



## Evolve IP CloudNOW™ Program

Evolve IP's CloudNOW initiative is a revolutionary partner program that allows IT Value Added Resellers (VAR), Independent Software Vendors (ISV), and Managed Services Providers (MSP)-to rapidly and cost effectively enter the Cloud Computing market NOW without the upfront investment, time, and risk of deploying and managing data centers and platforms. CloudNOW accelerates the time to market and drastically increases partner profitability.

### OVERVIEW

According to a recent Evolve IP survey of 1,181 IT professionals nearly 9 out of 10 (87%) believe that the Cloud is the future model of IT. This places IT service providers at a defining moment in their business.

**The choices are:**

1. Enter the cloud services market and assume the risk of buying hardware, licensing, data center space, automation platforms, and hiring subject matter experts.
2. Partner with an industry-leading infrastructure provider to reduce time to market, minimize risk, sell market-tested and proven products, and leverage an award-winning brand.



3. Opt to not provide cloud services to their customers and hope to maintain these relationships while cloud service providers and other IT managed service companies diminish their profitability with innovative products and services

Evolve IP's CloudNOW provides varied program options so these organizations can quickly capitalize on the land grab opportunity of utility computing, Virtual Desktops, and Disaster Recovery while still providing high-value managed and professional services to their customers.

Additionally, these turnkey cloud computing solutions come with flexible compensation programs that increase profitability over current financial models.

“By marrying our two specialties, Helient can efficiently deliver a world-class solution to our clients. Rather than struggling to try to be all things to all companies, Evolve IP's CloudNOW program enables IT services companies to seamlessly deliver powerful solutions that encompass the ‘best of the best.’”

*Steven Hatch, COO, Helient Systems*

### CloudNOW for IT VAR's, Systems Integrators, and ISV's

#### Features:

- A revolutionary compensation structure that accelerates CashNOW pay-outs up-front coupling short-term operating cash flow with long-term, high-value monthly residual revenue streams to build long-term sustainability.
- Products, branding, billing, enrollment, training and certification are all provided by Evolve IP
- CloudNOW for IT VAR's, SI's, and ISV's allows partners to stay focused on customer acquisition, achieving greater profit margins, accelerating revenues, and maintaining customer satisfaction while satisfying the immediate cash-flow needs of the business.

### CloudNOW Private Label

#### Features:

- Maintain your brand while leveraging Evolve IP's complete product suite, award-winning platform, redundancy, and technical expertise.
- Packaged infrastructure and automation solutions dramatically improve deployment and provisioning, new customer acquisition, and increase the value of your brand.
- Pricing, billing and Tier 1 support are provided by the CloudNow Private Label partner.

### CloudNOW Wholesale

#### Features:

- Leverage Evolve IP's award-winning architecture so partners can stay focused on developing products, solutions and high-margin professional services.
- All packaging, pricing, branding, and end-customer support are provided by the partner
- Evolve IP focuses on delivering scalable, secure, and redundant platform resources and automation.
- Wholesale partners stay focused on sales, marketing, and service provisioning

**We recognize that you're in the midst of a tectonic shift in how your customers purchase information technology. They are already talking about, or moving to "The Cloud" and you need to be a part of their transformation NOW. Call Evolve IP today at 610.964.8000 or visit our website at [www.evolveip.net](http://www.evolveip.net) to learn more about our award-winning cloud solutions and why the nation's leading technology providers have partnered with us.**

### About Evolve IP

Evolve IP is The Cloud Services Company™. Built from the ground-up to provide organizations with a unified option for cloud services, Evolve IP enables businesses and partners to migrate all or select IT technologies to its award-winning virtual private cloud. Evolve IP's combination of security, stability and lower total cost of ownership is far superior to premise-based legacy systems and other cloud alternatives. Today, tens of thousands of customers across the globe depend daily on Evolve IP for cloud services like: virtual servers, virtual desktops, disaster recovery, unified communications, contact centers and more.