

Managed File Transfer

A True Greenfield Opportunity for Ipswitch Partners



World-class, proven solutions for your customers:
WS_FTP | **MOVEit** | **MessageWay**





Greenfield

“ Land not previously occupied or developed; a marketplace that is completely untapped and is now free for the taking. ”

The Next Big Thing Starts Now...

Managed File Transfer

Become an Ipswitch File Transfer Partner Today

As a reseller, you've probably already sold firewall technology, antivirus software, AVI solutions, DLP and much more. But chances are you've always been waiting for "the next big thing," an explosive new technology that would give you the opportunity you've dreamed of.

With managed file transfer, your future starts now. According to recent Gartner research, the worldwide managed file transfer market will nearly double to more than \$1 billion by 2014.

You're in the right place at the right time, but it's up to you to make the right move. Become an Ipswitch File Transfer (FT) partner today to team with an industry leader and start to achieve nearly unlimited potential.



“

We place high value on our channel partners and continue to reinforce our commitment to them. Adding Ipswitch solutions to their portfolio ensures that our partners will have a strategic offering to meet the evolving needs of their customers. ”

Managed File Transfer: Exactly What 100% of Your Customers Need, Right Now

Wouldn't it be great to find a technology that every company needs?

Too often, VARs are forced to match a particular solution with a finite segment of their customer base. Not only is it a challenge to find the right customer, but it limits your total selling potential.

Managed file transfer – more specifically, Ipswitch FT's line of solutions – is exactly this solution, and presents a significant opportunity for you now.

Why is this true? Think about your customer base. After making significant investments in just about every facet of their IT infrastructure – from backend databases to customer-facing applications and everything in between – nearly every organization tends to ignore the “connections” in their architecture, or how they will transfer files and data.

Developing homegrown applications or cobbling together disparate file transfer technologies doesn't solve the problem and even leads to significant risks related to security, compliance, governance and cost. And perhaps even more significant to you: **Almost every company in the world faces these same challenges right now.**

Secure, managed file transfer is one of the fastest growing IT markets today; as a result, it offers an unmatched revenue and profit opportunity as organizations of all sizes look for better ways to improve how they manage and transfer their most critical information.

It's All Here and It's All Here for You

We know what you're thinking: "This all sounds good, but what does it mean for me?"

As an Ipswitch partner, it means you have the chance to offer your customers a proven solution to meet their needs. When you become an Ipswitch reseller, you partner with the worldwide leader to deliver managed file transfer solutions to your customers.

Benefits of the program include:

- Access to a proven product portfolio of award-winning managed file transfer solutions
- Marketing resources: Ipswitch File Transfer gives you high-quality marketing tools, such as HTML email templates, which are available for co-branding. In addition, we'll provide you with product evaluation links that you can host on your website to generate your own leads
- Access to a tiered discount model where the more you sell the more discounts you receive
- Enrollment in Ipswitch's Deal Registration program for deals that are provider-held, providing up to 30% margins
- Participation in our Technical Certification Program for deep knowledge of product capabilities

Capitalize on the Managed File Transfer Opportunity

Organizations today must manage, protect and govern their most critical data.



IT professionals are challenged to find a single solution that meets their security needs, improves global person-to-person collaboration, focuses on file transfer governance and enables regulatory compliance.

Managed file transfer technology is the only solution that can help them achieve all of these objectives for maximum business value. And the market opportunity is substantial. Analysts predict the worldwide managed file transfer market will explode in the next two years.

Why Do Your Customers Care about Managed File Transfer?

When evaluating the right managed file transfer solution, enterprise organizations need a solution that can exceed their security and compliance requirements while also improving IT governance over file and data transfer interactions. Ipswitch's line of managed file transfer solutions is exactly what nearly every enterprise organization needs today.

Our proven solutions, including WS_FTP and MOVEit, are optimized for mission-critical encrypted file, message and data transfers through on-premises software or Ipswitch-hosted services. In addition, Ipswitch solutions can help organizations improve file governance, simplify compliance efforts and automate their most complex workflows.



Benefits of Ipswitch Managed File Transfer Solutions

Unique licensing model

Unlike competitors' licensing models that restrict the number of users, Ipswitch offers an unlimited number of users, for maximum productivity and results.

Dedicated support

Customers can take advantage of our world-class technical support teams, available 24/7/365, so they can be confident that their questions will be resolved quickly.

Easy and effective compliance

Powerful security features can help organizations comply with corporate, industry and government regulations such as BASEL II, PCI DSS, Sarbanes-Oxley and many more.

Ad hoc and browser-based transfers

Our solutions enable ad hoc and browser-based transfers for person-to-person secure file transfer. Seventy percent of our deals include these capabilities.

Faster time to value and ROI

All Ipswitch solutions are exceptionally fast and easy to deploy and are usually live in days or weeks – leading to faster time to value and increased return on investment.

Additional Incentive: The Ipswitch Deal Registration Program

When you become an Ipswitch partner and close registered deals, you are eligible to receive additional discounts for the distribution costs included in the deal. See below for an overview. More detailed information is available on our Deal Registration data sheet.

Participant Eligibility

All Ipswitch FT Partners are eligible to register deals.

Qualifying Products

All Ipswitch FT MOVEit products, excluding renewals and professional services.

Deal Registration Incentive

Reseller Partners who close registered deals are eligible to receive an additional discount off the local distribution cost for MOVEit products included in the deal.

To learn why secure managed file transfer solutions are crucial to any organization, and how becoming an Ipswitch Partner will create new revenue and business opportunities for you, visit www.ipswitchft.com/Partners/

About Ipswitch File Transfer

Ipswitch File Transfer high-performance integration and managed file transfer (MFT) solutions manage a broad spectrum of business interactions – from enterprise application integration to mission critical data transfers to simple person-to-person file exchanges.

Customers worldwide, including more than 90 percent of Fortune 1000 enterprises, the majority of government agencies and millions of users, rely on proven Ipswitch solutions to transform the way they do business.

Learn more at www.ipswitchft.com or contact us at www.ipswitchft.com/Company/Contact.aspx or on our Twitter account @IpswitchFT.

