

# The Captaris Channel Partner Program for Value-added Resellers



**Work with the Market Leader to Capitalize on Market Opportunity**



# Captaris Partner Program for VARs



*Partner with Captaris  
to Unlock the Revenue Potential  
within the Document Process Automation 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 Value-added Resellers (VAR) partners. Document process automation improves the efficiencies of information workflow across an enterprise while reducing costs. From input to output to the maze in between, document process automation enables integration of legacy systems to optimize and scale information flow and automate time-consuming processes. 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 document process automation to be a \$5 billion market.

Captaris document process automation solutions help organizations automate the information and document flow throughout the information lifecycle (capture, process, manage, deliver) and we are 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 Provides the Competitive Edge*

**Increase Your Profit Margins** *Drive software and service revenues with the sale of Captaris products.*

**Extend Your Value** *Give 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 competitors by partnering with the recognized market leader in Captaris document process automation solutions.*

### *Captaris Supports Revenue Growth Initiatives*

Captaris invests in your success. Our knowledgeable sales, support and technical staff members are dedicated to being responsive to your needs and to providing the highest quality support to help you grow revenues and business with Captaris.

### *Captaris Provides Resources to Grow Your Captaris Business*

- Benefit from the Captaris brand strength with the market leading document delivery and workflow solutions—Captaris® RightFax®, Captaris Workflow™ and Captaris Alchemy®
- 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 Web site 24x7 for customer information, marketing collateral, sales tools, training and more

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

When you partner with Captaris, you are partnering with an established, acclaimed and financially solid company. Captaris has provided document process automation products for more than 20 years.

- Publicly traded company (NASDAQ: CAPA)
- Financially secure, 22-year track record
- 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: Cisco, EMC Documentum, FileNet, Fujitsu, Hewlett-Packard, IBM Lotus, Kodak, Microsoft, Oracle, Panasonic, SAP, Siebel, Xerox and more
- Extensive experience supporting document process automation needs of companies of all sizes in a variety of industries including distribution, financial services, government, healthcare, legal, manufacturing, professional services, travel, entertainment and utilities



## Build Success with Leading Document Process Automation Solutions

Captaris is a leading provider of document process automation solutions that integrate, process and automate the flow of messages, data and documents. Our integrated document process automation solutions are recognized for best-in-class reliability, innovation and customer satisfaction. By adding Captaris solutions for document process automation, RightFax, Alchemy and Captaris Workflow to your offerings, you are on your way to expanding your market reach and business opportunities. With enterprise-class architecture, document process automation solutions:

- Tightly integrate with key front- and back-office applications from Microsoft, SAP and Oracle
- Simultaneously delivers a large volume of paper-based or electronic documents via print, fax, email, SMS, CD/DVD and/or HTML/XML channels
- Dependably provides high-volume processing and throughput requirements

### 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 the Internet.

- RightFax is installed in more than 70,000 organizations 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: Cisco, FileNet, IBM Lotus, Microsoft, Oracle, SAP and Siebel
- RightFax has provided reliable enterprise fax and electronic document delivery solutions for almost two decades for companies of all sizes in a variety of industries including financial services, government, health-care, legal, manufacturing, distribution, travel and more

### Alchemy

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

- Alchemy provides a single repository and managed in a centralized, familiar environment
- Alchemy enables customer service representatives to easily and quickly access documents and other information to more effectively respond to customer inquiries

- Alchemy helps organizations maintain documents as records to meet compliance objectives. Its tools support rules-based capture and retention of numerous 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 flow 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
- 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 solutions often capture Return on Investment (ROI) in months, instead of years, enabling a low Total Cost of Ownership (TCO) solution

## *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 developer program, consulting and implementation services. These programs provide partners with the strategic technology tools to sell, implement and deploy solutions that provide lasting value to customers.

### *Captaris 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.

### *Custom Solution Development*

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

### *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.

### *Captaris Technical Training*

Captaris provides both structured and customized technical training courses so that you can become fully knowledgeable on our solutions.

## Grow Your Business as a Captaris Partner

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The Captaris VAR Partner program combines 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 twice-monthly newsletters, product announcements and annual partner summits; materials to help you 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 solutions that keep your customers satisfied and loyal*
- **Presales Engineering** *Presales engineering support to help you develop a Captaris solution to fit customers' short- and long-term technical and business requirements*
- **Software** *Captaris software access for development, support and sales*
- **Training** *Assistance in building and maintaining high levels of sales and technical expertise in your areas of specialization*

## Receive Partner Programs Tailored For Your Business

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The Captaris VAR Partner program provides the framework to help partners grow their businesses, leverage their expertise and drive 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

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The Captaris Partner Program is designed to provide Value-added Resellers access to Captaris products, regardless of their company size or sales volume. Our Partner Program offers graduated partnership tiers—Silver, Gold and Platinum. You choose your level of investment in Captaris and receive rewards according to your demonstrated commitment to Captaris products. As you grow your Captaris sales 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 obtain the next level of benefits and support from Captaris.

## Join the Captaris Channel Partner Team Now

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

CAPTARIS PARTNER PROGRAM ENTITLEMENTS				
ENTITLEMENTS	CAPA TIER LEVEL	CAPTARIS RIGHTFAX	CAPTARIS ALCHEMY	CAPTARIS WORKFLOW
<b>CERTIFIED SUPPORT PARTNER PROGRAM</b>				
Required to sell support or maintenance with every product sale	All Tiers	Yes	Yes	Yes
Can sell Maintenance-only support plans	All Tiers	Yes, if certified	Yes, if certified	Yes, if certified
Can sell Standard, Premium, 7x24, or Enterprise support plans	All Tiers	Yes	Yes	Yes
Receive usual discounts when selling support	All Tiers	Yes	Yes	Yes
Priority access to technical support	All Tiers	Yes, if certified	Yes, if certified	Yes, if certified
Receive free technical support	All Tiers	Yes, certified technicians working for certified partners only. Customer must have support or maintenance plan.	Yes, certified technicians working for certified partners only. Customer must have support or maintenance plan.	Yes, certified technicians working for certified partners only. Customer must have support or maintenance plan.
Captaris Learning Center: sales, product and solutions training	All Tiers	Yes	Yes	Yes
Opt-in to Beta Program participation	All Tiers	Yes	Yes	Yes
Welcome kit	All Tiers	Yes	Yes	Yes
Access to Marketing Initiatives calendar	All Tiers	Yes	Yes	Yes
Marketing programs and sales tools	All Tiers	Yes	Yes	Yes
Use of Captaris logos per Captaris branding guidelines	All Tiers	Yes	Yes	Yes
Receive free collateral	All Tiers	Electronic	Electronic	Electronic
Eligible for trade show booth rental	All Tiers	Yes	Yes	Yes
Trade show booth signage	All Tiers	Upon request	Upon request	Upon request
Participation in co-branded case studies, PR	All Tiers	Yes	Yes	Yes
Twice-monthly Partner newsletter	All Tiers	Yes	Yes	Yes
PartnerPath: secure partner extranet	All Tiers	Yes	Yes	Yes
Participation in product and sales promotions	All Tiers	Yes	Yes	Yes
Online ordering	All Tiers	Optional	No	No
NFR copies/upgrades	Silver	Yes, fee-based	Yes, fee-based	N/A
	Gold	Free	Yes, fee-based	Yes, fee-based
	Platinum	Free	Yes, fee-based	Yes, fee-based
Eligible for sales leads	Silver	No	No	N/A
	Gold	Yes	Yes	Yes
	Platinum	Yes	Yes	Yes
Receive market development funds	Silver	No	No	N/A
	Gold	No	No	No
	Platinum	Yes	Yes	Yes



Captaris, Inc. is a leading provider of software products that automate document-centric business processes. Captaris specializes in document capture, recognition, routing, workflow and delivery. Captaris integrated solutions provide interoperability with leading line of business applications and technology platforms. Captaris products include RightFax, Captaris Workflow, Alchemy, FaxPress, DOKuStar, RecoStar, Single Click Entry and ID-Star which are distributed through a global network of leading technology partners. Captaris customers include the entire Fortune 100 and the majority of Global 2000 companies. Headquartered in Bellevue, Washington, Captaris was founded in 1982 and is publicly traded on the NASDAQ Global Market under the symbol CAPA. [www.Captaris.com](http://www.Captaris.com).

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