

# Partnering with eG Innovations for Success



## HOW SUCCESSFUL PARTNERS LEVERAGE EG INNOVATIONS

Successful partners use eG Innovations solutions to ensure the successful and timely completion of key projects including:

- Physical to virtual migrations
- Microsoft Windows migration projects (XP to Win 7/8)
- Bring Your Own Desktop (BYOD)
- Mobile work place
- Desktop virtualization rollouts
- Flexwork/Telework
- Server consolidation
- Managed services
- Scaling current infrastructures
- Planning for additional hardware and licenses

“ We consider eG Innovations a critical component to our XenDesktop deployments. eG Innovations’ solutions enable our clients to achieve visibility across their entire IT environment (not just Citrix), to achieve faster desktop transformations, and attain a superior user experience. ”



**PAUL KUNZE**  
Vice President, Sales & Marketing,  
IntraSystems, Inc., a leading Citrix  
Platinum Solution Advisor based  
in Boston, MA.

## BY PARTNERING WITH EG INNOVATIONS, YOU CAN:

### Grow Revenue and Enhance Profits

Are you looking to expand your business, increase revenues and maximize profit? As an eG Innovations partner, you achieve all of these goals and more. With eG Innovations’ performance management software, you can provide a cost-effective, powerful solution, targeted at key areas where companies are making new investments including IT transformation projects such as desktop virtualization, server consolidation, cloud computing and others. More than 50% of our customers grow their deployments within a year, providing a great chance to increase your revenues and profits, without needing to add additional resources.

### Realize Financial Benefits

The eG Innovations Partner Program is designed to reward partners who invest time and effort with our solutions. Active and loyal partners receive rewards that include special incentives and higher margins. You also participate in our opportunity registration process. When you register an opportunity, we will make sure that we work with you to win the business.

### Win New Accounts and Keep Customers Satisfied with our Top-Notch Sales, Marketing and Engineering Support

The eG Innovations team is dedicated to making you successful. We run monthly events and drive leads through email campaigns, webinars, trade shows and other means. We will also provide you co-marketing assistance and access to sales tools and sales support resources. Our channel managers will work with you to identify target accounts in your territory. Leads will be provided to you as well. Once you engage with prospects, our sales, marketing and engineering teams are available to augment your efforts.

### Gain a Competitive Edge

Stay ahead of your competition with a uniquely positioned and complete performance management offering that can help you deliver IT transformational projects that stay on budget, achieve high end user satisfaction and maximize system uptime.

### Become a Trusted Advisor for Your Customers

With eG Innovations solutions, you have answers to many of your customers’ key IT service performance issues. For instance, you can help customers quickly address performance slowdowns and suggest ways to optimize their infrastructure. This way, you can position yourself as a Trusted Advisor and enhance the likelihood that you will gain even more business in the future.

# REVENUE OPPORTUNITIES FOR EG INNOVATIONS PARTNERS

- ✔ **Realize great margins on product sales -**  
Sell an industry leading, award-winning solution that is already being used by thousands of enterprises worldwide. As customers get familiar with the use and value of the solution, realize new license sales. When you provide first level support for our solutions, you can get margin on annual software maintenance contracts as well.
- ✔ **Demonstrate ongoing value to your customers -**  
Provide on-demand troubleshooting and diagnosis using eG Innovations products. Lower your own support costs by bundling our solutions as value-add components of your own offerings. Train customers to use our solutions effectively so they can have the visibility and knowledge to know when to call you for support.
- ✔ **Improve your customer's return-on-investment of their IT expenditures -** Offer actionable performance assessments for all layers and tiers within the IT environment. Recommend how to fine-tune and optimize applications, infrastructure and other IT components. Offer hosted, managed services for customers, making it easier for customers to get started with performance monitoring and management, without making a big upfront investment. White-label our products to promote your brand.
- ✔ **Increase your wallet share of your customer -**  
Offer services and support for our products including implementation, training, and on-going support. Generate opportunities for other services and product sales by engaging closely with customers throughout the IT lifecycle.

## PARTNER BENEFITS AT-A-GLANCE

- ✔ Great margins
- ✔ New service opportunities
- ✔ Differentiated offerings
- ✔ Joint lead generation
- ✔ Co-marketing programs
- ✔ Lead registration and management
- ✔ Free NFR software access
- ✔ Hands-on training
- ✔ Excellent support

## HOW EG INNOVATIONS WORKS WITH PARTNERS

eG Innovations is a proactive and committed vendor to our partners. We are seeking partners that want to enhance their opportunities with the leading performance management solution and establish a win/win relationship.

We do not have a rigorous partner engagement process – no sign-up fees nor do we require that you invest a lot of technical resources on our products. Initially let us collaborate with you on a few qualified opportunities. We will demonstrate to you the value of our solutions and how easy they are to sell.

We are ready to engage as closely with your customers as you want. We will do the upfront hard work, and we will collaborate with your team to provide demonstrations, to set up proofs-of-concepts and to present a joint solution to your customers. Once engaged, we will work with you on a business plan for your territory.

## About eG Innovations

eG Innovations provides intelligent performance monitoring solutions to dramatically accelerate the discovery, diagnosis and resolution of service performance issues in virtual, cloud, and physical service infrastructures. Only eG Innovations offers 360° service visibility with automated, virtualization-aware performance correlation across every layer and every service tier. This unique approach delivers deep, actionable insights into the true causes of cross-domain service performance issues and enables administrators to pre-emptively detect and fix root-cause issues - before end users notice.

eG Innovations award-winning performance monitoring and management solutions are trusted by the world's most demanding companies to enable superior user experience, keep mission-critical business services at peak performance and deliver on the ROI promise of transformational IT investments. Customers include: JP Morgan Chase, Citigroup, Depository Trust and Clearing Corporation, Allscripts, Samsung, Marathon Oil, OfficeMax and many more.

**CONTACT US:** [sales@eginnovations.com](mailto:sales@eginnovations.com) | [www.eginnovations.com](http://www.eginnovations.com)

US +1 866 526 6700 | SINGAPORE +65 6423 0928 | UK +44 (0)20 7935 6721 | NETHERLANDS +31 (0)70 205 5210  
INDIA +91 44 4263 9553 | LATIN AMERICA +52 55 5533 3395 | HONG KONG: +852 3972 2415