



Better, Faster, Bottom-Line IT - NOW!

*ManageEngine & Our Community of
Champions For IT Success*

*ME@Work Partner Program
August 2012*

World-class Business Opportunity

For Enterprise IT Management

- **Why?**

Faster, Better, Bottom-Line IT – NOW!

- **What?**

*Award-Winning Product Portfolio Purpose-Built for Enterprise IT Management So **YOU** Can Tap Incremental & Greenfield Business Opportunities*

- **How?**

*ManageEngine's Dedicated, Zero-conflict Approach Equips, Supports & Trains **YOUR TEAM** for Immediate Wins & Enduring Successes*

- **Who?**

*Global Enterprise IT Community **ME@Work** Partner for IT Success Programs*

About ManageEngine

- Established in 2002 as part of privately held Zoho Corporation
 - 750 employees, R&D in India and Global presence
- More than 100K customers worldwide
 - Spanning across - Global Enterprises, SMB & online business
- 100% of R&D and product development dedicated on best-of-class IT management
- Extensive IT Management portfolio includes more than 20 purpose-built products

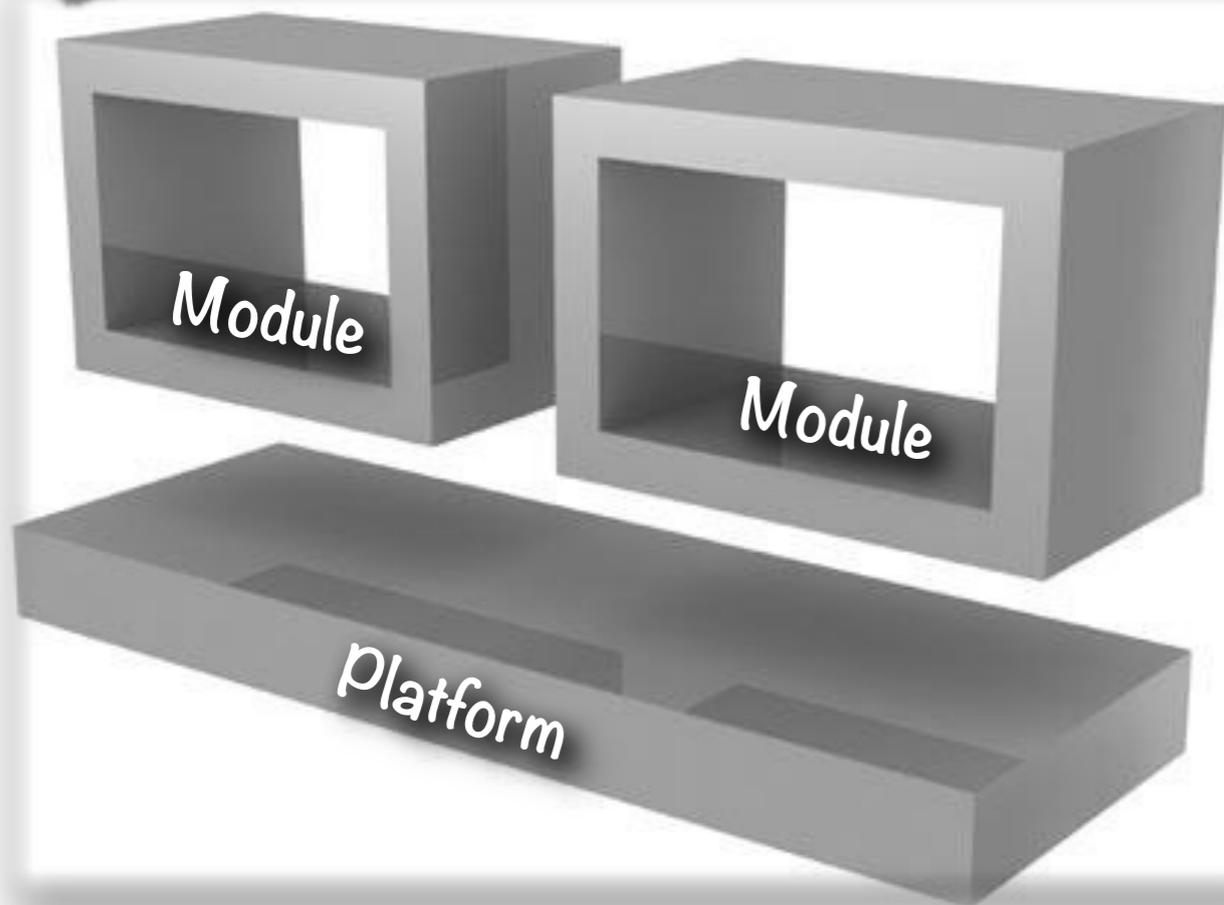
Why ManageEngine? - Better, Faster, Bottom-line IT - NOW!

10 Reasons To Partner with ManageEngine

1. Direct path to immediate ROI for valued customers & **YOU!**
2. Shortest sales cycles of any IT Management solution
3. Full portfolio of best-in-class IT Management products to win new accounts and up-sale
4. World-class lineup of award-winning products built from the ground up for Enterprise IT Management
5. ManageEngine products co-exists with existing IT Management systems and software
6. No heavy-lifting deployments or cumbersome installation scenarios
7. Rich set of APIs designed for popular industry products
8. Exceptional incremental and new business opportunities for **YOU** in follow-on services & integrated solutions
9. **YOUR BUSINESS** gains a zero-conflict partner focused on **YOU & YOUR** successes
 - **YOUR** dedicated pre-sales support team collaborates with you to address immediate opportunities & pursue ongoing account penetration
10. **YOUR TEAM** wins in existing accounts and greenfield opportunities
 - **YOUR** ManageEngine team is 100% committed to inform & equip new initiatives through results-driven support and in-depth technical training

Differential - ManageEngine vs. Rest

Rest of the Industry -
Platform-based solution



ManageEngine -
Modular-based solution



More About Differential.....

Platform-based Solution

- Overall heavier and longer cycle solution
 - Requires more loaded funding structure
 - * Resulting into budget tag-of-war
 - Longer sales cycles
 - Revenues attached to deliveries/ deployments
 - * Higher risk of revenue loss for **YOU**
- Replacement from existing solution; not an easy path to travel
 - Requires commitments - politically and resource-wise
- Higher resource requirements for **YOU**
 - Could require hard-to-get Skilled resources and high salaries

Modular-based Solution

- ManageEngine modular-based solution are overall easy to
 - Funding requirements are easy to justify
 - Short sales cycles
 - * Helps **YOU** to re-align efforts easily
 - No heavy-lifting; one-off straight-forward deployment
 - * Rapid result oriented effort
- ManageEngine portfolios easily co-exists with existing solution
 - Conflict-free business and engineering offering
- Minimize burden to **YOU**
 - For resource acquisition

Benefits - ManageEngine Modular-based Solution

- Significant incremental and greenfield opportunities for Modular IT management
- Zero-Conflict Business Model
- More functional, easier-to-sell alternative to Platform-based solutions - Solarwinds & others
- World-class Product functionality
 - Offers Products at a fraction of the cost of any established or startup vendors
 - Heavy emphasis on Engineering; R&D-driven company
- ManageEngine achieved through “Whatever It Takes” to make IT better, faster & cheaper – **Now!**
 - **ME@Work** program is an extension to this “Mind-set”

ManageEngine ME@Work - Reseller Program

Empowering Our Valued Partners for IT Success

Enterprise IT Community & Partner Communication

- ME@Work - Partner & Newsletter
- Enterprise IT Community Symposiums - World-class Venues
- Partner Education - Regional, On-line & On-site

Sales Jumpstart & Accelerations

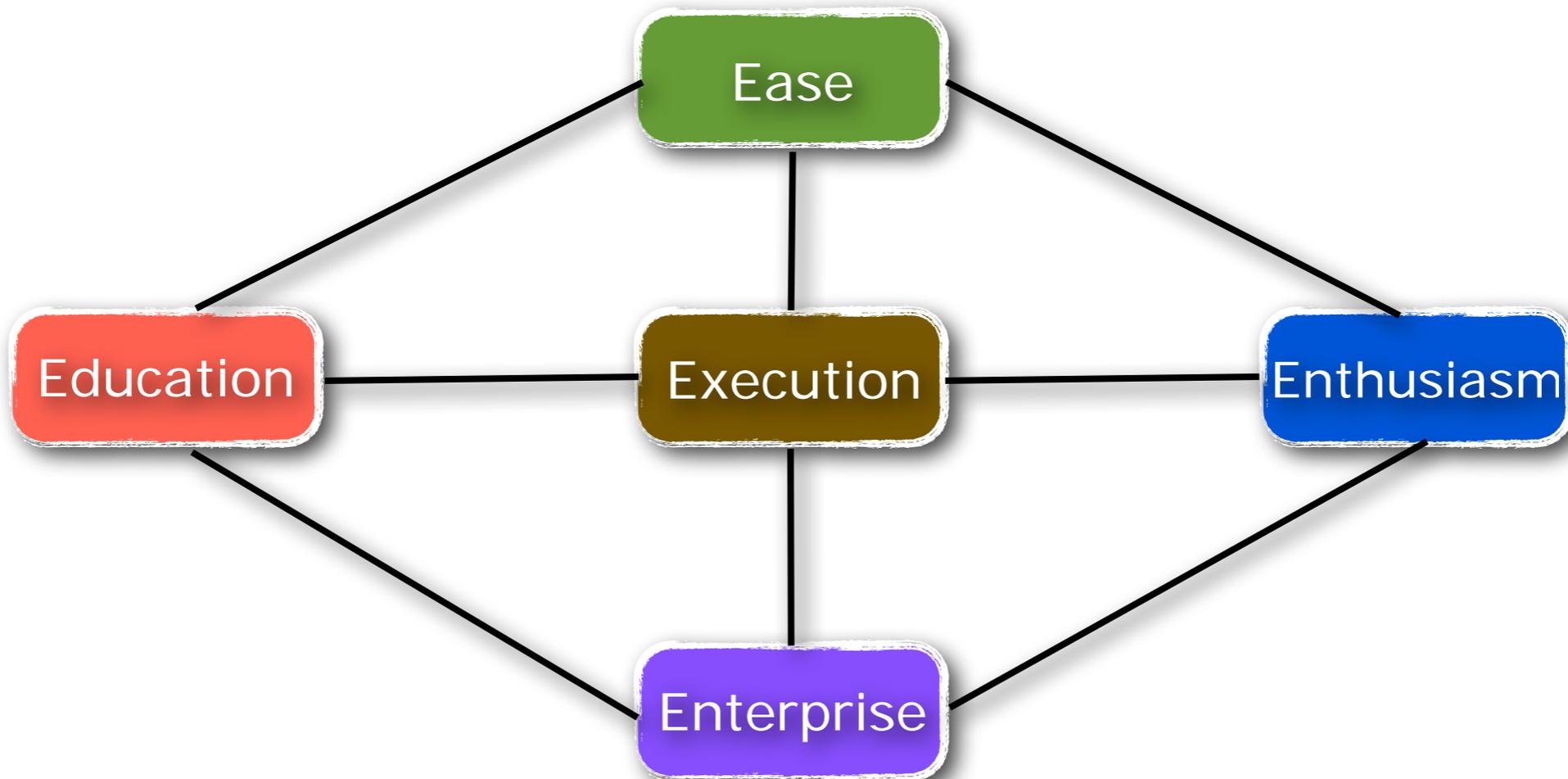
- Promotions & SPIFs
- Demo Software
- Named Accounts for Qualified Partners

Dedicated Pre/Post Sales Support & Training

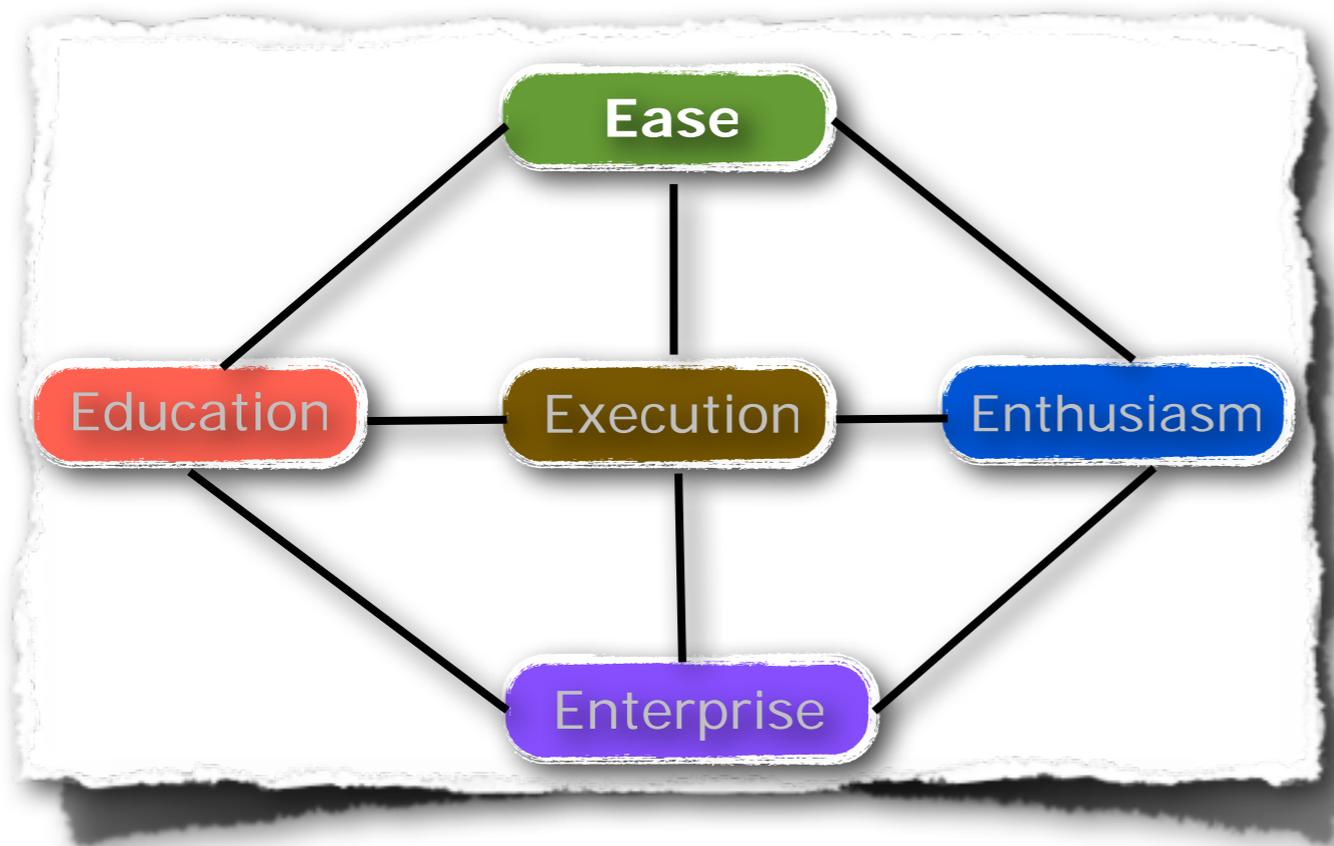
- Dedicated Pre-Sales Support Teams
- Global 24x7 Technical Support
- In-Depth Product Training & On-going Education

ME@Work Program Definition

Is Build Upon FIVE Es.....



Easy to Work with.....



- *Why we CARE?*

- Reseller's portfolio contains - many overlap products to meet customer's needs

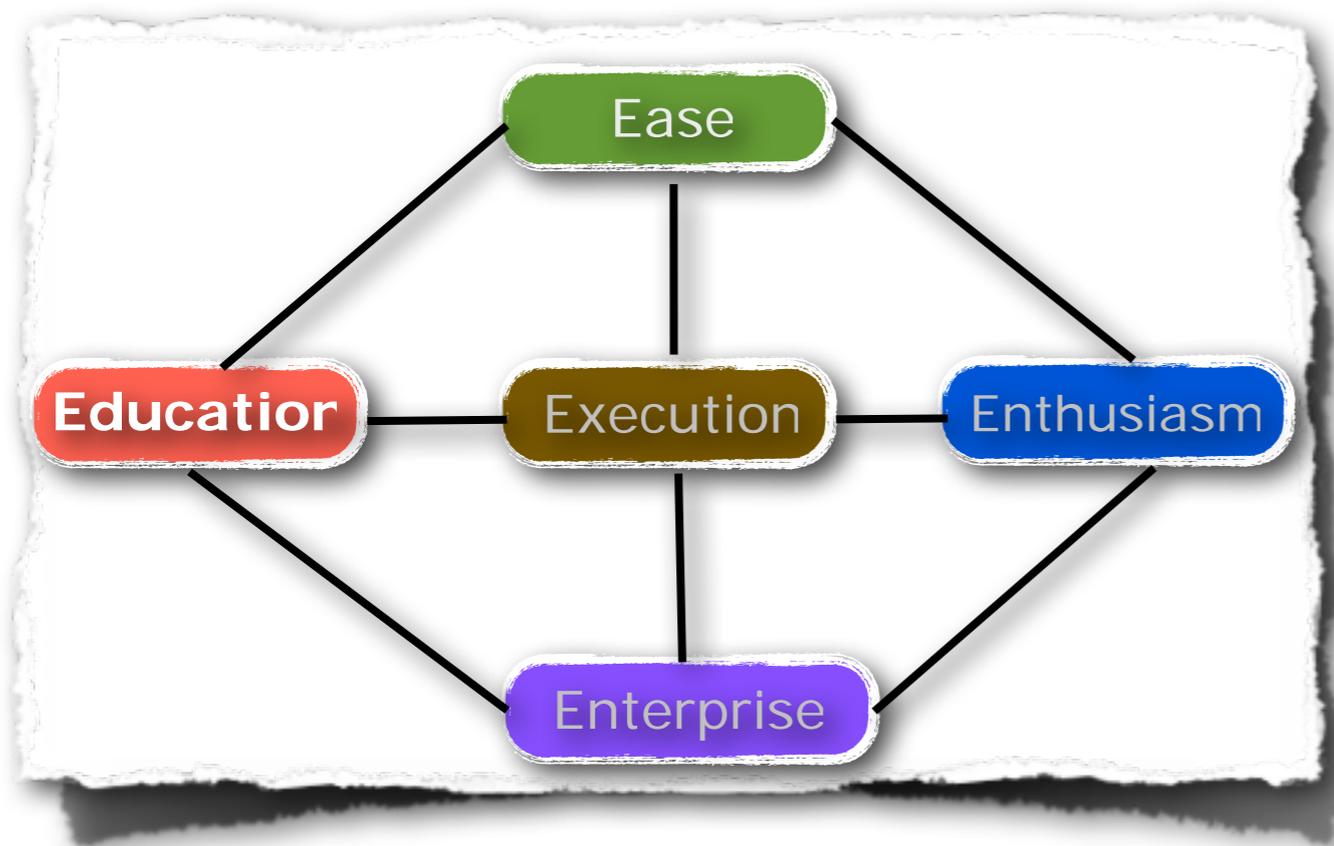
- *And therefore....*

- ManageEngine has developed the "easiest" platform to become the leading option

- *Platform Support through...*

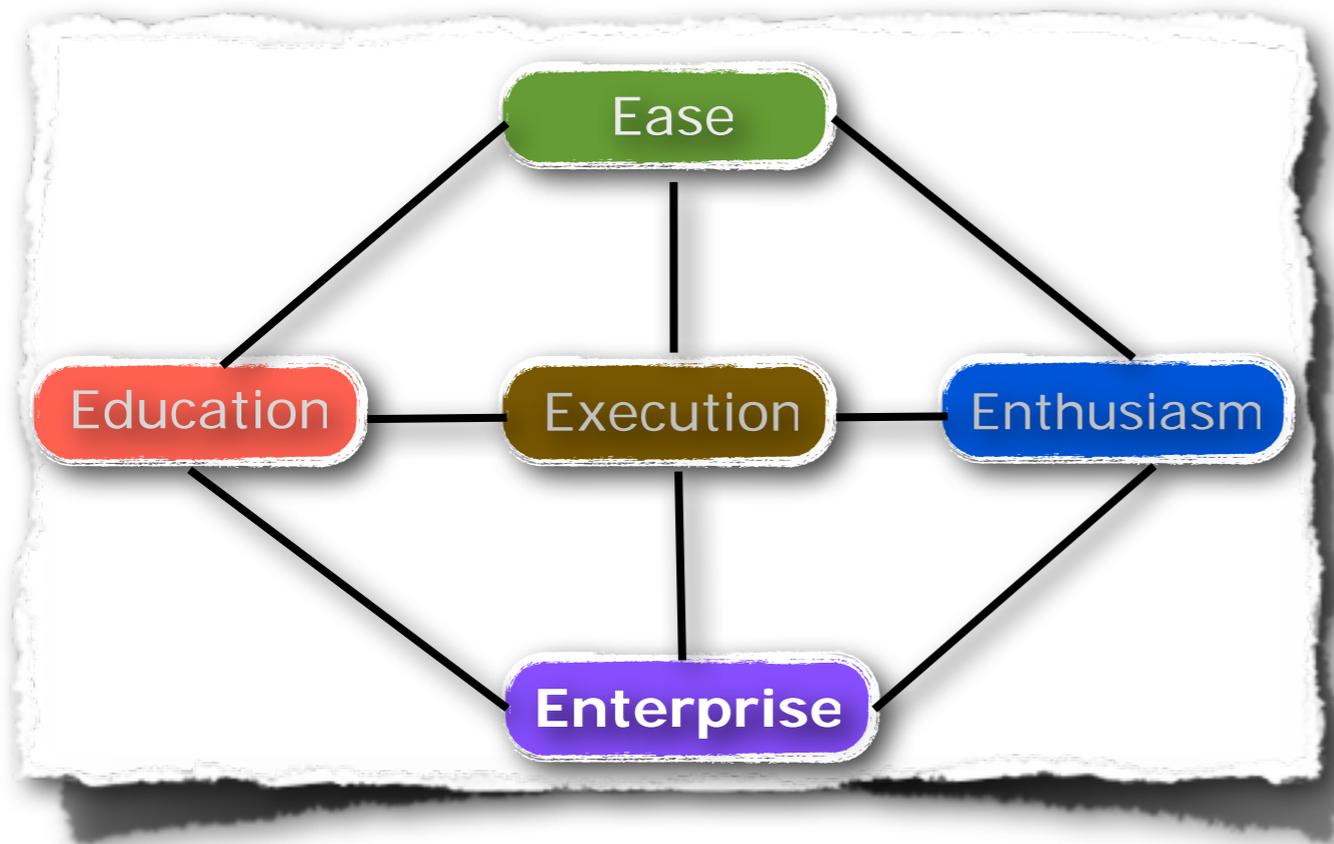
- Pre/Post Sales support, Demos, Collateral, Meetings, Quotes, RFPs, access to training, opportunity registration and others

Education give an Edge.....



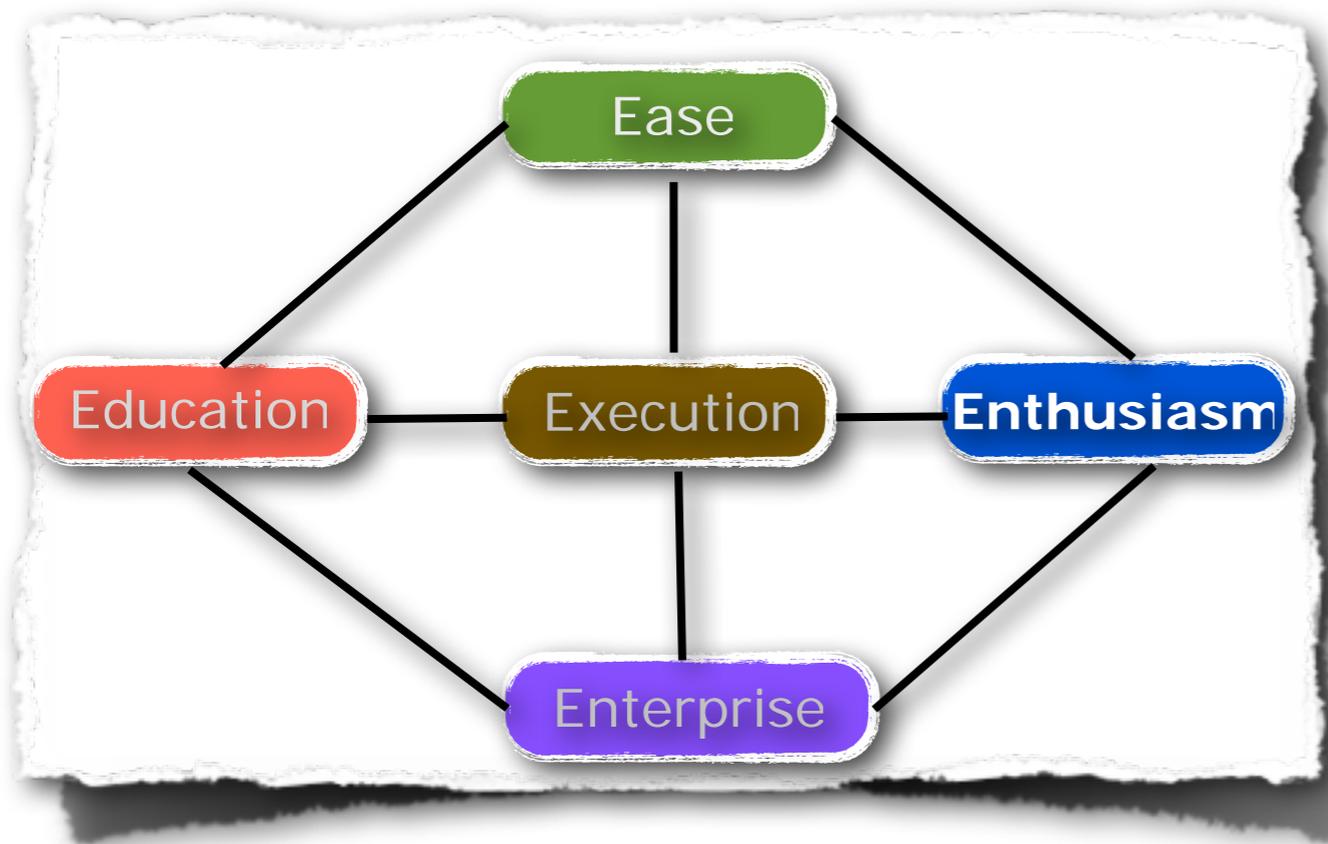
- *ME education program.....*
 - Makes reseller comfortable in recommending us.
 - Work closely with technical teams to make them more proficient in demos, training, implementation & support
- *We are committed to education*
 - Sales training is a critical component of proper on-boarding

Enterprise - Account Care & Nurturing



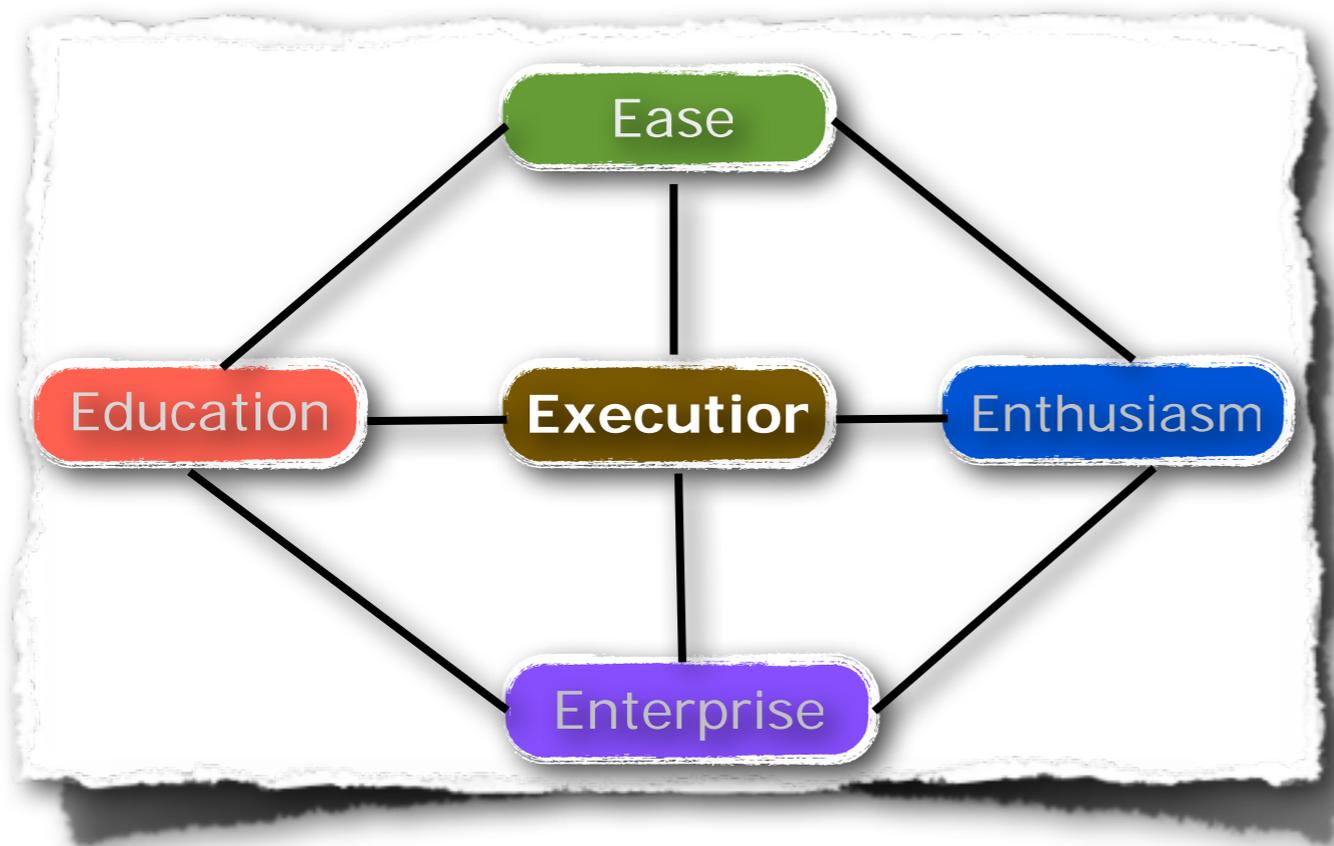
- *ME comes with greater opportunity for....*
 - Reseller to Up-sale & Cross-sale; with a wide product portfolio suits well in any IT shop
- *Added benefits*
 - Brings opportunities of training, implementation & support

Enthusiasm is the Catalyst



- *Two Words - Products & Sales*
 - Products - ME brings an amazing product line & growing
 - Sales - Average Sales Cycle (Closure Rate) is within 30-days
- *And ME provides...*
 - Dedicated resources - Partner Account Manager, Support, Marketing, etc.

Execution matters the Most



- *ME has a well-established*
 - Partner Program in place with patterns of consistent responsiveness
 - Bringing all the **Five Es** to the table with complete transparency & purpose orientation
- *Expecting Resellers to....*
 - Hitting deadlines
 - Establishing loyal partnership based on trust & respect

ME@Work - Reseller Program

Seasoned Reseller partner addresses customer requirements for
IT management solution

- Demand Generation & Sales Support
- Marketing Communications Support
- Technical Support
- Training

ME@Work - Reseller Program

Demand Generation & Sales Support

- Business Builder Program
- Lead Distribution Program
- Promotions and SPIFs
- Demo Software Program
- Customer RFP Program
- Sales Cycle Assistance Program
- Price Assistance Program
- Qualified Partner Leads Program

ME@Work - Reseller Program

Marketing Communication Support

- ME@Work and ManageEngine Logo Usage
- Access to
 - Partner Portal
 - Partner Newsletter
 - Partner Tech Advisory Board
- Market Development Funds
- Joint Marketing Campaigns
- Partner Webcasts
- Product Discounts for Internal Use
- Press Release Support Opportunities
- Partnership Launch Program
- Partner Success Stories
- Participation in ME Newsletters
- 1:1 Strategic Go-to-Market Program

ME@Work - Reseller Program

Technical Support

- Dedicated Technical Resources
 - Customize Technical support to meet the needs
- 24x7 Technical Support

ME@Work - Reseller Program

Training

- Discounted **ME@Work** Technical Education
- **ME@Work** Demo2Win Sales Education
- **ME@Work** Beta Testing Program
- **ME@Work** Train-the-Trainer Program

ME@Work - Reseller Program

Requirements

- Completed ME@Work Reseller Partner Application
- Signed Partnership Agreement
- Signed Mutual Non-Disclosure Agreement
- Forecasted revenue within 6-months of signing up with ME@Work
- Satisfied Partnership Criteria