



The Nimsoft Technology Development Partner Program

Grow Revenues and Customers

FEATURES

- A dedicated Nimsoft partner program for third party developers
- Access to comprehensive technical resources
- Go-to-market planning and increased promotion
- First-level customer support provided by Nimsoft

BENEFITS

- Grow license and maintenance revenue
- Gain access to the large, fast-growing Nimsoft customer base
- Influence product development and roadmap
- Help set the standard for Unified Monitoring

Leverage the industry's fastest growing provider of next generation performance and availability monitoring solutions, and gain access to Nimsoft's large, global customer base. The Technology Development Partner (TDP) program is designed to support and promote both leading and emerging technology companies who offer tools and technologies that complement Nimsoft Software solutions. The TDP program provides you with the Nimsoft resources and expertise you need to deliver enhanced Unified Monitoring™ solutions to shared customers.

Read below to learn more about the benefits and requirements of the TDP program level and how you can become a partner today.

PROGRAM OVERVIEW

The Technology Development Partner (TDP) program is a key component of Nimsoft's Unified Monitoring Alliance, which is designed to enhance the delivery of open, next generation IT monitoring solutions. TDP members are committed to delivering open and extensible solutions built on the Nimsoft Unified Monitoring architecture and its APIs. TDP members are commercial software developers who supply add-on, complementary solutions to Nimsoft's portfolio such as data collectors or monitoring probes.

RESOURCES

TDP members get access to a comprehensive set of technical and marketing resources to develop rich and robust applications compatible with Nimsoft's Unified Monitoring platform, create differentiated solutions and grow their customer base. These resources include:

- Free access to Nimsoft software, Nimsoft software development kit (SDK) and APIs for product development, testing, integration, support, and maintenance.
- Online technical resources such as product documentation, knowledge base, FAQs, Web-based training, and Nimsoft's community development forum.
- Product influence programs such as software beta programs, access to Nimsoft developers and product managers, and quarterly product roadmap updates.
- Go-to-market planning and alliance management.

BENEFITS

TDP members can fully leverage Nimsoft's sales, marketing, and technical resources to achieve greater revenue growth and faster customer adoption. Solutions from TDP members are promoted, exclusively sold and supported directly by Nimsoft. Becoming a TDP member requires additional commitments from partners but also offers greater benefits including:

- Significant percentage of both product license and maintenance fees.
- Product(s) sold exclusively by Nimsoft's dedicated sales force.
- First level customer support provided by Nimsoft.
- Enhanced promotion including Partner Spotlight listing.
- Eligibility to serve on the Nimsoft Unified Monitoring Advisory Board.

TDP members also have access to interoperability testing and validation services to further promote and build confidence for their solutions with Nimsoft customers and prospects.



HOW TO JOIN

To begin the process of becoming a TDP member, please visit www.nimsoft.com/partners and complete the short, online application. A Nimsoft alliance program manager will review your application and then contact you to discuss your interests and explain the next steps in the process.

Requirements	Technology Development Partner
Signed Nimsoft Unified Monitoring Alliance Partner Agreement	√
Mutual NDA in place	√
Signed Nimsoft Development and Sales Agreement	√
Provide joint customer support ¹	√
Assist in co-marketing efforts	√
Use of name, mark(s) and logo(s) for PR and marketing purposes	√
Quote(s) from senior management for PR and marketing purposes	√
Provide joint value proposition, datasheet, and customer presentation	√
Complete interoperability testing and validation ²	√
Provide product feedback	√
Marketing and technical contacts	√
Go-to-market plan approved by Nimsoft	√
Initial program fee ³	\$1000
Annual program renewal fee	\$1000

Sales and Marketing Benefits	Technology Development Partner
Unified Monitoring Alliance logo usage	√
Co-branded marketing materials	√
Access to Nimsoft Partner Portal	√
Featured Listing in Unified Monitoring Solution Directory	√
New partner press release	√
Joint customer success story	√
Partner Spotlight on Nimsoft Web site	√
Product(s) sold exclusively by Nimsoft	√
Go-to-Market Planning	√
Alliance Manager	√

¹ Nimsoft will provide first-level customer support; TDP member is responsible for second and third-level support as defined in the Nimsoft Development and Sales Agreement.

² TDP members must complete Interoperability Testing and Validation as defined in the Nimsoft Development and Sales Agreement.

³ Program fees waived for first 2 years for partners who join the Unified Monitoring Alliance by 12/31/09.



Technical Services	Technology Development Partner
Free, not-for-resale licenses to Nimsoft software	√
Free Nimsoft SDK and APIs	√
Access to Nimsoft Support Portal	√
Access to Nimsoft Community Development Forum	√
Access to product roadmap influence programs	√
Eligibility for beta program participation	√
Interoperability testing and validation for product(s)	√
First-level customer support provided by Nimsoft	√

Education and Training	Technology Development Partner
Access to Nimsoft product documentation via support portal	√
Discount on Nimsoft training classes, conferences, and events	√

ABOUT NIMSOFT

Nimsoft is the first provider of Unified Monitoring™ solutions for virtualized data centers, hosted and managed services, cloud platforms, and SaaS resources. With a proven time to value measured in weeks, the Nimsoft Monitoring Solution™ (NMS) reduces an enterprise's total cost of ownership by up to 80 percent compared to legacy systems management vendors, while scaling and extending to places they just cannot go. The Nimsoft Unified Monitoring architecture eliminates the need to deploy a new monitoring solution for outsourced services, public or private clouds, or SaaS implementations. Nearly 1,000 customers use Nimsoft Unified Monitoring solutions, including both mid-market and global organizations such as Amway Corporation, Barclays Capital, Casual Male, European Medicines Agency (EMA), Ladbrokes, TriNet, and hundreds of leading hosting, cloud, and managed service providers such as 1&1 Internet, CDW, Hitachi, and Rackspace. For more information, visit www.nimsoft.com. To see the Nimsoft Unified Monitoring architecture in action, visit the Nimsoft public portal at www.unifiedmonitoring.com.

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