

## Modus™ for Resellers

### Significant product and service revenue opportunities

With the constant pressure on margins and profitability, resellers are forced to the only two options available, reduce their costs or increase their revenues:

- Resellers that focus on cost reduction only concentrate their efforts on branded products, decreasing their cost of sales, but dropping their margins due to the competitive pressure. Their profitability comes from their streamlined processes and many resellers are successful with that business model.
- Advanced Infrastructure Resellers build their reputation on long term relationships, advising and delivering best in class products and insuring low costs of ownership. Their profitability model is based on increasing revenue through a set of additional services aiming to customer satisfaction.

Compared to other e-mail security solutions available on the market today, Vircom stands out by offering VARs significant product and service revenue opportunities.

### Significant Product Revenues

#### **COMPETITIVE SOLUTIONS**

ModusGate is the ultimate e-mail security solution for Windows environments. Not only does it take full advantage of the Windows environment's features, it also represents the best TCO (Total Cost of Ownership) and the only logical choice for Microsoft-centric end-clients.

Amongst Vircom's unique selling points, we can mention:

- Global email assurance
- Ultimate Performance
- Competitive pricing

Please refer to the MODUSCORPORATIONS and MODUSDATASHEET documents for further details.

#### **VERSATILE SOLUTIONS**

Smaller customers may find it more cost effective to subscribe to an "e-Mail Scanning" service (à la MessageLabs), whereas larger customers and the ones with sensitive e-mail information may prefer buying an integrated solution. That is why Vircom's Modus technology is available as windows-based software, as a secure appliance and as a MSSP-based service (provided by the VARs themselves or reselling or Mail4Sure services).

#### **RECOGNIZED SOLUTION**

Vircom has received many awards for its e-Mail Security solutions:

- Finalist in Network Computing 2005 Well-Connected Awards (anti-Spam)
- Finalist in SC Magazine 2005 Global Awards (anti-Spam)
- Best Windows-based anti-Spam solution – Network Computing (2004)
- Best anti-Spam solution – Windows IT Pro Reader's Choice (2004)
- SC Magazine Recommended (2004)

### Significant Service Revenues

Vircom's solutions can be implemented in very complex environments (tiered and clustered configurations...) to insure increased availability and performance or personalization. These complex configurations represent a major product and service opportunity for project management or configuration services.

Amongst the professional services that resellers can provide:

- Implementation and design of Clustered or Tiered configurations
- Customization of Quarantine Report and user Web-interfaces
- Implementation of Sieve-based Policy Management rules

It is important to note that Vircom solutions are compatible with Microsoft Professional Training Programs, reducing the training costs of Microsoft certified technicians.

We could also highlight:

- Modus is integrated with the Microsoft Active Directory (AD)
- Databases can be moved to & shared on MS SQL server
- Web components are hosted on Microsoft IIS (web server)
- .Net customizable user interfaces

## Advanced Service Revenues

Vircom's ISP-inspired Modus technology also allows resellers considering two managed services as new revenue opportunities.

### SELLING AN "E-MAIL SCANNING" SERVICE

VARs can easily provide e-Mail Scanning MSSP services by:

- Hosting Vircom's ModusGate to insure the lowest TCS (Total Cost of Servicing)  
Please refer to the MODUSMSSP document for details on this 1<sup>st</sup> opportunity
- Reselling Vircom's Modus-based Mail4Sure Email Cleaning service  
Please refer to the MAIL4SURE datasheet for details on this 2<sup>nd</sup> opportunity

### SELLING A "REMOTE MANAGEMENT" SERVICE

Reseller can propose a Remote Management service (à la Remote Firewall or VPN Management) where they install a ModusGate Appliance at the customer site and manage it from their management centre:

- While many e-mail security solutions are similar to black boxes forbidding customers or resellers to change/customize their filtering settings, Modus offers important levels of customization of user and domain settings.
- Furthermore, Vircom's Modus technology has a "Custom Sieve Filter" layer that allows Remote Managers to implement and enforce requested corporate e-mail policies, including policy-based filtering, archiving or mail redirection.

## Significant Margins opportunities

As a technology company, Vircom focuses on building the best of breed solutions that help companies implement secure & accurate messaging infrastructures.

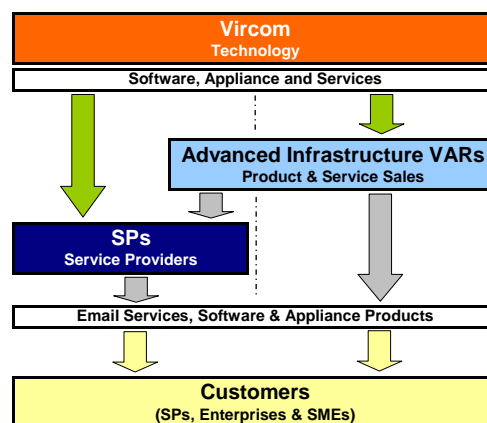
It relies in Europe on a focused channel strategy to:

- Reach its three main market segments (xSP's, Enterprises & SME's),
- Maintain it's highly rated customer satisfaction (thus avoiding over-distribution).

Resellers will benefit from attractive conditions including aggressive discount structures and sales & marketing assistance.

Resellers will also benefit from Vircom's 3<sup>rd</sup>- and 2<sup>nd</sup>-level support acclaimed by its customers and recognized by the industry. Vircom has indeed be awarded for "Best Support & Services" by the Windows IT Pro Magazine (2004 Reader's Choice)!

For further details, please ask for our RESELLERPROGRAM.



## About Vircom

Vircom is not a typical software developer. They are a forerunner of email assurance. The company has been in the industry for over 10 years. It understands its markets and the e-mail challenges they face. That is why Vircom's own well-architected Modus technology is designed to address existing threats (spam, virus, Phishing, DoS...) and to promptly adapt to new threats or regulation standards as they emerge!

Throughout its development, Modus technology has earned numerous awards from industry experts including SC Magazine and Network Computing. Equally telling are the success stories of Vircom clients from all over the world - including NASA, Toshiba, Time Warner Cable, Sheraton Hotels & Resorts, The Hard Rock Café and the European Committee for Standardization (CEN) - who use and recommend Modus as their leading secure e-mail management technology.

