

# MOBIUS PARTNER PROGRAM

Mobius recognizes the value our customers derive from the broad set of products and services a partner ecosystem provides. Partners enhance and extend our ability to develop, deliver and support innovative, cost-effective solutions that offer compelling benefits to our customers worldwide.

The quality of our partnerships is our top priority. We work closely with all our partners, adding value to their development, marketing and sales efforts and committing resources to ensure their success. Our channels organization is focused on recruiting and supporting partners that use Mobius technology as part of their go-to-market plans. We will pursue partnerships where there is true mutual benefit and lasting value.

#### Mobius Partners:

*Consulting and Integration Partners* include systems integrators, value-added resellers and consultants. Trusted advisors to end users in specific markets and geographies, these partners provide technology or business process advisory, integration, and implementation services. Systems integrators may resell Mobius products.

*Independent Software Vendors (ISV's) and OEM's* deliver applications built on Mobius technology and/or embed Mobius products, such as Total Content Integrator (TCI), in their applications. Software OEM's that use TCI gain the ability to link any user or business process with information located anywhere in an enterprise.

*Technology Partners* are industry-leading vendors that develop technology components and platforms, including hardware, operating systems, databases, software applications and utilities, that work in conjunction with and complement Mobius products.

*Agents* are independent companies that sell, install and support Mobius software products in specific geographies.

*Mobius Partner Programs deliver the benefits that channel partners demand:*

- ▶ *accelerated revenues*
- ▶ *reduced risk*
- ▶ *reduced costs*



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**Becoming a Mobius Partner**

System integrators, service providers, and ISV's interested in joining a Mobius Partner Program are encouraged to contact the Mobius channels team by utilizing the partner inquiry form on the Mobius Partner Web site. We are committed to joint market development activities with partners who embrace Mobius solutions as a core component of their go-to-market strategies.

**Mobius Partner Program Deliverables**

Mobius provides multiple levels of business development and technical support to accelerate our partners' technology and business performance while reducing costs and risk. Specific resources available to approved Mobius partners include:

- ▶ **"Accelerator Program"** — A quick-start program that expedites a partner's sales efforts while reducing development and support costs. Tailored to specific market and partner needs, the Accelerator Program includes sales, marketing, and implementation training on Mobius solutions.
- ▶ **Regional sales and sales engineering resources** — Dedicated to Mobius partners, these sales and technical resources — among the best in the industry — assist with demonstrations, product planning, and proposal development. Their goal is to work with you to expand our mutual business.
- ▶ **Market planning and business development** — Mobius supports partners' demand creation initiatives through a wide range of joint marketing activities, including market planning, event support and business development campaigns.
- ▶ **Partner demonstration center** — Mobius provides partners with access to an online demonstration center that includes scripted, customized demos and supporting materials.
- ▶ **Executive briefings** — Our top-tier partners meet with executives from Mobius product and business units to discuss technology and business issues of mutual interest.
- ▶ **Priority access to products and updates** — As a trusted partner of Mobius, you receive priority access to new products and updates.
- ▶ **Mobius Web site and extranet** — As part of our joint demand creation activities, you will be promoted on the Mobius Web site and have access to the Mobius partner extranet.
- ▶ **Marketing and business development collateral** — Mobius has developed a variety of materials to support internal planning and business development. These range from that a partner sales kit to collateral that has been developed specifically for use by systems integrators and ISV's.

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**About Mobius**

Founded in 1981, Mobius Management Systems, Inc. ([www.mobius.com](http://www.mobius.com)) pioneered software for high-volume information archiving and has been a leader in that market ever since. Today, Mobius is the leading provider of integrated solutions for enterprise archiving and records management. A comprehensive software suite integrates information across disparate repositories, supports legal and regulatory compliance, and delivers content-enabled applications that streamline business processes.



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