

NETMASS

Total Data Protection

Partner Programs



NETMASS
The Safe Data Company

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ServerSafe next-generation data protection the right solution to maximize your revenue



The ServerSafe Advantage

When entering the rapidly-growing data backup and recovery business, nothing is more essential than offering the right product. The **ServerSafe** solution, based on award-winning Asigra technology, offers a robust, industry-proven solution that suits the needs of an almost limitless range of businesses, large and small. And unlike piecemeal products, it delivers multi-platform offsite backup for an extremely wide range of data:

- Servers (Windows, Linux/Unix, Novell, AIX)
- Databases (SQL, Oracle, DB2, VMWare)
- Mail Servers (MS Exchange, Lotus Notes)
- Desktops
- Laptops
- Remote Offices/Branch Offices

ServerSafe incorporates the newest, leading-edge technologies that make it a very attractive product to potential customers. Some of them include:

- Message Level Restore
- Fast and easy deployment (no agents to install)
- Continuous Data Protection
- LAN speed restores
- Advanced data de-duplication technologies
- Bare-metal restore
- LAN discovery tool
- Compliance (SarBox, HIPAA, NASD, SEC)

Evolution of Data Protection

The data backup market has changed dramatically in just a few years. For weary IT system administrators, the shift could not be fast enough.

Legacy, tape-based storage systems so long plagued by failure, lengthy backups and unreliable restores are moving toward disk-to-disk (D2D) based backup which enable far shorter backup windows, more rapid data recovery along with more sophisticated backup and recovery technologies that were not possible with tape.

While there are competing D2D backup products on the market, beyond the pure speed advantages, ServerSafe is the right technology at the right time to address the necessity for automated data protection and recovery in an increasingly wired business environment with 24/7 demand to data.

The advantages of ServerSafe can neatly be summed up in the phrase "Next-Generation D2D." But most importantly to you, ServerSafe is a highly marketable, easily deployable solution.



"Product of the Year."
Storage Magazine

ServerSafe Referral Partners ideal for consultants, accountants, organizations



Referral Partner Program

Becoming a ServerSafe referral partner is a fast and easy way to add a new revenue stream to your business, association, organization, franchise or website. And it's also a great way to build a closer relationship to important clients while ensuring their business continuity.

How it Works

The first step is to sign up as a ServerSafe Referral Partner. After you sign up, we will assign an inside sales person to you and you will send your leads to that person. Should your referral sign up, we will reward you with \$250 or 5% of the value of their first year of their service contract (whichever is greater). And you can always contact your inside sales rep to check on the status of a new lead. By the way, our sales staff has absolutely no incentive not to reward your referral.

Key Benefits

- Very easy to get started
- No technical knowledge required
- No investment
- No need to do support or billing
- Fast payment
- Extremely high-quality product

Referral Partners Include...

Accountants
Businesses
Consultants
Internet Service Providers
Compliance Experts
Auditors
Attorneys
Financial Advisors
Franchise Organizations
Website Owners
Web Design Firms
Computer Shops
Hardware Sellers
Software Sellers
IT Consultants
Chambers
Non-Profit Organizations
Churches
Business Groups
Networking Companies
Sales Organizations
Franchisors
Publications
Bloggers

ServerSafe Reseller Partners add data protection services to your business



Reseller Partner Program

Our Reseller Partners take the next step by adding the high-quality ServerSafe solution to their portfolio of services. NetMass resellers get to leverage the NetMass infrastructure to provide world-class data backup and recovery services. It's also a great way to move closer to their clients while also ensuring their business continuity.

How it Works

The first step is to apply to become a ServerSafe Reseller Partner. Once you are approved you will be provided with basic training (free, of course). ServerSafe will be installed at your site, and you will receive a free (not for resale) 5 GB account for your own use. You can then begin signing up your clients for ServerSafe service. Here is how that process works:

1. You will be provided with marketing materials that can be emailed or printed out and given to prospective ServerSafe clients.
2. You will then start interested clients on a 30-day free trial of the ServerSafe service. Getting started is a simple process of downloading and installing the ServerSafe software on a host machine at the client site. This can be done remotely if you like. We do not charge you to download the software, and the prospective client does not even have to provide a credit card. For thirty days, your client will be able to perform fully-functional offsite backups and recoveries.
3. At the end of the trial, you will provide a contract to the customer, and if they sign up they will be immediately rolled into service. If they do not, neither you nor your client will be charged a thing. Your client can back up as much or as little data as they want. As an authorized ServerSafe reseller, you will bill your customer directly.

Key Benefits

- Very easy to get started - no upfront customer costs
- Free training and free 5GB account
- Pricing flexibility and recurring revenue
- Complete control over customer contact

Reseller Partners Include...

- IT Businesses
- IT Consultants
- Internet Service Providers
- Software Integrators
- Web Firms
- Computer Shops
- Hardware Sellers
- Software Sellers
- Storage Vendors
- IT Solution Providers
- Co-Location Facilities
- Application Service Providers
- Disaster Recovery Specialists
- Compliance Consultants
- Remote Backup Providers

ServerSafe Rebranding Partners

data protection rebranded to your business



Rebranding Partner Program

Our Rebranding Partners take the additional step of renaming and rebranding the ServerSafe solution to suit their business. Our Rebranding Partners get to leverage the NetMass infrastructure by providing world-class data backup and recovery services as their own solution.

How it Works

After your application is processed and approved, we provide you with the rebranded software so that your customers do not see the ServerSafe branding on anything. We will provide you with training and support with installations and configurations. Be aware that there is an annual maintenance fee that covers the branding of all maintenance and software upgrades. Here are two options for Rebranding Partners:

1. The Rebranding Partner can sign up customers as they wish and will receive a monthly bill from NetMass for the total amount of data they have under protection (priced at standard reseller rates).
2. The Rebranding Partner can agree to wholesale a certain amount of offsite storage from NetMass at a customized price for a specified term (in order to get further discounted pricing).

In both cases, the Rebranded Partner performs the customer installs and the Rebranded Partner bills their customer directly.

Key Benefits

- Control over your own brand
- Free training and free 5GB account
- Pricing flexibility and recurring revenue
- Complete control over customer contact

Rebranding Partners Include...

- IT Businesses
- IT Consultants
- Internet Service Providers
- Software Integrators
- Web Firms
- Computer Shops
- Hardware Sellers
- Software Sellers
- Storage Vendors
- IT Solution Providers
- Co-Location Facilities
- Application Service Providers
- Disaster Recovery Specialists
- Compliance Consultants
- Remote Backup Providers

SystemSafe Online Data Protection

reliable offsite backup for PC users



SystemSafe Overview

Not all your potential customers will need the advanced **ServerSafe** backup solution. If a user only needs to back up data on one or a few Windows computers, there is the **SystemSafe** service.

SystemSafe, the NetMass desktop PC backup service, is built on the proprietary technology of the world's No. 1 solution for protecting data on PCs and PC networks. SystemSafe virtually eliminates the risk of PC data loss by automatically backing up desktop and laptop computers as users go about their normal tasks. The highly-regarded SystemSafe online backup and recovery service, built on the *PC Magazine* "Editor's Choice Award" for best online backup service (August 2005), and is a highly reliable, industry proven product trusted by more than 800 major corporations.

SystemSafe effortlessly enables:

- Backup of PC data automatically, consistently securely
- Automatic encryption of files to thwart unauthorized access
- Quick restoration of lost or damaged files following a disruption
- Support for data privacy and protection requirements

SystemSafe also offers:

Advanced Usability for quick, automatic backup of PC data without disturbing the user from going about regular tasks; users never notice SystemSafe – until they need to recover files

Unlimited Scalability to protect and restore data from one PC, five PCs or even thousands of PCs

Unmatched Reliability with deployment in major corporations and the dependability of an industry-proven, mature product

Industry Recognition

"Setting up a secure offsite backup...
The simplest way would be to use an Internet-based backup service such as NetMass. I've used NetMass, and it was a lifesaver."

Randy Franklin Smith, *WindowsITPro.com*
August 03, 2006

"...good news for consumers and small-office users.
It is extremely easy to use, yet it offers features geared toward advanced and higher-end users who require more sophisticated systems backup."



PC Magazine, Editor's Choice
August 17, 2005

SystemSafe Partners referral, reseller, rebranding



SystemSafe Partners

Much in the way the ServerSafe Partner Program is organized, the **SystemSafe Partner Program** also offers three partnership levels: **Referral Partners, Reseller Partners** and **Rebranding Partners**.

Referral Partners. After a quick sign up and registration process, Referral Partners are assigned a sales contact and can begin marketing SystemSafe almost immediately. Help in the form of marketing materials and other information will be provided.

Reseller Partners. Those wanting to become a reseller must execute our SystemSafe reseller agreement prior to marketing the SystemSafe online backup service. Once you are approved, we will provide you with the necessary software and information to begin marketing the product in the most effective manner. There is a \$250 fee to become a SystemSafe Reseller Partner.

Rebranding Partners. SystemSafe Reseller Partners may also want to market the award-winning SystemSafe service under their own brand name. We do offer that option to our resellers for additional fees. Please contact us at **1.800.731.2737** for more information (or via email to resellers@netmass.com).

Key Benefits

- Very easy to get started
- Little technical knowledge required (but it helps)
- No investment for referral partners
- Minimal investment for reseller/rebranding partners
- No need to do support or billing
- Fast payment
- Award-winning technologies
- Recurring revenue

SystemSafe Partners Include...

Accountants
Businesses
Consultants
Internet Service Providers
Compliance Experts
Auditors
Attorneys
Financial Advisors
Franchise Organizations
Website Owners
Web Design Firms
Computer Shops
Hardware Sellers
Software Sellers
IT Consultants
Chambers
Non-Profit Organizations
Churches
Business Groups
Networking Companies
Sales Organizations
Franchisors
Publications
Bloggers

Partner with the Safe Data Company for reliability in a turbulent industry



About NetMass

NetMass is one of the original online storage providers. In the tumultuous backup industry where so many companies come and go in the blink of an eye, NetMass offers dependability that is almost unrivalled.

As a pioneer of the online backup industry, NetMass began leveraging the power of the internet for online backup in 1998. NetMass quickly gained a reputation for the best technologies combined with the best service. Our long-term commitment to data protection is another big reason so many of our partners trust us with their client's data — and an important part of their business.

NetMass continues to improve and extend our online data backup services by providing secure and reliable technology with all of our solutions. We offer a full range of data backup, restoration, online storage and collaboration services. We aim to be a reliable partner in today's world where information and data are indispensable and irreplaceable.

NetMass, Inc. is located in Dallas, McKinney and Houston and has clients and partners around the world. Our client data is stored at world-class data centers in highly secured offsite locations, one of which is the InfoMart in Dallas, a landmark facility that houses more than 100 technology companies and is an enterprise-class data recovery center with extraordinary infrastructure and network connectivity.

These NetMass state-of-the-art environments (with access to more than a dozen fibre optic networks) uniquely suit the needs of our demanding partners.

Co-Founder Spotlight

Imagine a geek building from the ground up the most reliable data protection infrastructure available. If the image you're getting is of a cherubic fellow with facial hair and a Harley, then maybe you know Steve Perkins, NetMass co-founder, president and CTO.

Steve has a Ph.D. in Computer Science and is an expert in electronic storage technologies. Before co-founding NetMass with CEO Mark Martin, he was a member of the technical staff in the Communications Systems Engineering branch of the Digital Signal Processing Research and Development Lab at Texas Instruments. There, he actively participated in the development of DSL proto-types, the IETF, the IEEE 802.14 working group, and the (then) Home Phone Networking Alliance (HPNA) standards group.

Steve is a member of the Michigan State University College of Engineering Alumni Board of Directors and a member of the Institute for Electrical and Electronics Engineers.

(not as young as he looks)



NetMass Partner Programs take the first step today



Getting Started

The future for advanced data protection technologies is very bright. Get started today and begin laying the foundation for a promising and lucrative partnership with ServerSafe, SystemSafe and NetMass.

Call or Email

1. Sign up by calling **1.800.731.2737**
2. Email us at **partners@netmass.com**
3. Begin receiving your rewards in as soon as two months

NetMass, the Safe Data Company



Secure. Reliable. Automatic.