

Cloudy with a Chance of Rainmaking Opportunities for VARs and MSPs to Grow Their Business



Award Winning Application Platform

Most Innovative Technology

EverythingChannel XChange
Tech Innovators 2009

Gartner Cool Vendor in Cloud Computing 2009

Gartner Magic Quadrant
in Enterprise Application
Platforms 2009

DEMOGod at DEMO in San
Diego 2007

Proven Technology

Over 30-Million User Hours
Served

Over 400 businesses from
large enterprises to SMBs
including recognizable
brands such as: Gannett,
David Allen Company,
Hearst, Jarden, Deloitte,
LifeCare, and more

Over 5,000 users worldwide
ranging in sales, marketing,
HR, IT, finance and more

Operational since 2003,
with regular quarterly
updates



- Gain High-Margin Recurring Revenue Today
- Resell Proven Business Applications
- Maintain Customer Control Over Pricing, Billing, and Service
- Create Value Added Services for Administration and Customization

For unprepared Solution Providers, VARs, and MSPs, the Cloud Computing phenomenon might represent a looming threat. Virtualized infrastructure and applications that businesses can turn on and off like utilities – that are sold on-demand and at significantly lower cost than physical products – could be unwelcome competition for even the largest solution providers.

But as Gartner predicts: Enterprise software delivered in the cloud as a service will total over \$12B by 2012 and grow at 17.7% each year. That also means there is ample opportunity for the Channel to scale their delivery capabilities and usher their customers into a new era of more powerful web-based services.

Solution Providers looking to effectively make rain and maintain a profitable stake in the cloud economy must find a technology partner that lets them:

- Achieve high margin, recurring revenue with little or no start-up fees
- Resell a proven suite of business management solutions (CRM, HR, IT, ERP) that can be quickly verticalized, localized, and whitelabeled
- Maintain full control over pricing, billing, and customer relationships
- Ensure a reliable, secure, and robust hosting and computing environment
- Run in the Cloud with little or no investment of precious IT resources
- Accelerate time to market from months or years to a matter of days
- Easily configure, manage and administer customer environments as a value-add service
- Have access to technical backup from a vendor's customer-driven sales and support team

The time to building a business in the cloud is narrowing as bigger players look to go more direct. **Solution Providers have an ally in LongJump.**

The Most Channel-Friendly Cloud Vendor

Hosted MSP Features

- Robust, fully-mirrored SAS 70 Type II hosted service
- Highly available, highly scalable architecture
- Application packaging to migrate applications from one instance to another
- Expert backend management, maintenance and administration
- Proxy login to customer accounts for issue resolution or admin services
- Dedicated case escalation to LongJump support staff

Installed ISV Features

- Deployable within corporate firewall, private hosting service, kiosk form factors, or cloud computing environments
- MSP partner ecosystem capabilities
- Industry standard stack for improved manageability and reliability
- Control updates to core platform as required by customers or compliance

LongJump — voted by Solution Providers as the **Most Innovative Technology at EverythingChannel's XChange Tech Innovators Conference in 2009** — offers multiple, lucrative revenue building programs for partners to deliver web solutions to their clients through its Cloud Applications Platform.

MSPs/VARs

Become a hosted reseller with complete whitelabeling of LongJump apps and platform

Quickly verticalize or localize existing proven applications like CRM, Email Campaigning, HR, and other business management apps

Eliminate IT infrastructure overhead using LongJump's robust, secure, application hosting environment

Maintain complete customer control over pricing, billing, and support

Zero startup costs or infrastructure requirements with a groundbreaking per-user, per-month flat rate

Upsell remote services such as: implementation, integration, administration, training and best practice consultation

ISVs

Bring the LongJump platform behind the firewall or on your own hosting environment for an end-to-end enterprise application framework

Create apps faster without reinventing the wheels of common functionality

Ensure utmost security and compliance with private infrastructure

Build on a proven standards-based, multi-tenant platform

Complete developer-friendly coding environment

Empower customer-driven self-service reporting and business process automation

Partner with LongJump on defining future product roadmap

Referrals

Introduce LongJump to your client base and get recurring revenue over the life of the contract

Start a low-risk, high-yield involvement in cloud economy

Offer significant value to existing applications that may be costing your clients hundreds each month

Have complete access to marketing and sales materials

Earn bonuses for large client implementations

Tap into growing SaaS market or identify underserved opportunities

Extend reach into new markets and client engagements

Sell consulting, implementation, integration, management and administration services

Working with the LongJump Team

"Phenomenal."
"Extraordinary."
"Responsive."

These are the words our customers and partners have used to describe the LongJump team from the executive management to the front-line support experts. When you become a LongJump partner, your business becomes our business, and our team is dedicated to your success.

You don't just get a platform and applications to resell. You get the backing of an entire company that has worked with over 400 businesses large and small and over 5,000 users since 2003.

Teaming with LongJump, you have access to:

- An opportunity-driven sales support and marketing team focused on your goals
- Personalized live and web-based training sessions
- Highly responsive technical and engineering support on a first name basis
- Deep, up-to-the-minute, how-to information via our documentation wiki
- Brandable marketing collateral for every phase of the sales cycle
- Product roadmap details, discussions, and contribution of ideas

Getting Started

Building a business in the clouds is easier than you think and with initial impressive margins, right now is the time to sign up and lock in on vendor pricing. Contact LongJump at 800.886.9028 or visit msp.LongJump.com to learn more.

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