

Channel Partner Program

Grow and expand your virtualization market opportunity with Virtual Iron Channel One



- **Broaden your virtualization portfolio and revenue opportunities with the enterprise-class alternative.**
- **Provide your customers with comparable capabilities to VMware for 80% less.**
- **Expand your market opportunity with an attractive price point and more value-added virtualization services.**
- **Differentiate your product and service offerings with the latest virtualization technologies.**
- **Deliver higher margin products and services**
- **Work with a company that is 100% channel focused and dedicated to your success.**

VIRTUAL IRON - THE VMWARE ALTERNATIVE

Server virtualization can address a number of data center initiatives including consolidation, rapid provisioning, high availability computing, disaster recovery, capacity management and policy-based automation. The benefits are numerous, very tangible and produce significant and measurable ROI in a short period of time.

X86 server virtualization is not new, but to date, VMware has been the only real option. This fact has stifled customer adoption and given users and partners little or no leverage in pricing. At the same time, the channel has become saturated. Margins are being squeezed by increasing channel conflict. And while the cost of entry and participation in channel programs increase, the related revenue opportunities dwindle.

According to IDC, adoption of server virtualization is currently only six percent and the single biggest hurdle to future adoption is cost.

“Server virtualization is quickly becoming a key area of investment for IT organizations worldwide. The clear return on investment combined with a broadening set of use cases has opened the door for mainstream customer adoption.

As organizations look to invest in virtualization 2.0, there is a clear role for competition in the market. Virtual Iron is providing the advanced features and functions, including virtual infrastructure management, to meet customer requirements while lowering the barrier of cost.”

*- Program Director,
Enterprise Virtualization
IDC*

Consequently, there is strong market demand for choice in the market. As value-added resellers evolve from single-vendor deployment shops into “virtualization” solution providers, they need to be able to offer different capabilities based on customers’ needs.

Virtual Iron has developed the first commercial alternative to VMware for Windows and Linux virtualization. Based on an open source hypervisor, the company’s platform delivers advanced capabilities that leverage industry standards and processors with built-in hardware-assisted virtualization at a fraction of the cost of VMware. Virtual Iron targets strategic applications for server virtualization like data center consolidation, rapid provisioning, high availability, disaster recovery, capacity management and policy-based automation. These applications create significant value-added services opportunities for channel partners.

There are a number of reasons to add Virtual Iron to your virtualization portfolio:

- 80% less cost for comparable VMware capabilities
- sophisticated, policy-based management and automation
- ability to take full advantage of Intel® VT and AMD-V® hardware assisted virtualization for better performance and lower overhead
- support for enterprise-class workloads - up to 8 CPUs and 96GB of memory in a virtual server
- unmodified 32 & 64 bit guest OS support

VMware = Shrinking Profit Opportunity	Virtual Iron = Growing Profit Opportunity
Saturated ecosystem limits both product and services revenue opportunities	100% channel strategy maximizes product and services opportunities
High price point excludes new market segments	Alternative price point – 80% less - expands market opportunity in new segments
Customer budgets consumed by expensive, low margin software licenses	Deliver complete solutions - Servers, SAN, Software and PS - with higher value and higher margins
Limited enabling services	Advanced policy engine and open API's allow for unlimited services opportunities
High cost of entry and participation in channel program	Low cost of entry and participation in channel programs

COMPARATIVE FEATURES

	Virtual Iron 3	VMware Virtual Infrastructure 3
Virtualization Stack	Open Virtual Iron	ESX Server
Integrated Virtualization Management	Virtualization Manager	Virtual Center 2.0
Multi-processor Virtual Machines	Virtual SMP	Virtual SMP
Migration of Virtual Machines	Live Migrate	VMotion
Recovery & Maintenance of Servers	Live Recovery + Live Maintenance	High Availability & Maintenance Mode
Capacity Management	Live Capacity	Distributed Resource Services (DRS)
Policy-based Automation	Live Capacity+ Live Migrate	DRS + Vmotion

VIRTUAL IRON - 100% CHANNEL FOCUSED

Virtual Iron delivers its products through a core group of go-to-market partners in each region via its Channel One Program. Our Channel One partners include System Integrators (SIs), Consultants, Value Added Resellers (VARs), and International Distributors. These relationships complement and extend our offerings to deliver world-class virtualization solutions to our joint customers.

Our partners act as a trusted advisor to their prospects and customers and help deliver solutions to solve their business problems.

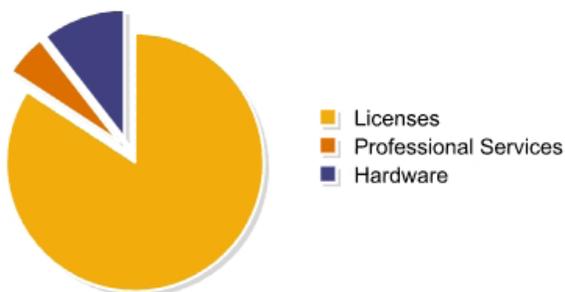
Virtual Iron's advanced software capabilities create a number of consulting and professional services opportunities for channel partners. These include data center assessment, physical to virtual migration, capacity planning and utilization, implementation and deployment, policy-based automation development and various managed services.

Virtual Iron enables you to deliver the types of strategic solutions that your customers count on you for:

- Leveraging industry standards and open source technologies
- Lowering the cost of data center management and maximizing infrastructure investment
- Providing best of breed solutions that increase IT agility and responsiveness
- Ensuring compliance with complex industry standards and regulations
- Providing a competitive advantage in the marketplace

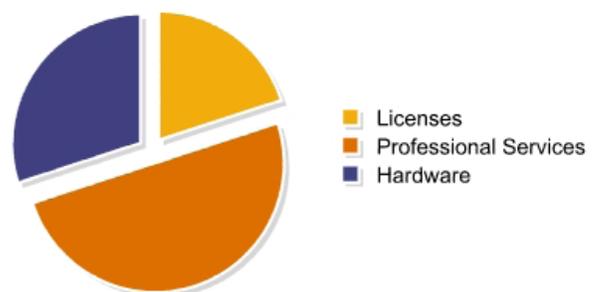
By combining Virtual Iron's advanced virtualization and management capabilities with your products and services, you can extend your offerings to deepen business relationships with existing customers, address the needs of new prospects, and profitably grow your business.

VMware-Based Solutions



- Low or no margin software licenses
- High value/margin services limited due to software costs
- Additional hardware limited due to software costs

Virtual Iron-Based Solutions



- Higher margin, low-cost software licenses
- Higher margin professional services revenue
- Additional hardware sales opportunities
- Deliver a full solution for same/less cost

VIRTUAL IRON CHANNEL ONE PROGRAM BENEFITS

Each channel partner and customer has very specific business goals, objectives and requirements. The Channel One Program allows each partner to tailor its program to its specific business and customer needs and supports each with a variety of programs to help ensure success. These include:

SALES & MARKETING 
<ul style="list-style-type: none">Comprehensive sales and marketing support
<ul style="list-style-type: none">Joint marketing programs
<ul style="list-style-type: none">Partner promotion & visibility
<ul style="list-style-type: none">Joint press activity
<ul style="list-style-type: none">Lead registration and referral
<ul style="list-style-type: none">Virtual Iron channel partner manager
SOFTWARE & PRODUCT SUPPORT
<ul style="list-style-type: none">Pre and post sales support
<ul style="list-style-type: none">Technical support
<ul style="list-style-type: none">Partner knowledgebase
<ul style="list-style-type: none">Demonstration and evaluation software
<ul style="list-style-type: none">Quarterly partner updates
<ul style="list-style-type: none">Sales and technical training
INTRODUCTORY PROGRAM FEE
<ul style="list-style-type: none">No charge

BECOMING A VIRTUAL IRON CHANNEL ONE PARTNER

We're looking for a select group of channel partners that fit our profile for success:

- Focused virtualization practice and business
- Provide hardware, software and professional services
- Consultative sales approach to customers that includes different technology options
- Solutions-based approach to addressing customer needs
- Geographically focused and staffed

If your firm fits this profile, go to www.virtualiron.com/partners and complete the partner registration form. Once submitted, your application will be reviewed and a Virtual Iron Channel One Partner Manager will contact you to learn more about your business and discuss a partnering strategy. Channel One Partner Program acceptance requires a completed Virtual Iron Channel One Partner Agreement and completion of a sales and marketing plan.

About Virtual Iron

Virtual Iron provides software for creating and managing virtual infrastructure. The company is focused on delivering advanced virtualization capabilities that exploit industry standards, open source economics and processors with virtualization technology built-in. Organizations use Virtual Iron's software for consolidation, rapid provisioning, business continuity, workload management and policy-based automation to deliver significant improvements in utilization, manageability and agility. For more information, visit www.virtualiron.com or email info@virtualiron.com.



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