

nAppliance PartnersFirst Program

Working together to secure Microsoft-centric networks

"nAppliance is the first company to deliver prescriptive security solutions for Microsoft applications. The nAppliance Series integrates Windows 2003 and ISA 2006 with nAppliances' ONEface framework to enhance and defend the world's most widely used business applications."

- Billy Bath, Director of Business Development



Solutions overview

nAppliance has partnered with leading network security software developers, Microsoft and Intoto, to create the nAppliance line of network security appliances. In addition, nAppliance has partnered with Coyote Point to offer a network load balancer to complement the security lines. These products will provide nAppliance partners with flexible and scalable solutions to meet the security needs of their target market. Harnessing the power of Microsoft's Internet Security and Acceleration (ISA) Server 2006 and Intoto's Intrupro IPS, nAppliance products offer a comprehensive set of application-layer security features to protect any enterprise that depends on Microsoft business applications. nAppliance provides channel partners with three powerful vehicles to drive revenue growth:

1. High-margin, point-of-sale revenue
2. Recurring security assessment and maintenance opportunities
3. Professional services revenue associated with the prescriptive security configuration of core infrastructure applications.

Ironclad Partnership Program: Designed to fit your business model

nAppliance recognizes that each channel partner has unique needs and that channel business models are as diverse as the market opportunities. To meet the varied demands of our partners, the nAppliance Ironclad Partner Program offers three levels of participation to deliver the tools and resources that best match your business goals. We are committed to strong channel relationships and integrity that is ironclad.

Silver: nAppliance Authorized Reseller: For those smaller resellers or VARs where network security is not the core of their business, but still an integral part of their portfolio, we offer a basic level of partnership. Authorized Resellers have access to a wide

range of sales tools to help them succeed in selling nAppliance products, and to stay abreast of the latest news and technologies for securing core Microsoft infrastructure applications. This program level is perfect for those resellers that can commit to selling at least one nAppliance per month, and have at least one dedicated, in-house certified network security staff.

Gold: nAppliance Certified Partner: Gold Certified Partners have a high level of technical proficiency configuring Microsoft infrastructure applications with security in mind. The Ironclad Partner program rewards Certified Partners with a wealth of resources to improve their own security product portfolios and gain more network security business. The Ironclad Partner program helps these partners gain advantage in the marketplace, maximize professional service revenue, and realize the positive impact that deep security domain expertise has on business results. This level is perfect for resellers that are serious about improving their standing as network security VARs, and can sell network security appliances on a weekly basis.

Platinum: nAppliance Master VAR/VAD Partner: Master partners are those businesses that have achieved high levels of technical competency and sales volumes in the network security space. These are both Value Added Distributors who provide financial, logistical and technical support to network security resellers, and VARs who provide network security to a large and diverse group of clients. Master partners reap the highest benefits of the Ironclad Partner program. They can utilize a variety of marketing support and technical education services to ensure the highest level of channel support and realize rapid business growth from securing Microsoft applications with nAppliance security solutions.

Leverage the Microsoft and nAppliance Commitment to Security: Responding to the reality that network-based security offers little protection against exploits that target application vulnerabilities, the Microsoft Trusted Computing Initiative is committed to minimizing the attack surface of Microsoft applications by designing and installing applications with security in mind. Microsoft is aggressively developing and acquiring the technologies necessary to insulate its core infrastructure applications with defense-in-depth protection.

Internet Security and Acceleration (ISA) Server 2006 is a key component of the Microsoft defense in-depth strategy. ISA 2006 includes a powerful application-layer firewall that provides the stateful packet filtering and deep-packet inspection to function as a secure gateway for critical business applications such as Microsoft Exchange Server, SharePoint, and IIS.

nAppliance delivers the feature-rich power of ISA 2006 in a hardened appliance form factor. The nAppliance ONEface management and control plane simplifies the installation and

maintenance burden. nAppliance and nAppliance Partners play an integral role in delivering on the Microsoft commitment to application security. nAppliance partners recognize the need to insulate core infrastructure applications with defense-in-depth. Using nAppliance solutions, partners can take a progressive stance towards minimizing the attack surface of Microsoft applications by offering customers best-practice, prescriptive security solutions. Hardened, highly reliable, and securely managed, nAppliance security appliances are the network security solutions of choice for any enterprise using Microsoft business applications.

Program Details

Benefits	Authorized Partners	Certified Partners	Certified Distributors
nAppliance Partner Starter Kit	✓	✓	✓
Access to the Partner Resource Center	✓	✓	✓
nAppliance channel newsletter	✓	✓	✓
nAppliance Partner plaque	✓	✓	✓
Online portal for lead registration	✓	✓	✓
Discount on current nAppliance pricelist	✓	✓	✓
NFR (Not for Resale) Appliance Discount		✓	✓
Use of nAppliance Licensed Logos	✓	✓	✓
Exclusive sales and marketing materials	✓	✓	✓
Support from an nAppliance Sales Specialist	✓	✓	✓
Free nAppliance sales training		✓	✓
Discretionary Co-Op marketing funds		✓	✓
Access to special MDF (Market Development Funds)		✓	✓
Demand creation and lead referral		✓	✓
Pre-qualified and Unqualified sales leads		✓	✓
Dedicated support from an nAppliance channel marketing manager		✓	✓
New market opportunity identification		✓	✓
Rebates and exclusive channel promotions		✓	✓
Participation in Beta test programs		✓	✓
Invitation to participate in nAppliance Advisory Board Council		✓	✓
Exclusive discounts based on revenue goals		✓	✓

nAppliance: Providing Secure Application Access for Microsoft and other Environments

nAppliance provides solutions that are tailored to Microsoft networks and applications. In addition, nAppliance solutions for load

balancing and intrusion prevention are well-suited to networking environments of all types, including non-Microsoft networks and applications.