

Treeno Partner Alliance Program

To thrive in the competitive VAR/Service Provider arena, it's more vital than ever to add unique value to your services portfolio while increasing bottom line profits. Treeno Software can help.

A strategic partnership with Treeno gives you the power to provide your valued customers with the industry's most robust and easy-to-use content and document management system available. TreenoGCM™ (Global Content Management) improves information workflow efficiencies and reduces operational costs. And, when you're a member of the Treeno Partner Alliance Program, you have an experienced, responsive partner in your corner every step of the way, from pre-sales and marketing to customer deployment and ongoing support.

At Treeno, our partnership philosophy is simple: If you're successful and profitable – so are we.

Treeno's Partner Alliance Program enables you to:

- ▶ Add new services to your portfolio
- ▶ Recognize high profit margins
- ▶ Sell additional printing and scanning products and services
- ▶ Increase customer loyalty
- ▶ Much more

TreenoGCM™ lowers your costs and eliminates your barrier to entry

Perhaps you've partnered with other content and/or document management providers in the past. If so, you will see the difference with Treeno's uniquely simple deployment, seamless integration capabilities and rapid user acceptance. Because your clients will be up and running quickly and because we don't require you to maintain an inventory, your costs are significantly reduced and your barriers to entry are virtually eliminated.

We'll keep working to improve your business

Now is the time to add an integrated content, document and workflow management solution to your service portfolio. According to industry analysts, the market for enterprise content management (ECM) license software, which includes compliance readiness solutions, will exceed \$3.9 billion in 2008, outpacing the overall software



Program features Include:

- ▶ Access to a secure partner information portal
- ▶ Electronic literature that can be co-branded
- ▶ End-user marketing campaign templates
- ▶ Access to TreenoGCM demo
- ▶ Pricing and proposal templates
- ▶ Free corporate implementation of TreenoGCM
- ▶ Unlimited technical support calls
- ▶ Much more



market with a forecasted 19 percent compound annual growth rate. The Treeno Solution Provider Partner Program was specially designed to present our valued partners with a unique opportunity to capitalize on the enormous business opportunities available in this growing market segment.

Discover the unmatched power of TreenoGCM:

TreenoGCM is an easy-to-use and extremely powerful integrated content, document and workflow management system that deploys instantly, integrates with any existing line of business application and scales to support as few or as many enterprise users as your customer requires.

- ▶ No cumbersome desktop deployment required
- ▶ Provides 100% remote problem resolution
- ▶ Instantly and easily finds any document
- ▶ Makes content centrally available to all – anytime and from anyplace
- ▶ Allows familiar workflow processes to remain intact – we work the way you work
- ▶ Keeps sensitive documents secure; available only with assigned access rights
- ▶ Automates document tracking and auditing
- ▶ Simplifies records management
- ▶ Eliminates lost records
- ▶ Saves storage space

Choose a flexible deployment method

The flexibility of the Treeno architecture is truly revolutionary. TreenoGCM deploys up to 75% faster than traditional solutions and can be delivered as a service or as an in-house solution. Both deployment methods are equally secure and provide your customer with a simplified, On-demand mechanism for adding capacity, additional users, and new features.



Unique benefits to our valued solution provider partners include:

Marketing

- ▶ Premier reference seeding account program (ask for details)
- ▶ Access to secure Treeno Partner Portal - where all marketing and sales materials will reside
- ▶ Access to electronic literature library (case studies, white papers, vertical solutions overviews, PowerPoints, etc.)
- ▶ End-user campaign mailer templates (multiple choices)
- ▶ Marketing literature (available for co-branding)
- ▶ 2-day on-site sales training
- ▶ Assistance in identifying, targeting and successfully pitching to key vertical markets
- ▶ Participation in regional campaigns, trade shows, direct mail and ongoing Webinars
- ▶ Joint news releases, editorial opportunities and customer success stories
- ▶ Joint regional educational seminars co-sponsored by Treeno and partner

Sales

- ▶ Demo and sales assistance from Treeno executives and technical staff
- ▶ Access to online Treeno demo
- ▶ Lead generation
- ▶ Executive visits to key customers
- ▶ Telemarketing scripts for sales
- ▶ Pricing and proposal templates

Operational

- ▶ Free implementation of TreenoGCM at partner's corporate headquarters
- ▶ Input to product development

Support and Maintenance

- ▶ Toll free telephone support 8-8 EST, Monday through Friday
- ▶ Unlimited technical support calls
- ▶ Automated, On-demand delivery of ongoing maintenance releases



- ▶ Remote problem resolution
- ▶ Onsite technical training at Treeno's corporate location (up to 3 days)
- ▶ Onsite customer technical training at a discounted rate
- ▶ Ongoing monthly Web-based technical training
- ▶ Electronic Treeno release notes and training materials

Technology

- ▶ Deployable as in-house server, hosted model or subscription-based
- ▶ Remote support for upgrades, configuration changes, new users, and more
- ▶ Guaranteed access to Treeno's Integrated Script Library (Treeno ISL)
- ▶ Guaranteed interoperability with any Operating System including MAC

VARs and solution providers around the world are expanding their service portfolios and boosting profits with TreenoGCM. To learn more about how becoming a Treeno Solutions Provider Partner can help your organization, call us at **1-800-528-5005** (U.S. & Canada), **1-603-570-4317** (outside of U.S. and Canada) or visit us on the Web at **www.treenosoftware.com**.



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