



Channel Partner Information

2012



Welcome

ThinkGrid provide a comprehensive platform for delivering and managing a range of IT Services from the Cloud. Utilising our extensive experience in designing and running large-scale, distributed, automated infrastructures we've deployed a state-of-the-art turnkey platform from which our partners can provision and customise services for their customers, on-demand, without the need for investment, time or hassle.

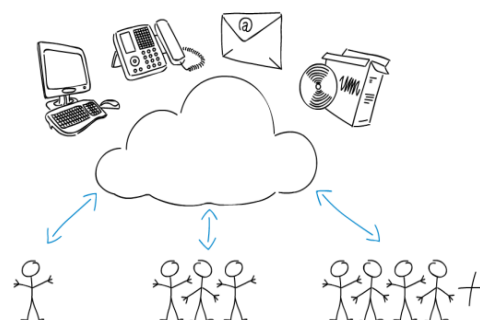
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About ThinkGrid

Founded in 2008 by an experienced management team, ThinkGrid is an private equity backed corporation headquartered in the UK, with offices located in London, Seattle, Brisbane, Belgrade and Lviv. We operate multiple tier 3 & 4 data centres across the world to house our platform, which delivers real IT services such as Hosted Virtual Desktop, Virtual Servers, and Cloud Telephony. Partners then can use our state-of-the-art software platform to provision, bill, manage and service their customers in real-time.

We have over 20,000 users accessing services on a day to day basis, powered by our partner ecosystem which encompasses over 200 partners worldwide who customise and resell our services, packaging them for different vertical markets. **ThinkGrid is a 100% channel company.**



The Channel Programme

The ThinkGrid model is designed to offer a complete range of **IT as a Service** offering – everything from desktops to servers, individual applications to email and VoIP. This enables businesses of all sizes to move away from the cumbersome, CapEx intensive process of buying, managing and maintaining their IT in favour of a flexible, on-demand and fully supported hosted infrastructure.

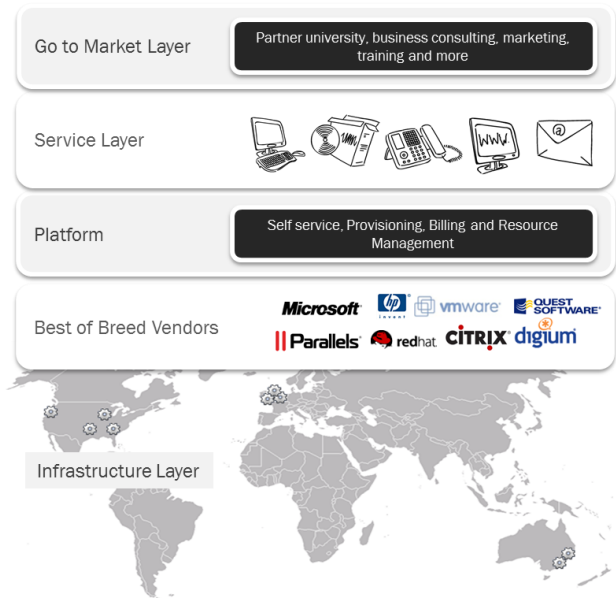
Our model of hosted cloud services offers partners a unique opportunity to deliver services to a large, poorly-served sector – small and mid-sized businesses - and work with us to deliver end-to-end solutions. We recognise that our partners play a vital role in customers' satisfaction and in our success. You understand your customers' vertical IT needs, budgets and challenges and working with ThinkGrid you can match your expertise with our highly available cloud services to solve real business problems.

The ThinkGrid Channel Programme is intended to enable partners and reward those who can deliver the best IT solutions to their customers. Our platform is designed to provide our channel partners with the automated business processes (billing, provisioning and customer management) and aggregation of IT services through one pane of glass.

In addition to providing partners with the latest Cloud technologies and back office systems, we also deliver commercial assistance in helping them succeed in transforming from a traditional IT company into a cloud and managed services organisation.

Summary of our Key offerings:

- 11 Datacentre Locations, available for partners to provision services to at any point, without CapEx.
- Best of Breed Service Architecture underlying each of the services available. Each service can be heavily customised for certain verticals or types of business to add differentiation.
- Automated Billing & Provisioning of On-Demand Services
 - Self-service and Ecommerce
 - Open vendor framework
 - Reseller & Customer Control Panel Interfaces
- Full IT cloud IT service catalogue (see *Cloud Services Available*)
- Go to market assistance providing partners with a range of useful resources:
 - Only training portal
 - Marketing collateral such as datasheets, whitepapers, cheat sheets.
 - Marketing development funds for joint activities to drive traction.
 - Inclusive business consulting to advise and provide help on changing operational areas of the business.



Together the stack offers something unique in the market place, a company who is committed to helping all parts of your organisation be successful in the cloud.

Benefits of Selling Cloud Computing

Recurring Revenue Stream

Earn healthy predictable revenue monthly, rather than on a one-time, per project basis. Higher margins offered up to 40% over and above single digit traditional margins.

Reduced Overhead

Utilize ThinkGrid's centralised, fully managed platform to rapidly build and deliver standardised solutions for efficient management and support, allowing you to manage more with the same team.

Customer Loyalty

Our platform enables ongoing contact, excellent support and broad service offerings to ensure long term customer relationships, deep traction and protection from competitors.

Expandable Service Portfolio

Sell additional services into existing customers without additional overhead. Add value in migration, deployment and integration of solutions.

Differentiation

Offer "pay-as-you-go" solutions in addition to traditional capital investment solutions to become the 'go-to' partner. Customise offerings heavily to add a level of uniqueness to your portfolio and focus in on niche verticals.

Compete

Arm yourself with an enterprise level platform and build customised cloud solutions for your customers as well as protect them from direct sales vendors such as Microsoft, Amazon and Google.

The Channel's Role in the Cloud

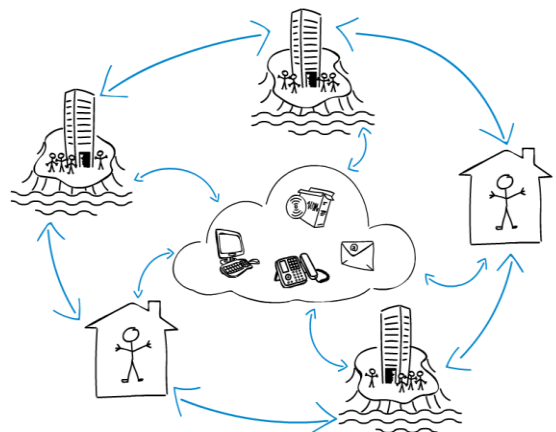
It has long since been thought that the cloud would signal the death of the existing Distributor and VAR channel. ThinkGrid **do not** share this opinion. In fact we believe the channel is essential in helping businesses cross the chasm and start utilising the services. The channel provides essential services:

- Businesses need guidance and want their trusted advisor to take the lead, and help create a clear and straightforward plan with someone who truly understands their business.
- Migration, support and integration services are required more than ever to help businesses get the most of their cloud technologies.
- Support for the full circle of services – cloud will never represent 100% of a client's IT requirements, and trusted IT partners are required to consult upon, implement and support the entire environment.

Cloud Services Available

Expand your customer base and develop deeper relationships with current customers by offering a vast array of services, which address the cornerstone of most businesses IT needs. All can be customised using our open vendor policy so you can tailor them to your customers or build your own!

- ✓ Hosted Virtual Desktop (DaaS)
- ✓ Virtual Server Infrastructure (IaaS)
- ✓ Software Applications (SaaS)
- ✓ Email and Communications
- ✓ Hosted Phone, PBX and VOIP
- ✓ Cloud Backup and Storage
- ✓ File Sharing and Collaboration
- ✓ Raw VM services to build your own cloud



Partner Tiers

Your membership level is determined by your organisation's investment in ThinkGrid training and sales. Increasing your level of engagement provides you with additional margins and benefits as detailed below. *We have designed our channel programme to suit your commercial needs, whether you see ThinkGrid as a tactical solution to assist with certain products or problems or you are using our platform as the foundation for your cloud business.*

Below are the requirements and features of each partner level. We urge potential partners to discuss the tiers with our Partner Account team. Once you have chosen the level of engagement you can then choose which platform you would like to use.

Requirements	Silver	Gold	Platinum	Strategic
Partner Agreement	•	•	•	•
Business Planning Session/QBR		•	•	•
Pipeline Sharing/ Forecasting		•	•	•
Marketing Initiatives per QTR		1	2	3
Training (ThinkGrid University)				
Sales Training	•	•	•	•
Technical/Operations Training	•	•	•	•
Monthly Recurring Revenue Target*	£ 0.00	£ 2,000	£ 6,000.00	By Invitation
Powered by Logo on Web Site	•	•	•	•

* Target agreed by both parties to aim for within 6 months

Sales Benefits	Silver	Gold	Platinum	Strategic
Authorization to Sell ThinkGrid Services	•	•	•	•
Discount Pricing	10%	20%	30%	40%
Opportunity Support		•	•	•
Dedicated Partner Account Manager		•	•	•
Technical Pre-Sales Manager		•	•	•
Lead Sharing		•	•	•
Required NFR (£200) Purchase		•	•	•

Marketing Benefits	Silver	Gold	Platinum	Strategic
ThinkGrid Partner Portal	•	•	•	•
ThinkGrid Corporate Logo Usage	•	•	•	•
Seminar-in-a-Box Materials	•	•	•	•
Quarterly Programme Webinars		•	•	•
Marketing Templates and Tools	•	•	•	•
Seminar & Event Support		•	•	•
Joint Case Study Opportunities		•	•	•
Joint Press Release Opportunities		•	•	•
Joint Marketing Development Fund inclusion			•	•

Technical Benefits	Silver	Gold	Platinum	Strategic
Technical Support (24x7)	•	•	•	•
Knowledge base access	•	•	•	•
Training Videos	•	•	•	•
Access to testing programs		•	•	•
Access to Technical Previews		•	•	•
Product roadmap webinars	•	•	•	•
Roadmap advisory meetings			•	•

Platform Options	Silver	Gold	Platinum	Strategic
Private Label Available		•	•	•
Multi-Tier Private Label Available		•	•	•
Personal Platform Training		•	•	•
Platform Videos/Documentation	•	•	•	•

Platform Level Options

ThinkGrid offers a number of ways to partner to fit your business and go to market model. If you are just looking to resell certain services or run your entire cloud business. Once you have selected your partner tier, you can select the platform level you wish to utilise.

Certified Partner

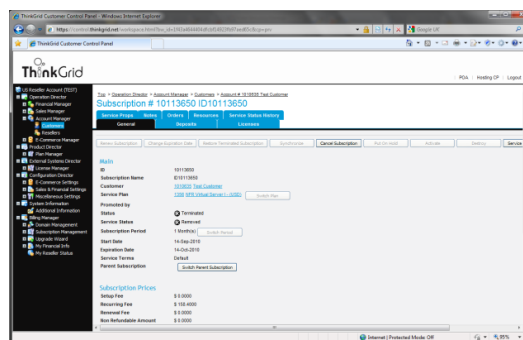
ThinkGrid's certified partner programme is our entry level platform for resellers, value added resellers and IT managers to create and manage user accounts and provision cloud based IT services. As a certified partner you are in essence using the platform primarily as a provisioning tool using your own existing tools or process to bill your customers.

You can create multiple accounts for each of your customers and provision services under each. Provisioning has a simple if workflow you and your customers can track and access can be granted to the end-user to login and manage some of the service elements themselves. Services are branded as ThinkGrid however the customer control panel can have your logo uploaded to provide some co-branding look and feel.

Who should look at being a Certified Partner?

- ✓ Value-Added Resellers
- ✓ IT Consultants
- ✓ MSP's

There is also an option to upgrade your account to Private Label later on once you have a solid business case.



Private Label & Multi-Tier Private Label

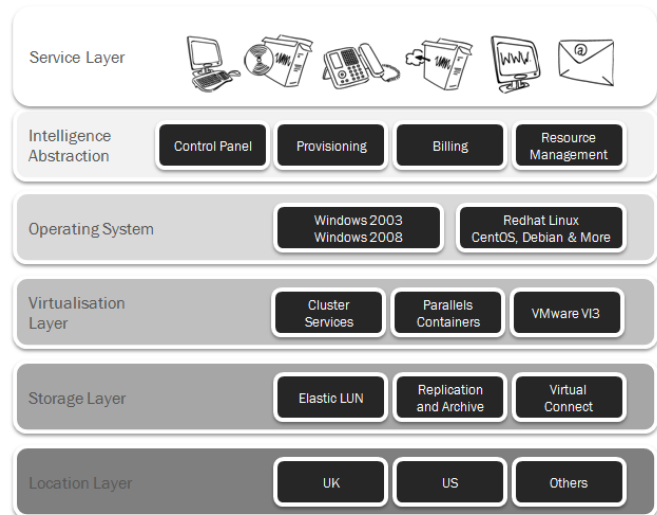
As a Private Label partner, you will work with ThinkGrid to build your own, branded, customized cloud delivery platform. This platform will allow you to build and create services, provision, bill and manage them and give you the opportunity to deliver profitable recurring revenue services. Moreover, because we offer such a comprehensive array of services, ThinkGrid gives you the perfect opportunity to gradually introduce your customers to additional services like Hosted Virtual Desktop (VDI), Software as a Service, VOIP, Virtual Infrastructure and more... Multi-Tier allows you to also create your own resellers and increase your supply chain with all the pricing, discounting and management tiers increased.

Who should look at Private Label?

- ✓ Value-Added Resellers
- ✓ IT Managed Services Providers
- ✓ MSPs/Hosting Companies
- ✓ Systems Integrators

Multi-Tier Version:

- ✓ Value Added Distributors
- ✓ Telcos
- ✓ ISVs



Components of the Private Label platform

Private Label lets you fully re-brand ThinkGrid's IT platform in order to provide an on-demand service to your customers through a platform they will believe you are responsible for. This provides you with a tried and tested solution without any requirement for CapEx investments and the ability to launch within weeks rather than years

Private Clouds

Private clouds are perfect for customers or partners who wish to have their own dedicated cloud hardware either on or off-premise. This can be for legal reasons, business policy or security.

Plan and service creation

Build your own cloud computing service offerings, resources and bundles. Price them however you wish - billing period, discounts and promotions, etc. Tailor them to specific vertical markets or segments.

Full API

ThinkGrid includes powerful user interfaces to manage and provision services into the cloud platform, but for those partners or customers looking to integrate an existing infrastructure or existing control panel, ThinkGrid provides an API via XML-RPC.

Back office provisioning

Control provisioning of your products and services and define rules for either automatic or manual provisioning. Add in work flow for payment, and have real time management of services.

Customer management and communication

Control all of your customer information, invoicing, products and services. Drive up-sell and cross-sell. You can also use the system to send newsletters and information to your customer base.

Customer Interfaces

A fully branded aggregated web-based interface lets your team and your customers access their services. Easy and intuitive panels allow customers to self-service and self-manage, increasing stickiness and reducing your admin costs

E-commerce store

For partners looking for transactional services, ThinkGrid provides a brandable ecommerce store and self-service interface which hooks into the provisioning and processing platform.

Billing Engine

ThinkGrid provides a full utility billing system that can handle pro-rata utility services and multiple payment types. The invoice records can then either be exported into your payment system or sent straight from the Thinkrid Platform

Cloud Platform Components

We offer two ways to present your cloud business: Use the vanilla configuration of our cloud management platform, or customise the capabilities and branding via our 'Private Label' options.

Key Components	Certified	Private Label
Starting Price	No Cost	£ 1,500.00
Basic Platform Training	•	
1 day Platform Training		•
2 day Platform Training		
Key Features		
Manage Customers (End-Users) Add, Edit and Manage your end-user customers, contacts and services	•	•
Manage Resellers Add, Edit and Manage resellers and customers, contacts and services		
Basic End-user Control Panel Access Allow end-users to control elements of their cloud services directly	•	
Advanced End-User Control Panel Access Bill End-users automatically, and allow them to fully self-service from the control panel		Requires Customer Billing Module
Basic Control Panel Branding Upload your logo to create a co-branded end-user control panel	•	
Advanced Control Panel Branding Custom URL and full control panel branding (CSS/HTML)		•

Billing + Operations	Certified	Private Label
<p>Customer Billing Bill, invoice and manage your customers' payments.</p> <p>Reseller Billing Setup and bill, invoice and manage resellers directly.</p> <p>Multi-Tiered Billing (Distribution Model) Allows the creation of resellers and also allowing resellers to use the system for managing their own customer's payments either through credit/debit card or bank payment. A fully automated distribution solution.</p> <p>Credit Card Processing Supports credit/debit card billing (through your own merchant account), wire and bank payments. Authorize.net or SAGE pay</p> <p>Custom End-user Pricing Change pricing for your service plans and for upgrade/downgrade resources.</p> <p>Customer Billing Frequency Choose different billing frequencies such as monthly, quarterly, annually etc</p> <p>Promotion and Discount Manager Apply special promotions to services or discount certain services to End-users or Resellers</p> <p>Affiliate Reporting Setup affiliate marketing programme and track sales and report through your affiliates</p> <p>Sales Commission Reporting Internally track either individuals or team sales with full reporting.</p> <p>Online Store Module Setup an online transactional store with your branding to allowing purchasing directly online. Requires Advanced End-user Control Panel Access</p>		<p>£750</p> <p>£750</p> <p>•</p> <p>•</p> <p>•</p> <p>•</p> <p>•</p> <p>£500</p>

Start Selling in the Cloud

Don't get left behind - offer your customers the most powerful set of IT solutions from the cloud today. Contact the ThinkGrid Channel Team via the web site www.thinkgrid.com or email partners@thinkgrid.com to get started.