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Continuity in Computing

Virtual Alpha VAR Summary

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Migration Specialties utilizes a Value Added Reseller network to increase the availability and support network for its products. This document summarizes the benefits of becoming a Virtual Alpha VAR and the qualifications, requirements, and responsibilities the VAR organization.

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BENEFITS

Qualifying as a VAR for Migration Specialties Virtual Alpha products provides benefits designed to help the VAR organization profitably acquire and retain customers requiring OpenVMS and Tru64 Unix services.

- 1) **No Registration:** Migration Specialties does not require VAR registration of prospects.
- 2) **Product Discounts:** VARs receive a base 10% discount on all Migration Specialties products and services. Discounts can increase to a maximum of 40% based on sales volume. Foreign VARs can earn an additional discount by translating Migration Specialties product literature into local languages.
- 3) **Product Sales Support:** VARs receive direct sales support to help promote Migration Specialties products and close customer sales. Support includes product updates, demonstration keys, and sales consulting services.
- 4) **Product Technical Support:** VARs receive frontline technical support directly from Migration Specialties to help deliver Virtual Alpha solutions and resolve customer issues.
- 5) **Web Support:** VARs are listed on Migration Specialties Virtual Alpha VAR page. The listing includes VAR contact information and a link to the VAR Virtual Alpha web page.
- 6) **Non-compete:** Migration Specialties does not compete against its VARs. We guaranty to quote our products at the published list prices, leaving VARs a minimum of a 10% margin.

QUALIFICATIONS

Migration Specialties Virtual Alpha VARs must be a legitimate company with the following resources:

- 1) Corporate web site.
- 2) Employees with good working knowledge of one or both of the following operating systems and their associated layered products:
 - a) OpenVMS
 - b) Tru64 Unix, including Digital Unix and OSF/1
- 3) Employees with good working knowledge of Alpha hardware.
- 4) Capability to provide frontline customer support covering Migration Specialties Virtual Alpha products during normal business hours (local time).

REQUIREMENTS

Companies meeting Virtual Alpha VAR qualifications can become a Migration Specialties VAR organization and qualify for product discounts by meeting the following requirements:

- 1) Meet the qualifications listed in the previous section.
- 2) Provide background material such as technical resumes and success stories that support Alpha OpenVMS and Tru64 Unix technical abilities.
- 3) Respond to written and verbal interviews with Migration Specialties in a timely manner.
- 4) Provide customer references.
- 5) Sign a VAR agreement with Migration Specialties. The VAR agreement includes non-disclosure and confidentiality components.

RESPONSIBILITIES

A Migration Specialties VAR has responsibilities to its Virtual Alpha customers and to Migration Specialties.

- 1) **Sales & Marketing:** The VAR must actively promote Virtual Alpha products.
- 2) **Web Site:**
 - a) The VAR must maintain a reference to Virtual Alpha products on its company home page.
 - b) The VAR must maintain at least one page devoted to Virtual Alpha products.
- 3) **Customer Support:**
 - a) The VAR must provide frontline product support to its Virtual Alpha customers during normal business hours (local time). VAR's meeting additional resource qualifications may offer enhanced support such as 4-hour response and 24x7 coverage.

- b) The VAR must assist Migration Specialties in acquiring information to recreate and correct customer reported problems with Virtual Alpha products.
- 4) **Confidentiality:** The VAR must treat customer and Migration Specialties information as confidential at all times unless explicitly released from this obligation by the relevant party.
- 5) **Credibility:** The VAR must provide credible solutions utilizing Virtual Alpha technology and avoid overstating the technologies' capabilities.

GETTING STARTED

If interested in becoming a Virtual Alpha VAR, send an e-mail to Sales@MigrationSpecialties.com with "**VAR Application**" in the header. Please include the following information in the e-mail:

- Company web site
- Contact information
 - Contact name
 - E-mail address
 - Telephone number
 - Mailing address
- A summary of each of the following items:
 - Virtual Alpha qualifications
 - Anticipated Virtual Alpha market
 - Virtual Alpha sales strategy

Upon receipt of this information, Migration Specialties will contact you to further discuss cooperation on sales of Virtual Alpha products and services.