

3 SECRETS TO REALIZING A SUCCESSFUL CLOUD SERVICES EXPERIENCE

Enterprise-class cloud services without the capital expense.

Becoming a successful provider of cloud services can be a daunting task. We know. It requires a new business model and demands expertise that is not typically found in many businesses. By whitelabeling from a cloud provider, you can quickly deploy cloud-enabled services on an as-needed and as-consumed basis. And, without the capital expense of building and supporting your own cloud infrastructure, you can recognize revenue faster. As you might expect, not all cloud services are created equally. The tips outlined here will help you choose a partner that accelerates your business growth, maximizes profitability, and safeguards your customer relationships.

Tip 1

LEVERAGE THE PARTNERSHIPS AND EXPERTISE OF AN EXPERIENCED CLOUD SERVICE PROVIDER

By partnering with a well-established cloud services provider, you can build and grow your cloud practice at your own pace without capital expenditure. To determine whether a provider is up to the task, look into their client history, their technology, and the capital backing them up.

Tips

- » Choose a service provider with a solid reputation in the cloud business.
- » Choose a service provider that can scale with your business.
- » Choose a service provider using best of breed technologies.
- » Choose a service provider with a history of financial stability and growth.

Faction began developing and offering cloud services in 2006. Since then we've built an enterprise-class infrastructure that incorporates state-of-the-art equipment, enterprise-grade data centers, and spans six geographies across the United States and Europe.

Of course, successful cloud services depend on more than technology and infrastructure. Success depends on people. That's why we've developed strong relationships with best-of-breed technology providers such as



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VMware, NetApp, Cisco and Brocade and developed a staff of certified experts with extensive cloud experience.

With Faction, not only can you avoid the capital expense of building an in-house infrastructure, you can also lower costs and speed time to market by leveraging our experience and vendor relationships.

Tip 2

PROTECT YOUR CUSTOMER RELATIONSHIPS

To help your customers maintain their competitive edge in today's on the go culture, you'll need to offer the performance and cost efficiencies cloud services can provide.

Tips

- » Choose a cloud service provider with whom you can white-label in order to preserve and own your customer relationships.
- » Choose a channel-centric provider that will guarantee it won't compete with you for end-user business.
- » Choose a provider with a full arsenal of sales and marketing enablement tools so you can be successful from day one.

Helping our partners become successful cloud service providers is what Faction is all about. After all, your success is our success.

Faction will never compete against a channel partner for end-user business. We are 100 percent channel-centric. We serve as an extension of our partners' teams, aid in complex deals and deliver superior service management. You'll have access to extensive sales enablement tools to ensure you have the training, marketing resources and funnel-building campaigns you need to make an immediate impact. As a Faction Cloud Service Provider, you can enter the cloud marketplace under your own brand, but with the marketing power of Faction to back you up.

100% CHANNEL CENTRIC



Tip 3

DIFFERENTIATE YOUR SERVICES, DELIVER ON KEY BUSINESS INITIATIVES

Simply offering cloud services may not be enough to keep you on the path to success. To expand your brand and visibility in the markets you serve, you need a solution that allows you to easily add value and deliver on key business initiatives quickly.

Tips

- » Choose an IaaS provider that will help you capitalize on cloud-enabled services.
- » Choose a provider with personnel and marketing resources dedicated to channel enablement.

You want and need to get into the cloud to realize the inherent cost efficiencies of an OPEX versus a CAPEX IT model. Once you're in the cloud, opportunities for profit abound.

Faction's White Label Infrastructure-as-a-Service provides you with the framework for delivering your own cloud solutions atop Faction's IaaS platform. Our 24x7 support, security, redundancy, and Service Level Agreements create a firm foundation for you to support cloud-enabled services such as disaster recovery, private and public cloud, backup in the cloud, virtual desktop, and more.

Faction assigns dedicated sales and marketing resources to help you realize the full profit-making potential of these services. You can also take advantage of training, syndicated marketing materials, co-op funds and lead generation campaigns designed to help uncover cloud opportunities in your own backyard. Just think of us as an extension of your cloud solutions sales team.

Profit margins of 25-75% are not uncommon in this space. With Faction as your partner, you'll have the tools and resources at your disposal to expedite time to market and maximize profits.

About Faction

Faction is an enterprise-class IaaS cloud service provider offering private, public, & hybrid cloud solutions through channel partners. At Faction we supply cloud the way you want it with extreme performance, deep control, and broad customization capabilities. When you join the Faction fold, you take back the keys to your kingdom. Reign as supreme commander in chief of your cloud. No compromises. No exceptions.

Faction is 100% channel-driven. We never ever compete with Channel Partners. Instead, we work hand-in-hand to support you with the services, tools and expertise that result in value for customers. If you don't make money, we don't make money. It's that simple. With cloud nodes across the United States and in Europe (Seattle, Santa Clara, Denver, Chicago, Atlanta, New Jersey, New York, and the United Kingdom), Faction offers both Cisco UCS and Open Compute platforms, is a Platinum-level NetApp Service Provider, and is VMware vCloud® Powered. **Join the Faction. Become a Reseller Today.** www.factioninc.com or (855) 532-4734.

