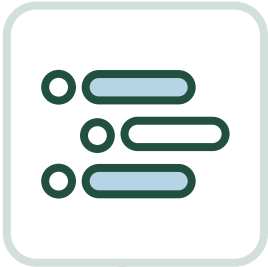


Modern Alliance & Channel Strategy

A strategy identifying the types of partnerships that will maximize short-term revenue and long-term growth.

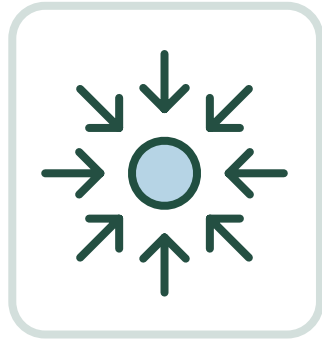
OPEN SOURCE

An organization that provides source code or products built upon freely available source code to encourage open collaboration between systems.



INTEGRATED

Companies whose products get bought alongside our solution to complete a solution or provide products with which we integrate.



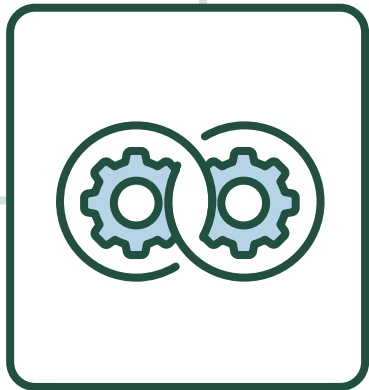
CLOUD

An organization that provides access to the cloud via its own console.



PLATFORM

A third party on which a company built a sustainable business.

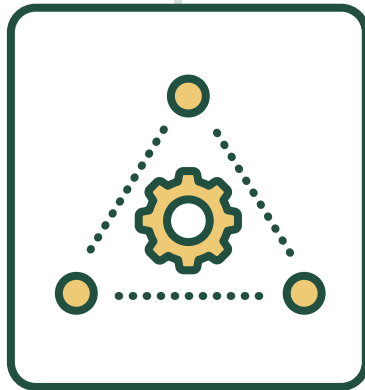


ALLIANCE

A company with its own technology, platform and customer base.

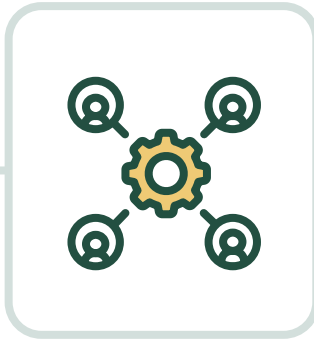
MANAGED SERVICE PROVIDERS (MSPs)

Service-only organizations that monetize by providing specific services (such as hosting, data or security services).



CHANNEL

An organization without its own platform but with the talent and skill sets to implement a platform or platforms.



SYSTEMS INTEGRATORS (SIs)

Organizations that monetize by providing the talent and knowledge rather than the platform to solve business problems, including offering consulting or advisory services, data services, one-time implementations or outsourcing.



GLOBAL SIs

SIs that work across all multiple geographies, business problems and business functions.



REGIONAL SIs

SIs that specialize in specific regions, business problems and business functions.



BOUTIQUE SIs

SIs with a specific area of expertise suited to specialized implementations.

SCALE