
Neverfail Channel Partners

Neverfail ISV and Development Partners

The Neverfail Advantage

Build Your Business With Neverfail's Partner Program

Why partner with Neverfail?

Downtime is expensive, disruptive and becoming unacceptable

The consensus among industry analyst is that the IT high availability market will see compound, double-digit growth over the next four years. High availability solutions that reduce downtime by increasing reliability and availability, and address disaster recovery and security are becoming mandatory components of an enterprise's IT procurement policy. Neverfail delivers a comprehensive solution to meet precisely this demand, thus enabling Partners to successfully enter this growth market and providing Partners already working within the sector a superior and more profitable business model.

Neverfail Channel Partners

Neverfail's cluster-class high availability and disaster recovery software for the Microsoft technology platform enables our Partners – VARs, SIs, and resellers – to more cost-effectively and efficiently deliver a complete and proven solution to their end-user client. Using Neverfail software you can provide comprehensive application protection and ensure maximum application uptime in both a LAN and WAN environment. With Neverfail's proprietary implementation methodology you also gain the ability to automatically interrogate and report on the health of the entire environment of a Microsoft production server and provide chargeable consulting services to ensure continuous reliability.

With Neverfail you can quickly and easily add new revenue generating opportunities and enjoy:

Maximize profits

- Margins that far exceed industry standards
- Protected leads
- Pre- and post-sales consulting services
- Minimize post-sales support costs

Low risk entry

- No upfront cost or need to invest in additional staff
- Neverfail's innovative ebusiness Partner model provides online sales training and technical certification

Commitment to Partner success

- Proven technology and implementation methodology that provide a competitive advantage
- Scheduled, high-impact joint marketing campaigns to drive market demand and awareness
- Extensive online sales enablement tools and ongoing sales support
- Comprehensive online support infrastructure enables the efficient management of support requests

Neverfail ISV and Development Partners

Development Partners leverage Neverfail's core technology to rapidly develop application specific modules utilizing the Neverfail Application Module eXtension (AMX) Development Kit. As a Development Partner, you not only have the ability to quickly develop AMXs to extend full Neverfail protection to any Windows 2000/2003 applications, but turn them into a recurring revenue opportunity by selling AMXs to our global Partner network via Neverfail's ebusiness infrastructure.

The Neverfail ISV Partner Program is designed for companies that would like to integrate Neverfail's core technology with their current solution offering. The goal of the program is to increase value to the end-user and obtain competitive differentiation by leveraging two proven solutions in the market. Neverfail's core technology enables ISVs to quickly and easily integrate Neverfail to provide "cluster-class" availability to their Microsoft-based application without the expense and effort of making their application "cluster-aware." To the ISV's customer Neverfail technology delivers cluster-class application availability without the complexity and cost of traditional clustering.

Business Benefits:

- More value-add for your customers by integrating Neverfail's proven technology
- New sales opportunities
- Shorter sales cycles
- Competitive advantage over peer companies

The Neverfail Partner Advantage

Neverfail is dedicated to the delivery of a commercially compelling and highly profitable business opportunity to our Partners worldwide that leverages the double digit growth of the high availability and disaster recovery market sector for the Microsoft technology platforms.

Neverfail has built and implemented an ebusiness infrastructure that provides an unparalleled Partner proposition to deliver a highly profitable business activity with the lowest cost of adoption to the Partner. Because of Neverfail's innovative ebusiness strategy, Partners are able to operate more effectively and cost-efficiently – ultimately conduct business in a far more lucrative fashion. Neverfail's ebusiness model supports Partners through:

Online induction and training

The online Partner induction and training process enables sales, pre-sales, consulting, implementation and support staff to become fully qualified and accredited without the need for classroom based training – *eliminating the time away from the office or the field.*

Online resource site – marketing and sales enablement tools

The extensive electronic sales collateral enables prospective customers to fully evaluate the Neverfail proposition, undertake product demonstrations, review user stories and references with minimal effort and time from Partner sales staff – *delivering a very low cost of sales model with high sales conversion rates.*

Pre-planned and scheduled high-impact joint marketing campaigns

Neverfail's ongoing and pre-planned "Campaigns-in-a-box" are menu-driven high-impact marketing campaigns with compelling and consistent value propositions that require minimal resources from Partners – *driving market demand and brand awareness.*

Interactive installation methodology

Neverfail's comprehensive and interactive implementation methodology ensures that projects are successful completed on time and within budget – *maximizing consulting revenues and delivering satisfied customers.*

Online Knowledgebase to manage support requests

The extensive Knowledgebase and FAQ infrastructure enables fast and effective management of support requests – *delivering a profitable stream of recurring revenues.*

Online ebusiness channel

Neverfail offers Development Partner the option to distribute their Application Module eXtensions (AMXs) to the global Neverfail Partner network utilizing Neverfail's ebusiness infrastructure. Once an AMX is published on the Neverfail extranet, every global Neverfail Partner has access to purchase and implement it. Neverfail provides 100% of the commercial administration processes – *allowing you to maximize your selling time while minimizing the administrative burden.*

Leverage the Neverfail Partner Advantage and join our highly profitable Partner program.

Email us-partners@neverfailgroup.com.