



Partner Program Guide

The Bynari Partner Program is focused on building and supporting a network of highly qualified channel partners. This program is designed to help you fulfill and deliver messaging and collaboration solutions based on Bynari's components – the Insight Product line. Our Program delivers the support and processes necessary for a successful partnership based on a “joint go to market” approach.

The Bynari Partner Program exists to help you sell and consult on Bynari products. Whether they may be the mail server, Insight Connector, AddressBook, or Insight Access, Bynari will provide you with the necessary tools to help you succeed. The Program includes access to all products, marketing materials, telephone support and advertising.

The Bynari Team is looking to establish long-term relationships with partners that have a solid infrastructure, support team, and territory coverage.

Program Requirements

1. Familiar with email solutions. (nice to have)
2. Experience with networking products and equipment.
3. Knowledge of programming and scripting languages is a plus. Knowledge of migrating mail content and performing installation/maintenance activities are important.
4. Ability to prospect, qualify, and sell Bynari solutions.
5. Assign a sales and technical personnel – for Bynari products.

Target Audience

1. Solutions Integrators, Network Infrastructure providers, Outsourcing IT solutions/services, VARs interested in building and delivering messaging and collaboration solutions for businesses in a multi platform environment, remote users, and/or multi-site facilities.
2. Hosting Companies like ISPs and ASPs who are interested in providing Outlook® groupware functions to their end users either with their own web client or Outlook.
3. 3rd party mail server or appliance server companies who want to deliver more groupware functions in their products for their end users and partners.
4. 3rd party software companies that need to integrate their calendar, contacts, and email with Outlook and other email clients.

The Program Includes:

-  **Free products** – All partners will receive products for internal use and to demonstrate to their customers at no charge.
-  **Lead Referral Program** - This service puts you in touch with qualified prospective Bynari customers. We collect and distribute leads based on geographical location.
-  **Access to the Bynari Partner Site** - Bynari will provide you with a dedicated user name and password so that you can access sales materials, marketing materials, knowledgebase, evaluation keys, product training, and numerous other tools.
-  **Dedicated Technical Support** - We know your time is valuable and putting you on hold is something we want to avoid. As a member of the program, you are entitled to priority technical support service...no waiting...no hassle.
-  **Dedicated Marketing Support** - Our Marketing team will assist you in preparing for trade shows, seminars, and direct mail campaigns. We also assist in creating content & media.

Program Benefits

- Assigned Channel/Business Development Manager
- Access to evaluation and demo software
- Resell Bynari products at a discount
- Add your services for higher revenue and profit
- Provide resources and materials including access to sales and technical training (including white papers, manuals, demos, and presentations); ongoing pre-sales and post sales support, with continuing communication and focus on providing a solution to customer's problems.
- Joint Marketing Activities

Process in Becoming a Partner

Step #1: Complete the Reseller Application

Step #2: Sign Reseller Agreement

Step #3: Sign the Bynari Logo Agreement

Step #4: Bynari Management Approval Process