

Appro Alliance Partner Program

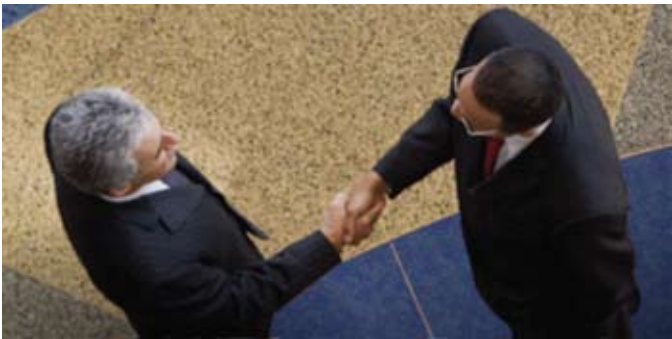


High Performance
Solutions for
High Performance
Businesses

Delivering quality and complementary solutions through partnership

Alliance Program Overview

Appro teams with the best hardware and software technology companies to provide our customers superior quality solutions for their high-performance computing needs.



Customers want integrated software and hardware solutions and our partner relationships help us create out-of-the-box, reliable and innovative solutions for our customers to achieve faster product time-to-market at a very competitive cost.

The Value of Appro Partnership

Today's high performance computing businesses are more than network communications vehicles; they are platforms for innovation. Enterprises and Service providers invest in IT not only to maintain their existing services through growth and change, but also to create new services that differentiate them from the competition.

Appro workstations, servers, clusters and supercomputers focus on medium to large-scale high performance computing deployments providing outstanding price/performance, balanced architecture, open standards and engineering expertise. Together, we can help our customers grow, strengthen, and create innovative business models offering best in class high-performance, open and flexible solutions.

Appro is dedicated to building a world-class marketing alliance program by working closely with our chosen partners and customers to ensure the best total solution available to end-customers. We are committed to cultivating long-term, marketing relationships with best-in-class original equipment manufacturers (OEMs) as well as strategic technology suppliers and independent software vendors (ISVs).

Program Benefits

The Appro Alliance Partner Program offers an opportunity for your company to jointly deliver quality solutions to our end-customers.

Branding

Greater visibility to your company and product offering with logos, web links, and company/product description on respective websites.

Co-Marketing

Increase your exposure by taking advantage of our presence at industry events and tradeshows to display your technology demonstrations and marketing materials.

Joint solution will be promoted through co-marketing materials such as white papers, case studies, solution briefs, and/or press releases.

Participation in Benchmark Center

Benchmark Center will be available to Appro partners for joint customer engagements. Alliance partners receive priority access to our benchmark clusters that utilize the latest server processors from AMD and Intel®. Alliance Partners can participate in additional Appro Cluster Center activities pending contribution of hardware or software.

Training

Relevant information and training will be available to use and market Appro products as well as the ability to be in front of Appro Sales for your product training and key messages.

Shared Success

Potential for Appro Sales to lead with your products, providing sales opportunity for your company and Appro. Appro sales recommend hardware, software, or services from our partners and our partners recommend Appro solutions to their customers.

Become an Alliance Partner

Appro works with Alliance Partners to establish a successful, long-term relationship. Appro Alliance team members collaborate with prospective partners to validate hardware and software solutions offering products or services that complement the Appro product line. Once the solution is approved, partners are welcomed into the Appro Alliance Partner Program and are immediately eligible for the many benefits described above. Appro communicates new partner solutions to our sales teams and regularly measures the success of the program through an Alliance review.

To learn more about the Appro Alliance Partner Program or to become a partner, please fill out the Alliance Partner Program Registration Form located at www.appro.com

About Appro

Appro is a leading developer of innovative workstations, density-managed servers, clusters and supercomputers. Appro is uniquely positioned to support High-Performance Computing markets focusing on medium to large-scale deployments where lowest total cost of ownership is a primary consideration. Appro accelerates technical applications and business results unlocking the value of IT through outstanding price/performance, balanced architecture, open standards and engineering expertise.

Appro headquarters is in Milpitas, CA, with an R&D/manufacturing center in Asia and a sales and service office in Houston, TX.



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