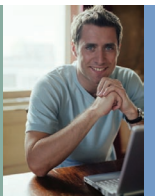


# The Captaris Channel Partner Program



**To Capitalize On Market Opportunity, Work With The Market Leader**

# The Captaris Partner Advantage



## *Capitalize On Opportunities With Captaris*

### ***Partner with Captaris to Unlock the Revenue Potential within the Business Information Delivery Market***

Looking for new ways to expand your business offerings, tap into a growing market and work with a proven technology leader? There has never been a better time to join the Captaris family of channel partners.

Business Information Delivery combined with business process automation improves the efficiencies of information workflow across an enterprise while reducing its costs. From input to output to the maze in between, Business Information Delivery enables integration of legacy systems to optimize and scale information flow and automate time-consuming processes. By using Business Information Delivery, companies improve capacity to access, route, manipulate and track processes, documents and data. The result? An immediate improvement in workflow and information exchange—not to mention an equally rapid and positive effect on companies' bottom lines.

Industry analysts estimate Business Information Delivery to be a \$5 billion market. Captaris delivers products that help customers worldwide integrate and automate the flow of messages, data and documents and is a leader in this market. This gives our partners a unique opportunity to capitalize on the enormous business opportunities available in this expanding space.

### **Captaris Gains You A Business Edge**

**Increase your profit margins** - drive software and services revenues with the sale of Captaris products

**Extend your value** - provide your customers the benefits of proven, integrated applications and solutions

**Expand your sales reach** - enter new markets and create greater business opportunities

**Differentiate yourself** - gain an edge over your competitors by partnering with the recognized market leader in Business Information Delivery solutions

### **Captaris Supports Your Revenue Growth Initiatives**

Captaris invests in your success and we pride ourselves in being easy to do business with for partners and customers alike. Our knowledgeable sales, support and technical staff is dedicated to being responsive to our partners' needs and to providing you the highest quality support to help you grow your revenues and business with Captaris.

### **We Are Committed To Providing You The Resources To Grow Your Captaris Business.**

- Benefit from the Captaris brand strength with the market leading document delivery and workflow solutions—Captaris RightFax and Captaris Teamplate
- Enjoy competitive discounts, joint marketing activities, quarterly contests and effective training programs
- Take advantage of timely expert sales, marketing, training and technical support
- Access the Captaris Partner Website 24/7 for customer information, marketing collateral, sales tools, training and more

### **Captaris Is A Financially Solid Market Leader**

When you partner with Captaris, you are partnering with an established, acclaimed and financially solid company. Captaris has been providing Business Information Delivery products for over 20 years, and has a long history of providing our partners industry-leading products and services.

- Publicly traded company (NASDAQ: CAPA)
- Financially secure, 21-year track record: \$80+ million annual revenue; \$95+ million cash balance and no debt
- Recognized as an industry leader by analysts such as IDC and Davidson Consulting
- Over 1,200 Channel Partners with distribution in 44 countries
- More than 80,000 systems installed worldwide
- Millions of business users in 93 of the Fortune 100
- Strategic alliances and tight product integrations with industry leading partners; IBM Lotus, FileNet, Hewlett Packard, Microsoft, Oracle, Xerox, SAP, Siebel and more
- Long history supporting the Business Information Delivery needs of companies of all sizes in a variety of industries including distribution, financial services, healthcare, legal, manufacturing, professional services, travel, entertainment and utilities



## *Build Success With Leading Business Information Delivery Solutions*

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Captaris is a leading provider of Business Information Delivery solutions that integrate, process and automate the flow of messages, data and documents. Our integrated Business Information Delivery solutions are recognized for best-in-class reliability, innovation and customer satisfaction. By adding Captaris solutions for Business Information Delivery, RightFax and Teemplate to your offerings, you are well on your way to expanding your market reach and business opportunities.

- Captaris Business Information Delivery tightly integrates with key front and back-office applications from Microsoft, SAP and Oracle
- Captaris Business Information Delivery can simultaneously deliver a large volume of paper-based or electronic documents via print, fax, email, SMS, and/or HTML/XML channels
- The Captaris Business Information Delivery enterprise-class architecture dependably delivers high-volume processing and throughput requirements

### *Captaris RightFax*

RightFax is the proven market leader in enterprise fax and e-document delivery, providing efficient and secure ways for businesses to send and receive documents from virtually any application via fax, email, print devices or over the Internet.

- RightFax has over 70,000 installations worldwide in 44 countries
- RightFax is used by 93 of the Fortune 100 companies and more than 50% of Fortune 500 companies
- RightFax has 38.2% North American market share and 21.3% market share worldwide—three times the market share of the second-largest vendor (Source: Davidson Consulting, 2003)
- RightFax is endorsed as either the exclusive or preferred fax provider by the world's leading technology companies including: FileNet, IBM Lotus, Microsoft, Oracle, SAP and Siebel
- RightFax has been providing reliable enterprise fax and e-document delivery solutions for almost two decades for companies of all sizes in a variety of industries including financial services, healthcare, legal, manufacturing, distribution, travel and more

### *Captaris Teemplate*

Captaris Teemplate is a process automation solution that improves the access and control of unique business processes for compliance and competitive advantage. Teemplate makes it fast and easy to develop and support workflow applications within Microsoft environments, increasing collaboration, productivity and accountability. By integrating with Captaris Business Information Delivery solutions, Teemplate enables best-in-class processes that ensure the right people get the right information at the right time.

- Teemplate is the first workflow platform purely built on the Microsoft .NET Framework leveraging XML and Web Services—built in .NET for .NET
- Teemplate delivers business process workflow automation and integration for Microsoft environments including Microsoft Content Management Server, Microsoft SharePoint, Microsoft BizTalk Server, Microsoft Office System, Microsoft Exchange Server, Microsoft Great Plains, Microsoft InfoPath and Microsoft Visio
- Teemplate for .NET solutions often capture ROI in months, instead of years, enabling a low total cost of ownership
- Teemplate offers compliance-based solutions for Sarbanes-Oxley, and enhances the Microsoft Sarbanes-Oxley Solution Accelerator by adding Teemplate for audit control and user participation control

## ***Maximize Customer Value With Captaris Professional Services***

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As a Captaris partner you have the opportunity to take advantage of a host of professional services including the solutions catalog, developer program and consulting and implementation services. The goal of these programs is to provide our partners with the strategic technology tools to sell, implement and deploy Business Information Delivery solutions that provide real lasting value to our customers.

### ***The Solutions Catalog***

The Captaris Solutions Catalog enables developing partners to have their customized solutions certified by Captaris and sold by the entire Captaris global distribution channel. By certifying your solutions with Captaris and leveraging the Captaris channel, partners introduce their solutions to broader markets and penetrate markets with greater speed at lower cost of entry.

### ***Implementation Services***

Captaris Implementation Services offer a team of highly skilled engineers who are experts in the deployment, implementation and integration of Captaris solutions. They can assist you and your customers to successfully install, configure, customize and integrate Captaris products to meet business objectives.

### ***Consulting And Analysis***

Captaris Consulting and Analysis services professionals work with you and your customers to identify the most efficient, valuable and cost-effective way to deploy Captaris systems.

### ***Enterprise Management***

Captaris Enterprise Management services supports you and your customers to standardize installation and maintenance of Captaris products across all facets of the organization.

### ***Custom Development***

Captaris Custom Development provides custom development support to help you and your customers integrate Captaris products with existing applications, workflows and business processes.

### ***Developer Program***

The Captaris Developer Program provides partners with expert resources, tools and support to effectively respond to customer requirements with custom solutions based on Captaris products and APIs.

*“At Captaris we recognize that partners are critical to our customers’ success and therefore to our own. We developed the Captaris Channel Partner Program to support our partners with the products, people and programs needed to increase their sales and grow profits within the Business Information Delivery market.”*

*—Matthias M. Scheuing,  
Chief Operating Officer*

## *Benefit From Joining The Captaris Channel Partner Program*

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The goal of the Captaris Channel Partner program is to bring together the people, programs and processes to help you expand your sales, enhance your customer relationships and distinguish you from your competition. It offers a combination of rewards and resources, depending on your partner level, to assist you in driving a profitable business.

**Partner Communications** - *Relevant communications including monthly newsletters, product announcements, annual partner summits, and advisory councils so that you can more effectively develop, deliver and support Captaris solutions.*

**Marketing** - *Ongoing marketing activities to generate demand and build sales around Captaris solutions, product launches and new marketing initiatives.*

**Sales** - *Seasoned account support and training helps you generate sales more quickly, leverage existing relationships and grow your business with Captaris.*

**Technical Support** - *Expert assistance, tools and services help you deliver Business Information Delivery solutions that keep your customers satisfied and loyal.*

**Pre-sales Engineering** - *Pre-sales engineering support to help you develop a Captaris solution to fit your customers' short and long-term technical and business requirements.*

**Software** - *Access to Captaris software for development, support and sales.*

**Training** - *Assistance in building and maintaining high levels of sales and technical expertise in your particular areas of specialization.*

## *Partner Programs Tailored For Your Business*

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The goal of the Captaris channel partner program is to provide the framework to help our partners grow their business, leverage their expertise and drive their business profits. It is not a one-size fits all solution. Rather, it is tailored to suit you and the unique business models and markets of our diverse partners across the globe.

### *North American Tier Overview*

The Captaris Partner Program is designed to provide Value-Added Resellers and System Integrators access to Captaris products, regardless of their company size or sales volume.

Our Partner Program offers graduated partnership tiers—Bronze, Silver, Gold and Platinum—to allow you to choose your level of investment in Captaris, and to reward you according to your demonstrated commitment to our products.

As you grow your sales of Captaris products, we provide you with an increasingly comprehensive business infrastructure that includes marketing support, technical benefits, sales promotions and equipment discounts for a more turnkey operation. Partner tier performance is reviewed semi-annually, at which time we will help you identify opportunities for additional revenue growth. This will also help you to obtain the next level of benefits and support from Captaris.

## *Join The Captaris Channel Partner Team Now*

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For information on becoming a Captaris Channel Partner, or to request an application, contact us at: [channeldevelopment@captaris.com](mailto:channeldevelopment@captaris.com) or begin your partner application process online at [www.captaris.com/apply](http://www.captaris.com/apply).

# Captaris North American Partner Tiers

|  | BRONZE                    | SILVER                    | GOLD                | PLATINUM                   |
|--|---------------------------|---------------------------|---------------------|----------------------------|
| Product Discounts for RightFax and Teemplate | Yes                       | Yes                       | Increased Discounts | Increased Discounts        |
| Sales Leads                                  | Captaris Sales Discretion | Captaris Sales Discretion | Yes                 | Yes                        |
| Receive Captaris Sales Training              | Yes                       | Yes                       | Yes                 | Yes                        |
| Receive Sales Presentations                  | Yes                       | Yes                       | Yes                 | Yes                        |
| Participate in Partner Contests              | Yes                       | Yes                       | Yes                 | Yes                        |
| Eligible to Receive Annual Awards            | No                        | No                        | Yes                 | Yes                        |
| Access to intranet site                      | Yes                       | Yes                       | Yes                 | Yes                        |
| Use of Captaris Tier Logo                    | Yes                       | Yes                       | Yes                 | Yes                        |
| Receive Marketing Toolkits                   | Yes                       | Yes                       | Yes                 | Yes                        |
| Access to Rent Captaris Tradeshow Booth      | No                        | No                        | Co-op               | Free One-Time Use Annually |
| Invitation to Annual Partner Summit          | Yes                       | Yes                       | Yes                 | Yes                        |
| Receive Co-op Marketing Funds                | No                        | No                        | Yes                 | Yes                        |
| Case Study Participation                     | Yes                       | Yes                       | Yes                 | Yes                        |
| Press Release Participation                  | Yes                       | Yes                       | Yes                 | Yes                        |
| Can Sell Captaris Implementation Services    | Yes                       | Yes                       | Yes                 | Yes                        |
| Beta Testing Programs                        | No                        | No                        | Yes                 | Yes                        |
| Receive Free Technical Support               | No                        | No                        | Yes                 | Yes                        |
| Receive NFR Software Upgrades                | No                        | No                        | Yes                 | Yes                        |



Captaris is a leading provider of Business Information Delivery solutions that integrate, process and automate the flow of messages, data and documents. Captaris produces a suite of proven products and services, in partnership with leading enterprise technology companies, delivered through a global distribution network. Captaris has installed over 80,000 systems in 44 countries with 93 of the Fortune 100 using the company's award-winning products and services to reduce costs and increase the performance of critical business Information investments.

Captaris is headquartered in Bellevue, WA and has main offices in Tucson, AZ, Portland, OR, Calgary, Canada and European headquarters in Nieuwegein, The Netherlands. In addition, Captaris has sales and support offices in Switzerland, Germany, Hong Kong, Australia, and Dubai. The company was founded in 1982 and is publicly traded on the NASDAQ National Market under the symbol CAPA. For more information please contact us at [www.captaris.com](http://www.captaris.com) or call +1.520.320.7000.