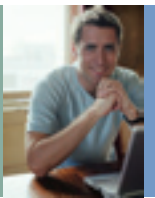


# The Captaris Channel Partner Program for Independent Software Vendors



**To Capitalize on Market Opportunity, Work with the Market Leader**

# Captaris Partner Program for ISVs



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

### ***Capitalize on Opportunities with Captaris***

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Looking for new ways to expand your business offerings, tap into a growing market and work with a proven technology leader? Then there has never been a better time to join the Captaris family of Independent Software Vendors (ISV) partners.

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 within 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.

***Global reach*** Enter new markets and create greater business opportunities.

***Market leading applications*** Gain an edge over your competitors by partnering with the recognized market leader in Business Information Delivery solutions.

***Increase your network*** Gain access to the Captaris partner network and grow your business even more.

***Extend your Captaris systems capability*** Solutions from the Captaris Solutions Catalog extend the capabilities of Captaris systems and tailor the system to your customer's specific business needs.

### *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 staffs are dedicated to being responsive to our partners' needs and to providing you the highest-quality support to help you grow your revenues with Captaris.

- Benefit from the leading market position of Captaris, brand strength and value of Captaris RightFax, Captaris Workflow and Captaris Document Management.
- Enjoy competitive discounts, joint marketing activities and effective training programs.
- Take advantage of timely expert sales, marketing, training and technical support.
- Access the Captaris Partner Web site 24x7 for customer information, marketing collateral, sales tools, training and more.

### *Captaris Allies You with the Financially Solid Market Leader*

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

- Publicly traded company (Nasdaq: CAPA)
- Financially secure, 22-year track record—\$80+ million annual revenue; \$88+ million cash balance and no debt
- Recognized industry leader by analysts such as IDC and Davidson Consulting
- More than 1,000 VAR Partners with distribution in 95 countries
- More than 90,000 systems installed worldwide
- Three-million business users including the entire Fortune 100
- Strategic alliances and tight product integrations with industry leading partners: EMC Documentum, FileNet, Fujitsu, Hewlett-Packard, IBM Lotus, Kodak, Microsoft, Oracle, Panasonic, SAP, Siebel, Xerox and more
- Extensive experience 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 and 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, Captaris Workflow and Document Management powered by Alchemy 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.
- 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 electronic 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 more than 80,000 installations worldwide in 44 countries.
- RightFax is used by all of the Fortune 100 companies and more than 50 percent of Fortune 500 companies.
- RightFax has 38 percent North American market share and 24.6 percent market share worldwide—three times the market share of the second-largest vendor (Source: Davidson Consulting).
- 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 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 Alchemy Document Management**

Captaris Alchemy Document Management solutions capture, manage and archive documents so organizations can manage unstructured documents through their entire lifecycle:

- Alchemy provides a single repository and a single, familiar environment for working with it.
- Alchemy helps customer service representatives to easily and quickly access documents and other information to more effectively respond to customer inquiries.
- Alchemy helps you better maintain documents as records to meet compliance objectives. Its tools support rules-based capture and retention of all kinds of document types, including email, making it easier to provide information necessary for litigation and audits.
- Alchemy easily consolidates documents from multiple systems and delivers them in multiple formats, including Web, CD or DVD.

### **Captaris Workflow**

Captaris Workflow is the global leader in rapid business process automation for Microsoft environments. Captaris Workflow streamlines business processes and improves productivity by automating communication and information flows internally within business teams and externally with customers and suppliers.

- Captaris Workflow is the first workflow platform purely built on the Microsoft .NET Framework leveraging XML and Web Services—built in .NET for .NET.
- Captaris Workflow delivers business process workflow automation and integration for Microsoft environments including Microsoft Content Management Server, Microsoft SharePoint, Microsoft BizTalk Server, Microsoft Office, Microsoft Exchange Server, Microsoft Great Plains, Microsoft Infopath and Microsoft Visio.
- Captaris Workflow for .NET solutions often capture Return on Investment (ROI) in months, instead of years, and enable a low total cost of ownership (TCO) solution.
- Captaris Workflow offers compliance-based solutions for Sarbanes-Oxley and has enhanced the Microsoft Sarbanes-Oxley solution accelerator by adding workflow for audit control and user participation control.

## **Maximize Customer Value with Captaris Services Partners and VARs**

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As a Captaris partner, you have the opportunity to tap into the Captaris network of services partners and Value-added Resellers to expand the reach of your business. You can also take advantage of a host of professional services including the solutions catalog, developers 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.

### **Developer Program**

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

### **The Solutions Catalog**

The Captaris Solutions Catalog enables development 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 and Service Partner Program**

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' successfully install, configure, customize and integrate Captaris products to meet their 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.

*“At Captaris we recognize that partners are critical to our customers’ success, and therefore to our own. We developed the Captaris ISV Partner Program to support our partners with the products, people, programs and processes they need to increase sales and drive their revenues by capitalizing on opportunities within the Business Information Delivery market.”*

—Matthias M. Scheuing,  
Chief Operating Officer

### **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 support to help you and your customers integrate Captaris products with existing applications, workflows and business processes.

## **Benefit from Joining the Captaris Partner Program**

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The goal of the Captaris ISV 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 are provided so that you can more effectively develop, deliver and support Captaris solutions.*

**Marketing** *Ongoing marketing activities 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.*

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

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

**Training** *Receive 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 ISV 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 the unique business models and markets of our diverse partners across the globe.

### **Benefits**

The Captaris ISV Partner Program is designed to provide ISVs access to Captaris products and solutions, regardless of their company size or sales volume. As you grow your sales of Captaris products, we provide you with an increasingly comprehensive business infrastructure that includes marketing support and technical benefits for a more turnkey operation.

## **Join the Captaris Partner Team Now**

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

Program Features and Benefits	ISV VAR	ISV Integration
<b>Developer Program</b>	Yes	Yes
NFR copies/upgrade	Free as part of the Partner Developers Program	Free as part of the Partner Developers Program
Bulletin Board access	Yes	Yes
KnowledgeBase access	Yes	Yes
Access to Partner Enablement Center (when available)	Yes	Yes
Developer support	Yes, per Partner Developers Program	Yes, per Partner Developers Program
<b>Participation in Solutions Program (Catalog and Marketplace)</b>	Yes	Yes
<b>Certified Support Partner Program</b>	Yes	Yes
Required to sell support or maintenance with every product sale	Yes	Yes
Can sell Maintenance-only support plans	Yes, if certified	Yes, if certified
Can sell Premium or 7x24 Premium support plans	Yes, if certified	Yes, if certified
Receive usual discounts when selling support	Yes, if certified. Otherwise 20% max	Yes, if certified. Otherwise 20% max
Customer tech support	Yes	Yes
Ability to provide Level 1 and Level 2 customer product support	Yes	Yes
Priority access to technical support	Yes, for certified technicians only	Yes, for certified technicians only
<b>Eligible for ISV Advisory Council participation (by invitation)</b>	Yes	N/A
<b>Captaris Learning Center: sales, product and solutions training</b>	Yes	Yes
<b>Opt-in to Beta Program participation</b>	Yes	Yes
<b>Welcome kit</b>	Yes	Yes
<b>Market development funds</b>	Negotiated	N/A
<b>Annual Partner Summit invitation</b>	Yes	Yes
<b>Access to Marketing Initiatives calendar</b>	Yes	N/A
<b>Marketing programs and sales tools</b>	Yes	N/A
<b>Use of Captaris logos</b>	Yes, per Captaris branding guidelines	Yes, per Captaris branding guidelines
<b>Receive free collateral</b>	Electronic	Electronic
<b>Eligible for tradeshow booth rental</b>	Yes	N/A
<b>Tradeshow booth signage</b>	Upon request	Upon request
<b>Listing on Captaris Web site</b>	Yes	Yes
<b>Participation in co-branded case studies, PR</b>	Yes	Yes
<b>Monthly Partner newsletter</b>	Yes	Yes
<b>Quarterly Developer newsletter</b>	Yes	Yes
<b>PartnerPath: secure partner extranet</b>	Yes	Yes
<b>Online ordering (when available)</b>	Yes	N/A



Captaris Business Information Delivery solutions help organizations of all sizes automate the information and document flow throughout the information lifecycle (capture, process, deliver, manage and archive). With a comprehensive suite of software and services, Captaris helps organizations to grow revenues and increase profits while meeting compliance goals. Through a global distribution network of leading enterprise technology partners, Captaris has installed more than 90,000 systems in 95 countries in companies of all sizes, including the entire Fortune 100. For more information, visit [www.captaris.com](http://www.captaris.com) or call 1.800.443.0806.

**Captaris, Inc. | 10885 NE 4th Street | Suite 400 | Bellevue, WA 98004 USA | 1.800.443.0806 | [www.Captaris.com](http://www.Captaris.com)**