



## Partnership Program 2008 for Resellers & Distributors



### WHO IS AXIGEN?

"OUR MISSION is to provide secure and effective messaging solutions for both service providers and companies, thus leading to a world-wide secure communication environment."

AXIGEN Statement

AXIGEN Mail Server is a carrier class messaging solution, backed up by round the clock technical support, providing secure messaging with high flexibility and ease of administration to its worldwide users.

AXIGEN is a dynamic business started in 2001, nowadays counting over 160 partners in 80 countries and a team of over 60 people. The company is part of GECAD, a privately held group of 150 IT experts, developing software solutions for the international market since 1992. Through the close synergy within the group, AXIGEN benefits of an innovative team with 15 years of experience in messaging, security, and online services.

The demanding technology standards of AXIGEN and its commitment to innovation have been recognized by prestigious partnerships and certifications such as:



To guarantee high quality products right from the beginning, AXIGEN is developing its own AXIGEN GrowSecure™ architecture, also comprising AXIGEN SmartProcessing™ mail delivery, AXIGEN UltraStorage™ and in-depth configuration capabilities.

### WHAT MAKES AXIGEN DIFFERENT?



Within 14 years of acquiring software expertise and over 3 years of intensive research and development in mail servers, AXIGEN has achieved a highly stable technology which is constantly enhanced thanks to AXIGEN partners and customer feedback.

AXIGEN offers a whole new range of original features and services especially designed to meet the various needs and demands of the international market. This outstanding series of innovations shapes the solution gradually, from the licensing and distribution scheme, down to the very core of the product development concept, using a success-proven branding and sales program.

#### Effortless Administration & Server Operations

Smartly structured administration offers the option of local or remote access to servers. With the web-based administration front-end, configuration is a breeze and maintenance simple and straightforward, while all day-to-day tasks can be easily automated.

- **Account Classes** - create different classes (groups) of accounts, in order to provide basic and premium accounts, differentiating the service levels
- **Delegated Administration** - create multiple administrative users and groups with limited administrative rights - predetermined membership hierarchies and permissions
- **Administration Consoles:**
  - WebAdmin**, for optimized navigability, with quick links and contextual help
  - CLI (Command Line Interface)**, for automated operations
- **Reporting Engine** - define collection policies for server runtime parameters. Based on the collected parameters, Axigen renders graphical history charts, allowing the administrator to monitor the server's health.

"Our commitment is to build AXIGEN as a worldwide technological milestone. We believe that nowadays, Mail Server products should meet the specific messaging needs of any small business, service provider or corporation, while remaining affordable and highly profitable in terms of TCO.

We are able to manage and deliver top-notch email communication using our terabyte-level capable data storage."

Mihai Serban,  
Chief Software Architect

## SECURE by AXIGEN GrowSecure™ architecture

- **Advanced Filtering System** - integration with AntiVirus & AntiSpam applications; Anti-Impersonation; support for combining multiple antivirus products; sever, domain and user level filters
- **Multi-level Access Control** - connectivity access rules; whitelisting / blacklisting (administrator defined / user defined);
- **Encryption / Authentication** - Encryption Policies (SSL / TLS); Authentication (CRAM-MD5, PLAIN, LOGIN, GSSAPI, DIGEST-MD5); SASL Authentication Support
- **Sender Validation** - SPF (Sender Policy Framework)
- **Message integrity validation** - DomainKeys compliant.

---

## Efficient Business Communication

- **Personal Organizer** - Calendar, Journal, Notes, Tasks, meeting requests - for efficient time management, either remotely (through WebMail with an Outlook-like familiar interface) or locally (using MS Outlook)
- **Personal, public and domain contacts**
- **User groups and mailing lists** to simplify your communication flow
- **Remote POP** - collect emails from external email accounts

---

## Large Scale Solutions

AXIGEN relies on its carrier-class technology to sustain complex setups, to provide the required level of service availability and seamless scalability.

- **Clustered multi-tier setups (front-end / back-end)** - separate services on different tiers to enhance the overall security of the system and to provide service high availability; RHCS integration
- **LDAP Authentication & Routing** - store account passwords and routing information in a central point to support the multi-tier setup
- **POP3 Proxy / IMAP Proxy** - distribute mailboxes on multiple AXIGEN back-end servers and use separate front-end proxies to route POP3 / IMAP connections to the appropriate back-end server

\*Clustering support currently available only for the Linux-based AXIGEN versions

---

## Flexible Licensing Programs

- Perpetual License (the acquired license has a lifetime usage period)
- SDK (Software Development Kit) for integration with third party applications
- "Pay for what you use" Licensing Policy (tailored to customer revenue stream)
- OS-independent licensing (you can switch between OS-es with no additional charge)
- Volume cost savings
- Cross / Edu / Gov discounts
- Tailored solutions (special deals and OEM packs)

---

## Strong Customer Retention Policy

- Low operating costs (25% software maintenance fee per year)
- Easy license upgrade and update procedures
- Migration tools and services available

## WHAT OTHERS SAY ABOUT AXIGEN?



"If you ask us which of the test candidates was our favourite, we would have to go for the AXIGEN Mail Server. [...] If you are looking for a good mail server with excellent WebMail support, you will be very happy with the AXIGEN Server."

### Linux Magazine

---

"Often, Linux and other Unix-like operating systems are touted for the wide range of freely distributable, open source software available, particularly servers. AXIGEN Mail Server delivers a twist on the usual Unix server scenario. The commercial mail server promises turnkey advantages over open source solutions."

### ServerWatch.com

"We felt Communicate Pro was equal to AXIGEN in terms of performance and scalability, but its cost of ownership was much higher. [...] AXIGEN is very stable and fast. Moreover, its licensing options perfectly meet our requirements as provider of free email services with web-based access for more than 4 million users."

### Hussam Khoury - Maktoob.com, Jordan

---

"The 75 000 messages waiting to be sent and the high server load were often resulting in server downtime. Now, thanks to AXIGEN innovative architecture and effective filtering system, we no longer have to deal with this kind of situations"

### Alina Nemes - Rol.ro, Romania

## WHY PARTNER WITH AXIGEN?



Forming partnerships is an essential element of our way of thinking and a long-term honest and ethical commitment. We are trying to extend and build our partners' own efficient businesses around AXIGEN solutions through the AXIGEN Partnership Program, by minimizing internal barriers and providing full access to our sales and marketing resources, professional services, specialized trainings, and technical support.

By integrating AXIGEN messaging solution into their product portfolio, AXIGEN partners can expand the range of solutions offered to end customers and generate additional revenue streams for their business.

### More revenues w/o entry barriers

- expand the range of offered solutions
- attractive partner margin
- comprehensive sales trainings
- market penetration promotional programs
- sales leads and partnership leads
- flexible discount policies for End Users
- motivating SPIF (Special Performance Incentive Fund) programs

### Priority Partner Support

- pre-sales technical support
- dedicated free technical support 24 x 7
- beta testing involvement
- product design involvement
- KnowledgeBase, Q&A instant access
- rapid development of on-demand tools
- comprehensive technical trainings
- Online / onsite technical certification

### Precision Marketing

- partner-ready collaterals (presentations, white papers, templates, etc.)
- Pre-Sales Support (Testimonials / Case Studies / Competitor product analysis)
- cost-effective marketing kits
- web-presence on AXIGEN website
- web-awareness successful program, including website and SEO assistance
- demo CDs, NFR Software
- on-line product literature
- advertising coop programs
- joint events

### Effective Logistics

- dedicated account manager
- user friendly ordering
- favorable payment terms
- all payment methods accepted
- easy on-line account management
- fast online key-delivery method
- simple & modular media packs
- easy and flexible cost clearing methods: (invoice bundling, orders bundling, retro bonuses, credit notes, etc.)

## Business Performance

Based on our experience, we are able to come up with a standard 1-year business projection that may help you assess the opportunity offered by the AXIGEN Partnership Program.

Types of companies which are eligible to become AXIGEN partners:

- System integrators
- VARs of IT products
- Linux consultants
- Hosting providers
- ISP / ASP / HSP companies
- Others: IT companies with a business opportunity related to AXIGEN

Understanding the nature of AXIGEN products and being able to demonstrate the technical capability of the solution is very important in order to promote AXIGEN on your local market.

### Partnership Benefits

	Silver	Gold	Distributor
Extend distribution channel, new resellers acquired:	1-5	10-15	25-50
Increase company awareness	local	regional	national
Increase probability to achieve strategic partnerships	low	high	very high
Increase company good will	low	higher	significant
Possibility of 100% revenue from value-added-services, such as:	consulting, installation, testing	maintenance, advanced support, training	audit, restore, backup, integration with third party solutions
Accumulated technical know-how	basic admin	advanced admin Linux specialist	advanced admin Linux expert networking and security consultant

### Partnership terms - sneak preview

	Silver	Gold	Distributor
<b>Commitment</b>			
Partner Margin	standard	standard	flexible
Contract Signing	yes	yes	yes
Minimum Yearly Sales Targets	-	standard	flexible
Payment Terms	standard	extended	flexible
<b>Sales</b>			
Account Management	yes	yes	yes
Sales Activities	random	periodical	intensive
Sales Leads	if eligible	yes	yes
Partnership Leads (Sub-Resellers)	-	if eligible	yes
Monthly Forecast & Reporting	recommended	yes	yes
Sales Training	online	online/live	live
<b>Marketing</b>			
Web Site AXIGEN section	yes	yes	yes
AXIGEN Product Literature	yes	yes	yes
Joint Press Releases	-	if eligible	yes
Marketing Activities	recommended	periodical	intensive
Marketing Planning & Reporting	recommended	recommended	yes
Marketing coop (co-funding)	-	if eligible	yes
<b>Technical Support</b>			
NFRs (Not For Resale) Demo Software	yes	yes	yes
Technical Training	yes	yes	yes
Pre / Post Sales Technical Assistance	-	if eligible	yes
Customer Technical Support	recommended	periodical	intensive
Value Added Technical Services	recommended	recommended	yes
Involvement in AXIGEN R&D	-	if eligible	yes

## CONTACT INFO

### GECAD TECHNOLOGIES

10A DIMITRIE POMPEI BLVD.,  
020337 BUCHAREST 2,  
ROMANIA

Tel: +40 21-303 20 80

Fax: +40 21-303 20 81

Email: [sales@axigen.com](mailto:sales@axigen.com)

[www.axigen.com](http://www.axigen.com)