

# The Mimosa™ Partner Advantage

Gain revenue fast in the email archiving and eDiscovery markets

At Mimosa Systems™, we understand that our partners are essential to our success and the success of our customers. By developing a network of technology and solutions partners who enhance our products and services, our customers gain a true advantage. Because of our customer-centered focus, we are committed to delivering a robust partner program designed to:

- Provide partners with long-term revenue-building opportunities
- Maximize benefits for customers through the synergy between partner offerings and Mimosa technologies

## Enabling Partners to Be Successful

The Mimosa Partner Advantage enables partners to be successful. The program is tiered—Platinum, Gold, and Referral—so that the greatest advantages can be realized by the partners who have the strongest commitment to success. Platinum partners receive upfront discounts and also gain a free subscription to Mimosa NearPoint of up to 100 mailboxes for demonstration and internal use—plus a 50 percent discount for mailboxes beyond the initial 100. NearPoint™ can be easily downloaded and installed remotely, allowing partners to manage the evaluation process quickly and efficiently.

We support our partners with both an inside sales team that helps to qualify and close Mimosa NearPoint sales opportunities, and outside channel sales managers who are focused on building strong relationships in the field. We strive to build a mutually profitable relationship, so there are no size limits on partner registrations. And all opportunities fewer than 1,000 mailboxes are fulfilled through our partner network—exclusively. When a partner registers a deal, it is protected for a full 120 days.

Our partner-provided services model is designed to empower our partners to deliver implementation and

professional services. As an example, our site survey process allows partners to engage with end users to understand their current environments and to help develop combined solutions that include hardware, software, and services. In addition, technical training is provided free of charge.

To get partners up and running with velocity, we offer a start-up kit along with free sales training. Qualified leads, joint case studies, marketing plans, and co-branded webinars are just a few of the ways that we help partners gain incremental revenues from Mimosa NearPoint sales as quickly as possible.

## Delivering Best-in-Class Solutions

Mimosa NearPoint for Microsoft® Exchange Server is the only integrated solution for email archival, eDiscovery, recovery, disaster recovery, and storage management that can economically scale to meet the demands of today's enterprises. NearPoint customers can start with an entry-level product and add applications and mailboxes over time—giving our partners ongoing revenue opportunities. Zero footprint on Exchange, optional agents on desktops, plug-and-play installation, and zero requirement for rearchitecting the production email system make NearPoint the easiest system on the market to deploy—which is a clear advantage to Mimosa partners.

## Increasing Partner Revenue

Please take a minute to review the benefits summary on the back of this page, and make a decision to quickly increase your revenues by joining the Mimosa Partner Advantage today!

Archiving  
Storage Management  
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



## Mimosa Partner Advantage Benefits Summary

BENEFIT	PLATINUM	GOLD	REFERRAL
<b>Pricing</b>			
Registration and introduction of a qualified opportunity*			15% fee off net price
Base discount*	15%	15%	
Discount on registered deals*	20% off list price up front	20% rebate off net price	
Discount on initial and renewal support and professional services	15%	15%	
Discount and lead protection on registered deals	•	•	
Unlimited mailbox size opportunities	•	•	
Registrations good for 120 days	•	•	
<b>Training</b>			
Free partner technical training	•	•	
Free quarterly sales training	•	•	
<b>Evaluations</b>			
Free subscription, not for resale, for up to 100 mailboxes	•		
50% discount off list beyond initial 100 mailboxes	•		
<b>Sales Support</b>			
Regional Mimosa channel sales manager	•	•	
Inside sales dedicated to qualify and close partner deals	•	•	
Reference calls with existing Mimosa customers	•	•	
<b>Marketing Support</b>			
Start-up kit	•	•	
Lead sharing	•	•	
Partner portal access	•	•	
Logo on Mimosa web site with link to partner site	•	•	
Post partner events on mimosasystems.com	•	•	
Co-branded datasheet PDFs	•		
Joint case studies—two per year	•		
Joint marketing activities (with potential MDF)	•		
Webinars with partner registration for opportunity protection	•	•	
Co-branded webinar speaker support	•	•	
Quarterly business review process	•		
<b>Partner Requirement</b>			
Free technical training for certified SE within 90 days of contract	2	1	
Host quarterly sales training	•		
Installation of NearPoint on lab/demo system	•		
\$250K minimum annual commitment and attainment with quarterly reviews	•		
List Mimosa as top-tier partner on web within 90 days of contract	•		

### ABOUT MIMOSA SYSTEMS

Mimosa Systems, Inc., delivers next-generation information management solutions with Mimosa NearPoint, providing email archiving for Microsoft Exchange Server. NearPoint unifies archiving, eDiscovery, recovery, and storage management in a single solution, ensuring email continuity and regulatory compliance.



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\*Applies to software only.

Mimosa Systems, Inc., reserves the right to modify the Mimosa Partner Advantage Plan at any time without prior notice.

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MSI-NPDROME6/07-v01