



Partner Proposition

About Cutter

The Cutter Group of companies is one of the world's leading suppliers of virtualized computing solutions. Our aim is to deliver cutting edge expertise in providing sustainable, cost-effective solutions and services delivering optimized performance of IT infrastructures. Headquartered in the UK, with subsidiaries in the Netherlands and Cyprus, the Group's reach is far and wide.

The Group has wide ranging experience across multiple sectors, including education, local and national government, financial services and many others. We have a very strong reputation with a proven track record in delivery with over 40,000 desktops deployed and managed worldwide and an extensive and diverse range of virtualized server environments.

Formed in 2005 Cutter has established a reputation as a market leader in the design, deployment and support of virtualized solutions in both the desktop and data center environments. Our unrivalled experience and proven track record enable us to create bespoke solutions for customers utilizing the very best in virtualization technologies.

In addition to our virtualization capabilities Cutter also works with a range of related technologies including back-up and replication, remote access, Bring Your Own Device environments and two factor authentication all of which enables us to add real value to our customers.



“Cutter’s vision is to deliver the very best in virtualization expertise to customers and partners around the globe.”

Andy Trevor, Managing Director, Cutter Group

Technical Expertise

Cutter's architects and engineers are recognized as leading technical experts in both desktop and server virtualization. We work closely with technology provider's technical and development teams to ensure that our customers benefit from all the advantages this technology offers and we are often engaged in supporting large scale and complex deployments all over the world.

Our position as the leading technical experts in this technology has led us to develop a unique business model and Cutter has developed a thriving international business. Our remote deployment and management capabilities for virtualized solutions enable us to support customers and other technology partners anywhere.

Partner Enablement

In support of both our UK and our worldwide business Cutter operates a partnering proposition whereby we provide a full range of services to other technology firms and vendors.

For other technology businesses Cutter provides access to pre-sales and engineering capabilities and we work with them to identify and develop opportunities and also to help secure business. Cutter also provides the architectural design for solutions then undertakes the implementation and ongoing support – all done on a revenue share basis making it a compelling opportunity for building a virtualization strategy.



Partner Proposition

It can be difficult for technology firms to maintain the expertise in all disciplines that their customers demand and developing specialist expertise in-house can be costly and time consuming.

As a dedicated virtualization specialist Cutter is often called on to provide this expertise in conjunction with other firms. This has led us to develop a partnering model specifically designed to give other technology firms access to our cutting edge expertise. By working with Cutter you can provide your customers with the very best in design, implementation and support of virtualized computing solutions without the cost, hassle and risk associated with this challenging area of technology.

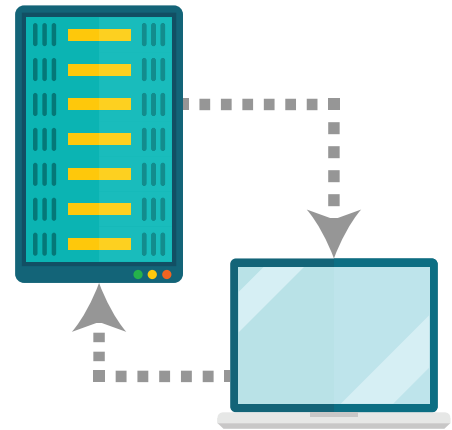
Should I have a virtualization proposition?

Virtualization of both the desktop environment and the data centre can be complex to implement effectively as getting it right requires a very specific knowledge and skill set that few companies possess. Failure to implement a solution correctly can destroy its (and your) credibility with the customer so getting it right first time is crucial.



Desktop Virtualization

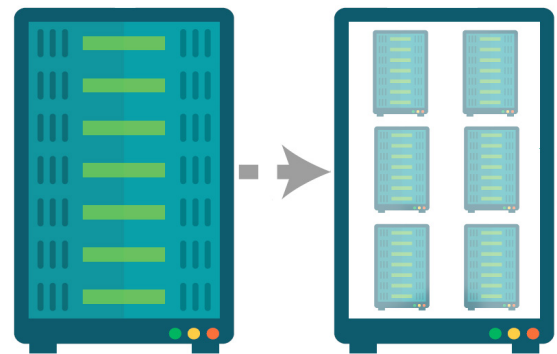
PC based desktop computing continues to prove unsustainable for a huge number of organisations across all sectors. More and more technology suppliers are being asked by their customers to come up with a more viable alternative that can help them meet the changing needs of an ever changing working environment whilst ensuring that the solution is both manageable and cost effective. Virtualization of the desktop (in all its forms) offers a compelling alternative to more traditional environments and is recognised as a rapidly accelerating trend worldwide. Flexibility, mobility, security and improved manageability are all mandatory requirements for desktop environments going forward and virtualization offers the opportunity for these to become a reality and revolutionize the way business and institutions operate.



The shift of computing power away from the desktop into the data centre requires a solution based approach with a substantial hardware element – this means that for technology companies able to deliver these solutions it is very profitable business on both an initial and an ongoing basis.

Server Virtualization

The trend for virtualizing server environments has grown considerably over recent years – and with good reason. Virtualizing servers offers real value by better using the available resources; reducing compute waste, allowing for dynamic and flexible resource allocation and improving business flexibility. Manageability and sustainability are all key features. Virtualization offers improved manageability of environments and the automation and orchestration of processes and workflows de-risks an environment by eliminating human error.



Moving to a virtual environment can present challenges. Environments have often evolved without a clear strategic vision and can often be highly fragmented and wasteful, with various elements bolted on for specific tasks without any real thought to strategic integration with the rest of the environment – an IT version of Frankenstein’s monster. Understanding these environments is crucial to making the transition a virtualised solution and Cutter is expert in the discovery and analysis exercise – we will then work with customers to develop a strategic plan to help them with their migration, optimising hardware usage and performance and also identifying opportunities for consolidation.

Why partner **with Cutter**

As a dedicated virtualization specialist, Cutter can take the risk out of delivering these solutions.

Cutter will provide:

- Access to market leading technical skills
- An immediate virtualization capability
- Credibility in the field of virtualization
- A “safe pair of hands” with a proven track record
- Access to reference sites and case studies
- The ability to add value to your existing customer proposition and increase customer loyalty
- Additional leverage with your technology partners (we are vendor agnostic, so can work with your preferred vendors and introduce you to new ones)
- Health check, rescue and optimization services for existing virtualized environments.



Innovation



Expertise



**Technical
Support**



**Complete
Solutions**

Partnering with Cutter

Cutter’s partner focussed business model is designed to provide a framework of expert support services and access to cutting edge expertise that allows partner businesses to develop a compelling virtualization proposition. By engaging Cutter’s proven technical resources in designing and deploying a wide variety of virtualized solutions, partners have an immediate capability to access lucrative virtualization opportunities within their existing client base as well as being able to approach new clients with bespoke solutions.

Partner Services

Cutter can provide all the support that a partner firm needs to develop their virtualization business on both a strategic and individual client basis.

Cutter provides:

- Sales, pre-sales and technical services
- Technical support and guidance
- Training for partner staff – sales, pre-sales and technical
- Assistance in developing marketing initiatives and materials
- Qualification of opportunities
- Dial-ins with clients and, where appropriate, accompanied visits to clients
- RFP and proposal support
- Assistance with demos and Proof of Concept exercises
- Architectural design for solutions
- Solution implementation, configuration and optimisation
- On-going support services to solutions



“ Partnering is a fundamental part of Cutter’s business. By working collaboratively with other technology firms we enable the delivery of cutting edge virtualization solutions to customers all over the world. ”

Mike Trevor, Global Business Development Director, Cutter Group

Financial Model

Cutter's partnering model is designed to ensure that partners get the maximum benefit from undertaking virtualization business. The financial model is a mutually beneficial one in which both the partner and Cutter benefit from undertaking virtualization business, both initially and on an ongoing basis. In most circumstances the partnering work that Cutter undertakes in relation to training, pre-sales, solution design, etc. is not charged for - this is our investment in the partnership, meaning there is no cost to you developing a virtualization proposition. Services generally only become chargeable when opportunities reach the stage where the customer will be billed.

Hardware and Licensing

Whilst Cutter provides the solution design the underlying hardware and software licensing required for our solutions is acquired by the local partner meaning that all the profit on hardware and licensing is yours. Where a partner is unable to source specialist hardware or software Cutter can assist in this area.

Professional Services

Cutter provides technical services for PoCs, implementations and support. Our pricing to partners is at 80% of our normal retail rate enabling the partner to mark-up these charges to the client by up to 25% - essentially, you can receive revenue on all work that we do. This creates a low risk, highly profitable way to deliver virtualized solutions and services to customers and gives them access to cutting edge international expertise without having to spend out on expensive "consultancy" fees. Our transparent pricing is based on infrastructure using model that is simple and clear to both partners and customers. This pricing is both for implementation and ongoing support. We are also able to provide flexible pricing for training and hand-overs upon completion of work and will work with you on pricing these on a case by case basis.





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