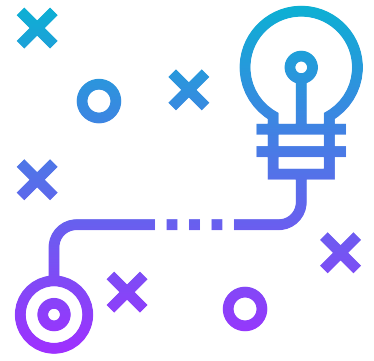


PARTNERSHIP TYPES & THE REVENUE FUNNEL



AWARENESS

Prospects made aware of the problem & your brand



Co-marketing **Affiliate**



INTEREST & INFO SEARCH

Search for information on problem and vendors

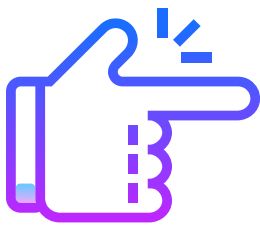
Managed Service Provider **Value Added Reseller**
Tech

CONSIDERDATION

Evaluate and compare different vendors



Tech
Referral
Value Added Reseller



DECISION

Make a decision whether to buy or not

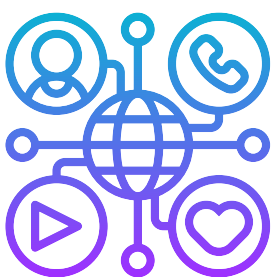
Tech **Managed Service Provider**
Referral **Value Added Reseller**
 System Integrator

PURCHASE & IMPLEMENT

Pay for and implement the product



Managed Service Provider **Tech** **OEM**
Value Added Reseller
System Integrator



LOYALTY

Retained, contract expansion, and referrals

Tech **Managed Service Provider**
Value Added Reseller