



## Apptix Enhances Partner Program with Increased Margins and Greater Flexibility

*Program offers Value Added Resellers, IT Consultants and Managed Service Providers the ability to quickly and easily expand service portfolios and increase revenue*

**Herndon, VA – July 27, 2010** – Apptix (OSE: APP), the leading provider of hosted Microsoft Exchange email, Microsoft SharePoint, and business VoIP services for businesses worldwide, today announced significant enhancements to its partner program designed to meet the needs of resellers of all sizes. The enhancements include increased and progressive partner margins, increased flexibility to accommodate different partner business models, and greater capabilities for white-labeled or private-labeled offerings. The enhancements greatly strengthen Apptix’s abilities to attract larger channel partners to broaden its reach into the marketplace.

“Adoption of cloud-based business services continues to accelerate – especially for communications and collaboration functions like email, conferencing, and storage,” said Aubrey Smoot, Vice President of Business Development, Apptix. “The enhanced and flexible Apptix Partner Program provides resellers of any size the ability to leverage the cloud for expanded customer offerings and new recurring revenue streams. Coupled with our incredible support and on-boarding capabilities, robust margins, and industry leading SLA, Apptix has truly taken the lead in working with third party channel organizations.”

Unlike other industry programs, Apptix’s Partner Program not only provides the standard referral, retail, wholesale, and white label models that resellers are accustomed to, but also a private label option which allows large enterprises or service providers to offer Apptix’s cloud solutions as their own without having to invest in any additional infrastructure. The entire partner experience is also extremely customizable, with options for Apptix to handle internal and external support, billing, accounts receivable, and provisioning.

“Working with Apptix has been a blessing as a small business owner,” said Chris Gregory, owner of PC Tender. “The company provides the backend service and support that allows me to efficiently and effectively service my customers, while the new billing functions take the financial responsibilities off of me allowing me to focus on my customers’ needs.”

“Apptix’s Exchange service provides the reliability and functionality that I like to provide to my customers, while its partner program streamlines my business and allows me to directly interface with my customers and manage their service at the same time,” said Robert Donaldson, President of RJD Solutions.

Apptix features three avenues for partners to meet their business goals:

- A **Referral Program** provides agent commissions on any Apptix purchase made by referral clients
- For **Resellers**, Apptix offers a robust set of tools enabling partners to more easily deploy, manage, and bill for the extensive portfolio of products and services including:
  - Apptix managed retail billing for resellers that don’t have this capability
  - Wholesale pricing and billing for resellers that consolidate broader offerings
  - White-label programs such as end customer control panel to Apptix provided customer support

- **Private Label Partners** can extend service offerings with customized hosting solutions from Apptix sold under their own brand

Partners can select from a broad range of Apptix cloud-based communications and collaboration services to offer customers including:

- Microsoft Exchange email
- Mobile email across multiple devices, such as BlackBerry, iPhone, Windows Mobile, Palm, and Android
- Microsoft SharePoint
- Microsoft Live Meeting for Web conferencing and desktop sharing
- Microsoft Communicator for secure Instant Messaging and Presence capability

For more information on the Apptix Partner Program, please visit [www.apptix.com/partners/](http://www.apptix.com/partners/).

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### **About Apptix**

Headquartered in Herndon, Virginia, Apptix (OSE: APP) is the leading provider of business-class hosted email, voice, and collaboration services for 300,000 users worldwide. A pioneer in the hosted services space, Apptix and its MailStreet subsidiary offer a variety of cloud-based services including: Microsoft Exchange plus Outlook Voice Access; VoIP; Microsoft SharePoint; Web conferencing and secure Instant Message with Presence via Microsoft Office Communications Server R2; Online Backup by EMC's Mozy; mobile email (including BlackBerry, Palm, Android, Windows Mobile, and iPhone); email archiving, compliance, and encryption; and a Web presence solution that includes domain registration, DNS hosting, and Website hosting. Apptix is a Microsoft Gold Certified Partner for Hosting and Application Services. Apptix is recognized as one of Everything Channel's 2010 VAR 500, the *CRN* 2009 & 2008 Fast Growth 100, Deloitte's 2009 & 2008 North American Technology Fast 500, *Software Magazine's* 2009 & 2008 Software 500, *Washington Business Journal* 2009 & 2008 Fastest Growing Companies, as a finalist in the Customer Service and Product Departments categories for the 2009 & 2010 American Business Awards (Stevie Awards), and as a 2009 Microsoft Worldwide Partner Conference Awards finalist in the Unified Communications Solutions category. For more information, visit [www.apptix.com](http://www.apptix.com) or follow at [www.twitter.com/apptix](http://www.twitter.com/apptix).

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