

Robson Communications Delivering IT Services From The Cloud

Channel Partner Program Overview

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Robson's comprehensive platform delivers a wide range of secure IT services from the cloud. Leveraging our proven expertise in designing and operating a large-scale, automated infrastructure, we have deployed a state-of-the-art enterprise platform that our channel partners can use to build and provision services for their customers – online and on-demand.

■ About Robson

Founded in 2002, Robson Communications Inc. is headquartered in Vancouver, British Columbia, Canada, and operates three datacenters – two in Vancouver and one in Toronto. Our highly available and secure services are powered by our datacenters and the state-of-the-art, fully scalable IT infrastructure that is the foundation for our services and platform.

As a channel partner, you can package our cloud-based services for different vertical markets and enjoy discounts designed to let you resell our services together with your value-added products, and still increase revenues.

■ About Cloud Computing

Cloud computing is a way of delivering IT services without requiring end users to buy, install, manage or own any infrastructure. All of your desktops, software, applications and services are accessed over the Internet or a secure network. Enjoy better, faster and highly scalable IT services for less money and no hassles.

Our Channel Partner Program

Robson's infrastructure is designed to offer a complete range of pay-as-you-go IT as a Service offerings. From servers and desktops, to applications, email and web hosting, these services let businesses of all sizes avoid the costly and cumbersome process of buying, operating and maintaining their IT in favour of an on-demand, scalable and fully supported hosted infrastructure.

Our channel partners now have a unique and powerful opportunity to use our platform to deliver cloud-based IT services to a large and poorly served sector – small to medium-sized businesses. This à la carte style of procuring IT solutions lets you mix and match services based on the specific needs of your customers.

We know our partners play an important role in customers' success, as well as ours. You understand the IT needs, budgets and concerns of your customers and together we can match your expertise with our highly available cloud services – solving real business challenges, together.

The Robson Channel Partner Program lets you offer cloud-based, value-added IT services, while rewarding you for delivering the best IT solutions for your customers. And to support your sales and marketing efforts, we will provide you with collateral, proactive go-to-market campaigns and product demonstrations.

■ Benefits of Selling Cloud Computing

Increase Revenue

Earn healthy revenue monthly, rather than on a one-time, per project basis.

Diversified Service Offering

Sell new, value-added services to your customers, letting them subscribe to what they need from one centralized services depot.

Reduce Overhead

Use Robson's centralized and fully managed platform to quickly build and deliver standardized solutions without additional overhead.

Stand Out

Become your customers' go-to partner by offering pay-as-you-go solutions together with your traditional services.

Enhance Loyalty

Enjoy long term customer loyalty, deep traction and protection from competitors with our platform that enables ongoing contact, excellent support and broad service offerings.

Cloud Services Available

Expand your customer base and develop deeper relationships with existing customers with a larger suite of services that address the most common IT needs a of businesses:

- Desktop computing
- Virtual server infrastructure
- Software applications (SaaS)
- Email and communications
- File sharing and collaboration

Partnership Tiers & Related Benefits

Your partnership level is determined by your company's investment in Robson's training and sales program. When you increase your level of engagement, your margins and benefits increase accordingly, as detailed below:

Technical Benefits	Certified Partner	Gold Partner	Platinum Partner
Technical support	●	●	●
Knowledgebase access	●	●	●
Demo suite		●	●
Testing program access		●	●
Technical preview access		●	●
Product roadmap planning sessions			By Invitation

Sales Benefits	Certified Partner	Gold Partner	Platinum Partner
Authorized to sell Robson's services	●	●	●
Pricing discount	10%	20%	30%
Event sponsorship eligibility	●	●	●
Opportunity registration program <i>with additional discount</i>		By Invitation	●
Dedicated Robson partner account manager		●	●
Pre-sales technical support		●	●
Lead sharing			●
Joint go-to-market planning			●

White Label	Certified Partner	Gold Partner	Platinum Partner
		●	●

Marketing Benefits	Certified Partner	Gold Partner	Platinum Partner
Robson partner portal	●	●	●
Robson corporate logo use	●	●	●
Seminar-in-a-box material	●	●	●
Marketing templates and tools		●	●
Seminar and event support		●	●
Marketing development fund eligibility		●	●
Joint case study opportunities		●	●
Joint press release opportunities			●
Joint marketing engagement opportunities			●

Partner Requirements	Certified Partner	Gold Partner	Platinum Partner
Robson Partner Program Agreement	●	●	●
IT reseller targeting end-users	●	●	●
Completion of Robson baseline training	●	●	●
Robson sales professionals		1	2
Robson technical sales professionals		1	2
Marketing initiatives per quarter		1	2
Monthly revenue targets		●	●

As a white label partner, you will work with Robson to build a customized platform for creating, provisioning and managing the service you wish to offer. These services will then deliver profitable, recurring revenue. Our wide range of services gives you the perfect opportunity to gradually introduce your customers to additional services like virtual infrastructure, virtual private server, Exchange email and more.

Who should consider White Label?

Successful distributors of cloud-based IT services include value-added resellers, ISPs, hosting companies, ISVs, systems integrators and large internal IT departments.

Elements of the White Label Program

With white labelling you can fully re-brand Robson's IT platform to provide on-demand services to customers through a platform they will believe is yours. This lets you avoid the capital investment typically involved with developing proven cloud-based IT solutions – and you can launch these services in a matter of weeks, not months or years.

Private Clouds

Private clouds are ideal for those customers or partners who wish to have their own dedicated cloud hardware either on or off-premise. A private cloud can be required because of a business policy, security issues and legal reasons.

Customer Management & Communication

You can control all customer information, invoicing, products and services, and use this information to drive up-selling and cross-selling. Newsletters and important information can also be sent to your customer base through this system.

Plan & Service Development

Build your own cloud-based service offerings, resources and bundles. From billing periods to discounts and

promotions, you can price your services as you wish and tailor them to specific vertical markets or your target customer base.

Customer Interfaces

Your team and customers access their services through a fully branded, intuitive control panel that allows them to self-help, thereby reducing their support needs. Customers can instantly access the services they want and make changes on demand.

Full API

Robson provides an API via XML RPC for those partners or customers who wish to integrate an existing infrastructure or control panel.

Ecommerce Store

Robson provides an ecommerce store and self-service interfaces that can be branded for partners who need transactional services.

Back Office Provisioning

You can control the provisioning of your products and services, as well as define rules for either automatic or manual provisioning. Add in work flow for payment and have real time management of services.

Billing Engine

A billing system is included that can be used to manage and bill your customers, as well as handle pro-rata utility services and multiple payment types.

■ Start Selling in the Cloud

Grow your business and revenues with Robson by offering your customers a powerful set of IT solutions from the cloud. Contact our Channel Partner Program team by visiting our website www.robsoninc.com or emailing us at partners@robsoninc.com to get started TODAY!