,000,000 per annum**

Archiving/Storage Management

eDiscovery

Recovery

## CUSTOMER SPOTLIGHT

*“The Mimosa Partner Advantage Program has provided us with the right resources to meet our customers’ needs for an email management solution. The next-generation architecture of Mimosa NearPoint is like nothing else out in the market today. The NearPoint solution is a perfect fit, allowing VLSystems to meet demand for email archiving, recovery, and eDiscovery. The Mimosa solution also drives nice revenue for storage and professional services.”*

### — Lee Green

*Vice President of Marketing,  
Microsoft Gold Certified Partner,  
VLSystems*



**ANALYST SPOTLIGHT**

*“\$1 billion—the size of the email archiving market by 2010, indicating that the market will continue to demand archiving products and services”*

— IDC 2006

BENEFIT	REFERRAL	PREFERRED	ELITE
<b>Sales</b>			
Base Product Discount*	15%	15%	20%
Product Discount with deal registration*		20%	20%
Lead protection on registered opportunities		90 days	120 days
Discount on initial and renewal support and professional services		10%	10%
Unlimited deal size		Yes	Yes
Guaranteed Margin			Yes
<b>Training</b>			
On-line Sales Training		Yes	Yes
In Person Sales Training (in addition to above)			Yes
SE and SA Technical Training**		1 free	2 free
<b>Product</b>			
Free subscription, not for resale, for up to 100 mailboxes		Yes	Yes
50% discount off list beyond initial 100 mailboxes		Yes	Yes
<b>Support</b>			
Lead Sharing		Yes	Yes
Regional Mimosa channel sales manager for field support		1:many	1:4
Inside sales manager support to close business		Yes	Yes
Reference calls with existing Mimosa customers		Yes	Yes
Marketing and lead generation resource			Yes
<b>Marketing</b>			
Partner Portal Access		Yes	Yes
Logo on Mimosa web site with link to partner site		Yes	Yes
Co-branded datasheet PDFs		Yes	Yes
Out of the box marketing programs		Yes	Yes
Custom marketing programs (eligible for MDF support)			Yes
Joint case studies (two per year)			Yes
Quarterly business review (QBR)			Yes
<b>Partner Commitments</b>			
Installation of NearPoint on lab/demo system		Yes	Yes
List Mimosa as top-tier partner on web within 90 days of contract		Yes	Yes
Technical Training (per year)		2	3
Online sales training within 90 days		Yes	Yes
In person training (sales kick off)***			Yes
\$1 Million minimum annual commitment and attainment			Yes

\* Applies to software only.

\*\* Technical training is fee-based. Elite partners get 2 free students if registered within 90 days of contract signing.

\*\*\* To be hosted on sight by partner

**ABOUT MIMOSA SYSTEMS**

Mimosa Systems, Inc. delivers next-generation content archiving solutions for information immediacy, discovery, and continuity. Mimosa NearPoint is the industry's most comprehensive unstructured information management software solution for email, files, and instant messages, enabling archiving, eDiscovery, storage management, and recovery in a unified solution.

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