

HP Cloud Computing Expressway -- Software as a Service (SaaS) for SMB Partners

HP/Microsoft/USA.NET Hosted Exchange Program Overview

Effective March 2009



Table of Contents

Overview.....	2
Benefits to Reselling Hosted Microsoft Exchange and Messaging Service.....	2
Generate a Recurring Revenue Stream .....	2
Expand your Customer Engagement.....	3
Differentiate Yourself From the Competition.....	3
About USA.NET .....	3

---

## Overview

Take Advantage of the Hosted Exchange SaaS Revolution. Partner with Industry Leaders – HP, Microsoft and USA.NET. This alliance provides resellers a comprehensive channel partner program that includes the following resources:

- Dedicated channel account management
- Partner portal with access to numerous materials to aid your sales and marketing efforts
- Pre-sales engineering support available when needed on strategic opportunities
- 24x7x365 technical support
- Lead registration

The market for software as a service (SaaS) is growing rapidly. The SaaS segment is expected to comprise 25-30% of all new software sales by 2011. Several of the benefits for customers of the SaaS model include:

- Eliminating upfront capital expenditures
- Establishing predictable technology costs
- Allowing focus on core business

*“The number of hosted mailboxes or mailboxes run by SMB’s is in the hundreds of millions. About half of that is hosted today, but they’re really getting a very basic experience; it’s just POP mail. That opportunity is wide-open in enabling those SMB’s to really get a high-quality experience for a reasonable price.”*

**John Zanni GM MS S+S Industry,**

---

## Benefits to Reselling Hosted Microsoft Exchange and Messaging Service

Within the SaaS segment, Microsoft Exchange as a hosted service is one of the most popular offerings, growing at over 39% annually according to Microsoft. Hosted Microsoft Exchange is an optimal introductory application to offer in a SaaS model, as ALL businesses are familiar with email. Offering hosted Microsoft Exchange comes with many benefits.

---

## Generate a Recurring Revenue Stream

Selling hosted Exchange and related enhanced messaging services is a high-profit and high-margin business line. There is no upfront costs or infrastructure required so you can focus on selling Fortune 50 quality services to your customers.

---

## Expand your Customer Engagement

Customers who sign up for email hosting typically request additional messaging services. These add on services such as email archiving, mobility and messaging security solutions can increase your revenue by 30% with no additional sales cost.

## Differentiate Yourself From the Competition

VARs that fail to make the transition to SaaS, managed services, or hosted services will find themselves at a competitive disadvantage, according to Revenue Accelerators, Inc., a leading sales consulting firm.

## About USA.NET

USA.NET has been hosting business-class e-mail since 1996 and Microsoft Exchange since 2000. As a Microsoft Gold Certified Partner since 2002, USA.NET now has over 220,000 hosted Exchange mailboxes on its infrastructure, while managing over 38 million email messages daily. Additionally, USA.NET has more than 1,300 messaging customers in over 120 countries.

When you sign a new customer for hosted messaging, USA.NET can handle the complete migration of the customer's old mail system to the new hosted one—usually overnight. This quick, easy transition means the customer has virtually no interruption in their business—and you have virtually nothing to do in order to get them up and running; USA.NET's Professional Services team has extensive messaging migration experience.

USA.NET's approach to hosting has led to amazingly high levels of customer loyalty. Compared to some hosters with churn rates approaching 20%, USA.NET has retained an astonishing 99.4% of its hosted messaging customers. The company says there are many reasons. At the top is a comprehensive support team led by the Technical Account Managers (TAM) assigned to each customer. USA.NET says these "in-house, dedicated account managers ... help our clients with all of their questions, issues, and needs." For a reseller of hosted services like you, these trained and experienced people provide a single point of contact and an exceptional level of confidence.

Also important, USA.NET gives your customer what it says is "security built into the very nature of the solution: the people processes and the technology are all engineered around, and integrated with, security."

For additional information, and to add Hosted Exchange services to your offering start by going to [www.usa.net/hp](http://www.usa.net/hp) and select the 'Register to become a reseller' button.