



DATAFORT CHANNEL PARTNER PROGRAMMES

In addition to having the expertise and local infrastructure to support the growth of your managed services business, DATAFORT's new portfolio offers a range of attractive USPs that will significantly enhance your competitive edge. These include:

BUSINESS CONTINUITY SERVICES

- Recovery of critical systems in minutes, not the hours or days it took in the past;
- Provide low cost, long-term data backup options;
- Offer compliant archive recovery with flexible retention profiles including 3, 7 or 14 year rotations.

BYTEBAQ PROFESSIONAL

- Offer fixed price offsite backup as an entry level service to wean customers off tape backup.

We will work with you to develop a proposition that will attract long-term customers to your business. Regardless of whether you service larger or smaller businesses DataFort has a programme that will profitably work for you.

DataFort has "you bill" options that allow you to include our services in a larger support or security package. We also offer "we bill" options that free you from the hassle of payment management and credit control.

The fixed price model.

One of the issues that have kept automatic offsite backup from dominating the SME security market is the variable price structure based on data volume. As the business grows, so follows the amount of data your customer needs to store and with it the cost of backup. This results in poor account retention, even if the customer has been otherwise pleased with the service.

DATAFORT has recognized this shortcoming and has created a range of services with a fixed price structure. The result is a significant increase in customer retention which means more long-term profit for your business.

DATAFORT DEALER APPLICATION

Please fill out the form below and email to sales@datafort.com or fax to 0870 831 4580.

Date: _____

COMPANY INFORMATION

Company Name: _____

Address: _____

Telephone: _____ Email: _____

Company Reg N^o: _____ VAT N^o: _____

How many years has your company been in business? _____

Type of business? _____

Do you offer engineering services? _____

CONTACT INFORMATION

The primary contact is directly involved in moving this business relationship forward. Please note a company director must sign the final reseller agreement.

Name of Primary Contact: _____

Title in Company: _____

Direct Phone and Extension: _____ Fax No.: _____

Contact Email: _____

SERVICE AND PAYMENT MODEL

Which services do you wish to resell:

High Availability Services (This includes Hi-5, Vaulting Plus, Bytebaq laptop and Cold Storage)

DataFort will invoice customers and pay commission

Dealer will invoice customers directly. (A credit limit may apply)

ByteBaq Professional

For resale of Bytebaq Professional, check all that apply.

Web download. (Reseller bills customer, payment required after sale) Suitable for website sales or email marketing

Bundling with other services. (Reseller bills customer, payment required after sale) Suitable for IT Support companies, ISPs or other companies that will use the service as part of a larger offering.

Point of purchase display. (DataFort bills customer) An A5 POP is provided to be placed near till. Poster and coded order cards with download address included.

Installed advertisement. (DataFort bills customer) Suitable for equipment manufacturers. Customer chooses to activate account after watching short, dynamic advertisement and pays after trial.

Installed account. (Reseller bills customer, payment required after sale) Suitable for network integrators and equipment manufacturers who wish to presell the service to their customers along with hardware.

Boxed CDs. (Reseller bills customer, prepay required) Suitable for catalogue or retail sales. Minimums apply.

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DATAFORT

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