

SilverBack Announces 25 Resellers Inducted into Instant-MSP Program

Do IT Smarter Tapped as Fulfillment Partner with 500 expected to sign up in 2006

Billerica, Mass. (January 17, 2006) SilverBack® Technologies, Inc., a vendor of MSP platforms that allow solution providers to profitably enter the managed services business, today announced in conjunction with SilverBack partner, **Do IT Smarter** of San Diego, that as many as 25 resellers have signed up to join the Instant-MSP program in under 90 days.

The Instant-MSP Program, announced late last year, leverages SilverBack experienced and elite partners, such as Do IT Smarter, and allows resellers to immediately transform their businesses from low-margin product sales to ongoing managed services.

By participating in the program, Instant-MSP resellers can now develop more intimate and lasting relationships with their clients, changing the business dynamics from one-off product sales to managing customer networks remotely on a monthly subscription basis that generates recurring revenue streams.

In brief, Instant-MSP resellers, typically \$1 to \$5 million in annual revenues, will outsource the data center, infrastructure and help desk from Do IT Smarter. The Instant-MSP program eliminates the high expenditure associated with establishing data centers. In all cases the resellers still own the customer contract, and will handle situations that call for onsite remediation.

"It's a major land grab out there," said Todd McKendrick, VP of Sales for Do IT Smarter, which is signing up resellers at a rate of four per week and growing. "The Instant-MSP program marks a radical change in client relationships. Now our reseller partners can engage in monthly, ongoing consultations with their clients and further position themselves as trusted advisors with all of the new consulting and high-margin revenue opportunities associated with this designation."

Using the SilverBack MSP platform as the technology engine for the program, reports can be generated that will alert the reseller to diagnostic issues and necessary upgrades. The reseller can use the reports to validate recommendations and upsell additional products and services. These types of critical insights essentially "lock-down" the customer relationship, assuring a longstanding give and take partnership for years to come.

"Using Do IT Smarter's data center and the associated remote management service will have a major impact on our business," said Mario Santiago, President of Sabio Information Technologies of Miami. "For starters, it will significantly decrease the number of onsite visits required to maintain the stability of our clients' networks. Additionally, managed services will help our clients increase employee productivity, prove legislative compliance, and deliver better IT maintenance."

Sabio has been able to add managed services almost overnight with the assistance of Do IT Smarter and the Instant-MSP program.

Do IT Smarter has quickly made a name for itself in transitioning solution providers like Sabio, to managed service providers. The company made its own transition more than five years ago and leveraged SilverBack's patent-pending BusinessBuilder program.

Based on the SilverBack best practices and operations manual as well as its own experience,

Do IT Smarter was able to develop the technical knowledge, marketing knowledge and business acumen required to develop a successful MSP practice. This knowledge now underpins the Instant-MSP program and resellers benefit from using training and templates for technical operations and support, marketing, sales, and customer activation support.

"For smaller service providers who want to get their feet wet with delivering remote managed services, the Instant-MSP program offers a risk-free approach," said Jim Hare, VP of Worldwide Sales for SilverBack. "We have extensive experience in building and running remote service organizations. Our MSP methodology ensures a successful transition, and our hands-on approach is the only viable way to succeed in selling managed services."

More than 100 service providers and thousands of end users worldwide use SilverBack's managed services platform to remotely optimize the health and performance of their infrastructure and business applications without the need for onsite visits.

About SilverBack

The choice of the VAR500 and other elite organizations, SilverBack's expertise lies in helping product-focused resellers transform their businesses into services-focused operations. SilverBack has designed and perfected a "franchise" approach that accelerates the transition from a low margin, one-time sale to a high margin, recurring revenue model. Its ServiceAccelerator program combines integrated IT and security monitoring software with the company's proven sales, marketing and operations best practices to help its partners see successful results immediately. SilverBack's technology significantly reduces operations costs at set-up and over the life of the customer contract, facilitating mass customization of services and assuring high margins. Visit www.silverbacktech.com.

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