

# JOIN THE LIQUIDWARE LABS PARTNER NETWORK

Liquidware Labs™ is the leader in desktop transformation solutions for next-generation physical and virtual desktops, including VMware® View, Citrix® XenDesktop, Red Hat® and Microsoft® Windows 7. The company's Stratusphere™ and ProfileUnity™ solutions have been described by analysts as the industry's first 'On-Ramp to VDI,' providing a complete methodology and software that enables organizations to decouple users and applications from the operating system and to cost-effectively assess, design, migrate and validate the user experience for next-generation desktop infrastructure. Liquidware Labs products are VMware® and Citrix® certified, and are available through a global network of partners.

## Liquidware Labs' Proven Methodology and Solutions Increase Your Business

### ASSESS

Partners can save hundreds of man hours by not doing personal interviews and collecting subjective data as well as only partial data from select group of users. Also the VAR must do some guesswork to complete the assessment which can cause loss of profit and confidence to their client as the project moves forward. Liquidware Lab's automated tool, Stratusphere FIT™, not only assesses EVERY user but records their current performance as a baseline, and rates every user as GOOD, FAIR or POOR VDI candidate from hundreds of calculated metric comparisons and calculations done behind the scenes. Liquidware Labs also provides a deliverable readout to the partner for them to present to the client on the assessment with all the detail the client needs to understand his environment.

### DESIGN

Without Stratusphere IXD, more guesswork and hundreds of non-billable man hours are used by most VARs to calculate server capacity, storage capacity as well as the "shared image" strategy for the VDI project. But, because of the extensive data collected with the assessment solution, the VAR can use that data to produce a "blueprint" for the partner to build the proper virtual infrastructure with confidence and in a very timely fashion - again saving the partner hundreds of non-billable man hours and more guesswork, and, ultimately leading to more profitable projects and satisfied clients.

### MIGRATE

Another huge savings and benefit to VARs is our solution, ProfileUnity, for automated migration of the users' settings and data from the physical to the virtual desktop. Normally this process involves many man hours of tedious manual effort to touch each desktop, relying on significant human interaction that can result in errors, potential security breaches with people exposed to private data and loss of productivity as each worker is interrupted during migration. With Liquidware Labs ProfileUnity migration solution, all this can be defined, automated and done behind the scenes to eliminate risk, loss of productivity, and increase the partner's profitability dramatically.

### VALIDATE

The last step in the Liquidware Labs four-step methodology for transforming desktops from physical to virtual is validating the job was done correctly and that the user experience of the virtual desktop rivals that of their physical desktop. Both end users and partners see this as a huge advantage. With Stratusphere UX, partners provide objective data and comparisons to their clients to show they have successfully completed the POC so they can move on to the larger project and repeat the process for the next group of identified workers. End users equally see the value in this step because it allows them to lessen the "noise" that can bubble up with change, as concrete data verifies objectively that the migration was successful and supports positive user attitudes and acceptance of virtual desktops.



ASSESS

DESIGN

MIGRATE

VALIDATE

# Gain Maximum Profitability For Your Business

## Lower Total Cost of Virtual Desktop

- Leverage Stateless Desktops
- Extend View Persona or Citrix UPM
- Low Cost, Ease of Use
- No Backend Infrastructure
- Shorten Time to Production
- Eliminate Guesswork, Manual Processes, and Human Error

## Our Complete Desktop Transformation Suite

### User Virtualization & Profile Management

### User Experience Diagnostics

## Speed Adoption and Acceptance

- One Vendor/All Platforms
- Assess>Design>Migrate>Validate
- No "Finger-Pointing"
- Close POC/Pilots Faster
- Engage More Customers
- Extend Participation in Projects

## Resolve Existing Deployment Issues

- Root-cause Health Check
- Unique Metrics/One Tool
- Ensure Performance when Scaling
- Support More Users with Virtual Desktops
- Optimize Image/Infrastructure

## Liquidware Labs Partner Program Overview

Benefits	Levels			Comments
	Acceler8	Premier	Standard	
Use of Licenses for Unlimited Engagements	✓	-	-	
Margin	20%	20%	10%	
Deal Registration	10%	10%	-	
Deal Registration Rebate Eligible	✓	✓	-	
Joint Marketing Events	✓	✓	-	
NFR Licenses	✓	✓	-	
Joint Sales Calls	✓	✓	✓	
Liquidware Labs Website Placement	Logo	Logo	Name	
Lead Distribution	ProfileUnity™ Stratusphere DESIGNER™ Stratusphere FIT™ Stratusphere UX™	ProfileUnity™ Stratusphere UX™	-	
Joint Case Studies	✓	✓	-	
Commitments	Acceler8	Premier	Standard	
Fee for Software	\$4,995	-	-	
Completed Quarterly Business Plan	✓	✓	-	
Annual Revenue Commitment*	✓	-	-	*To be determined in business plan
Quarterly Deal Registration Commitment*	5	5	-	*To be determined in business plan
Onsite Sales Trainings	As Needed	As Needed	-	
Onsite Technical Trainings	As Needed	As Needed	-	
NFRs deployed	✓	Optional	-	
End Customer Seminars	1 per Quarter	1 per Quarter	-	
End Customer Webinars	1 per Quarter	1 per Quarter	-	
Web based Sales Training	Quarterly	Quarterly	-	Minimum 3 Reps.
Web based Technical Training	Quarterly	Quarterly	-	Minimum 3 SE's
Account Mapping	✓	✓	-	
Pipeline Reviews	Bi-weekly	Bi-weekly	-	
Quarterly Business Reviews	✓	✓	-	

\* Preferred Guidelines. All final commitments can be negotiated, but must be reflected in business plan.

## Liquidware Labs – Direct Impact On Your Success

Liquidware Labs offers benefits that directly impact your success:

- Generous margins maximize your potential on every deal
- Deal Registration protects deals you have worked on
- Low-cost license-use increases frequency of customer engagements
- Public relations promotes your customer successes
- Joint go-to-market programs for targeted lead generation
- Training enhances your status as "trusted advisor" on VDI projects
- Solutions shorten project lifecycles, so you can take on more projects
- Solutions can be leveraged to generate services revenue

As a Liquidware Labs partner, you differentiate yourself with highly competitive solutions that provide high value to your customers at an affordable entry point. You can engage with customers earlier in projects and prolong your involvement with critical assistance at subsequent phases. You can shorten customers project lifecycles and lower TCO, while helping to ensure a successful project that meets their specific requirements. As they scale and expand their environment, you can be there too, with the expertise, services and solutions they will need.

Liquidware Labs Partner Programs are designed to enhance your value to both current and potential customers, while providing you with the key benefits you need to expand your business in a growing, lucrative market. Make certain of a rewarding future by becoming a Liquidware Labs partner today.

Transforming  
the Desktop™

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