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**Fast Start Program Overview**

**Accelerate Your Success with the Mainpine® Partner Program**

Mainpine, an industry innovator in the global fax hardware arena for nearly a decade has introduced an exciting new partner program designed specifically for ISVs (independent software vendors) and OEMs (original equipment manufacturers). Coined the Mainpine Fast Start Program™, it follows on the heels of a highly successful fiscal year that was fueled by significant partner revenue growth.

The company's strategy is to work hand-in-hand with our partners to help drive mutual success. We are constantly optimizing in an effort to ensure that our intelligent fax board offerings simplify our partners' business processes, are aligned with your customers' needs and are at the forefront of the industry.

Our Fast Start Program is designed to enable consulting, platform and software companies to easily incorporate the Mainpine brand of fax boards into their product offerings. The Program consists of a comprehensive set of initiatives and services to help Fast Track Partners develop and promote their solutions in conjunction with Mainpine.

**Marketing Resources**

- Portfolio of marketing collateral
- Customized whitepapers
- Joint press releases
- Case study
- Mainpine partner branding and logos
- Dedicated landing page
- Newsletter
- Lead referral network

**Sales Resources**

- Dedicated account manager
- Attractive margins
- Management of pipeline
- Internal sales team spiffs
- Promotions/incentives for customers
- Customer conference calls and on-site visits

**Lab Resources**

- Mainpine testing lab
- Zip file of log files
- Customized lab report
- Lab logo

**Technical Support Resources**

- Free driver and firmware updates
- Access to knowledgebase
- Technical resource for prospect calls
- Support for immediate business needs



**Company and Product Overview**

Mainpine has built a worldwide reputation for its line of ultra-reliable, intelligent RockForce™ fax cards that offer value-added features and benefits that speed the delivery of critical business documents, resulting in reduced costs that pay for themselves in a number of ways. Along the way the company has introduced a number of innovative technologies, including Smart Port™, that focus on delivering fax communications smarter, faster, and with greater security and reliability than ever.

Unlike with generic modems and other fax hardware, Mainpine intelligent fax boards are equipped with patent-pending Smart Port™ technology. This gives RockForce™ hardware the ability to offer carrier-grade reliability, power and speed.

Unlike alternative fax board options that offer only one chip control for all ports or a hybrid-based approach, each port or channel on a RockForce™ board has a dedicated DSP (digital signal processor) and CPU (controller). If one port experiences problems, Smart Port™ technology detects which channel and automatically resets itself. This provides maximum reliability and up-time that is unrivalled in the intelligent fax board industry.

Mainpine’s RockForce product line is sold through more than 40 regional, national, and international distributors and is available through hundreds of resellers and integrators worldwide.

**Intelligent Fax Board Key Highlights:**

- On-Board Processing – saves valuable CPU resources, increases reliability and slashes long distance fax costs.
- Form-Factor Flexibility – boasts a universal “short board” form factor so cards fit easily into a full or half size PCI/PCI-X slot in any PC or Server.
- RoHS/WEEE Compliance – supports European Union directives restricting the use of six hazardous substances in the development of firmware.
- Guaranteed Satisfaction – a thirty-day guarantee and three-year warranty has given Mainpine’s RockForce intelligent boards one of the highest customer satisfaction ratings in the industry.
- Best First-Try Connection Rates in Industry – significantly lowers fax phone bills charges.
- Rapid Transmission – supports V.34 standard enabling data to be sent 4-6 times faster than traditional methods, resulting in more reliable fax transmissions and reduced telephone fax bills.

**RockForce™ Series Highlights**

- Dedicated 116 MHz CPU and DSP per port
- Compliant with PCI 3.0 specifications
- Operate unlimited boards concurrently
- Microsoft Windows, Linux and Unix support
- Ultra quick and simple installation
- Mean Time Between Failure (MTBF) 49 years
- Unique concurrent debug



### Market Opportunity

Mainpine's strategy is focused on one of the fastest-growing markets: the small to medium-sized business market. As evidenced by recent analyst reports, many customers in this space require "enterprise class and carrier grade reliability" – but without all the complexity, technical resources and costs required to deploy an enterprise fax solution.

Mainpine fax boards have long been built on the basic tenets of providing an ultra-reliable, high-performance intelligent fax card alternative that provides highly attractive price points, translating to faster time to benefit and lower total cost of ownership (TCO).

### State of the Fax Market

Contrary to some perceptions, fax usage continues to grow, largely in part due to a number of compliance and regulatory initiatives, including Sarbanes-Oxley, Graham-Leach-Bliley, and HIPAA. According to the latest independent analyst research, the total fax market in 2004 was \$945MM: fax server products and fax boards were \$375MM, fax machines were an estimated \$270MM, and the fax-to-email services market was estimated at \$300MM in 2004. Data for 2005 will be available in July 2006.

Mainpine is well positioned in the intelligent fax board industry for the Small to Medium-sized Business (SMB), and enterprise markets. With our exceptional technological and market expertise Mainpine has developed and has been distributing environmentally-friendly, intelligent fax hardware.

### Tools and Resources

Benefits extended to our partners grow as the partners increase their program commitment. There are several areas of benefits and support extended to our partners including:

#### Marketing

- A portfolio of marketing resources that include public relations support, email templates, exhibition/seminar collateral (CD with PDFs) and custom designed collateral with your partner logo and contact information
- Newsletters, market information, competitive intelligence and product updates provided to our partners on a regular basis (quarterly)
- Use of Mainpine branding and logos
- Dedicated landing page on the Mainpine website with click-quick access to customized materials
- Development of customer or partner success story
- Certified partner plaque for display purposes
- Product marketing kits for your collateral and messaging needs (i.e. PowerPoint presentations)
- Co-op marketing support (co-sponsor newsletters, webinars, road shows)
- Mainpine's Market Development Fund (MDF), which is available to those partners who meet mutually agreed upon target revenue goals. Mainpine and the ISV Partner would agree on a plan to fund market initiatives to make the most effective use of the MDF.
- Press releases to achieve further visibility. Topics may include alliance creation, validation, success stories, and/or other newsworthy topics.



## Mainpine, Inc. Fast Start Program Resources for Independent Software Vendors (ISVs)

### Sales

- Dedicated Mainpine account manager to assist ISV sales team in closing business and act as a central point of contact for all partner inquiries
- Attractive margins
- Spiffs to incentive ISVs and their sales teams
- A sales engineer resource to assist with in-depth technical product knowledge and presentation

### Lab

#### Certified Lab Testing with ISV Application

Mainpine demands its line of fax boards perform exceptionally well with fax software applications. The company has a state-of-the-art lab facility to provide expert performance and interoperability testing. An ISV application is tested for interoperability with RockForce intelligent fax boards with over 50 fax machine and multi-function devices and with a dozen networked desktop computers to give the widest variety of compatibility configurations possible.



The lab provides fax server manufacturers with a way to gain an in-depth understanding of how their fax applications perform with RockForce™ intelligent fax boards in a variety of controlled yet diverse working conditions.



Hands-on testing is performed by a Mainpine field technician and engineer and takes approximately 5-7 business days. At the conclusion of the testing, log files are analyzed and a 10-12 page professional document is produced for the ISV. The Mainpine Lab reports the results of the various load and stress testing performed with Mainpine's RockForce boards and ISVs software application.

Beyond the feature checklists are the real-world performance capabilities of how that application performs with fax hardware in "real-world" scenarios.

A variety of questions can be answered by conducting in-depth testing including:

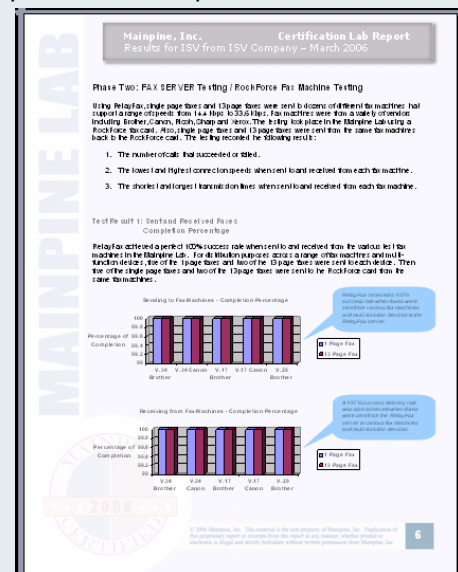
How many faxes go through on a first try attempt?

How many attempts does it take to send a fax?

How often does the fax server connect at the highest advertised fax speed?

Is each page transmitted at the highest compatible and achievable speed?

Is high-quality call progress performed?



### Becoming a Mainpine Partner

Our entire Mainpine team is committed to your success. The Mainpine Fast Start Partner Program operates on three major goals:

- Increase our partner's revenue and profits
- Align our mutual technologies and product offerings to ISVs business needs
- Simplify our partners experience with Mainpine through relevant, customized communications and streamlined processes

Companies considering a partnership with Mainpine can complete an application form:

[www.mainpine.com/isv/application.pdf](http://www.mainpine.com/isv/application.pdf) (North American)

[www.mainpine.com/isv/application-other.pdf](http://www.mainpine.com/isv/application-other.pdf) (Africa, Asia, Australia, Europe, etc.)

A Mainpine account manager will review a prospective partner's application and respond within one (1) business day. Following enrollment, your account manager will schedule a time to conference with your team to build, personalize and help drive our joint marketing plans.

### More Information

To find out more about partnering with Mainpine, please contact us!

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