



## Simplify Service Delivery with SilverBack

*SilverBack is the undisputed leader in helping to build classic systems integrators and VARs into successful providers of managed services. The choice of the VAR500 and other elite organizations, our expertise lies in helping typical product-focused resellers transform their business into a services-focused company. We've also helped existing Managed Service Providers (MSPs) streamline offerings and reduce operating costs by as much as 60%.*

### We Build Service Businesses

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. Our ServiceAccelerator Franchise™ combines technology and proven sales, marketing and operations best practices to help our partners immediately see successful results in delivering services to end-clients. Our technology simplifies the service delivery process – enabling partners to transform reactive maintenance into proactive support offerings while reducing operations costs and creating new revenue sources.

- 81% of our partners reorder from SilverBack annually; 52% within the first 120 days
- We average eight days onsite with new partners
- Partners benefit from access to all levels at SilverBack – not just sales
- Partners frequently influence and provide feedback into future product development



### Benefits

**Reinvent** your business from a one-time product sale to a recurring revenue model

**Increase** margins

**Generate** new revenue streams

**Deliver** proactive maintenance instead of reactive service

**Reduce** costs of delivering existing service contracts

**Improve** customer response time

**Improve** account control

**Capitalize** on the growing market for IT governance and compliance services

**Identify** and close new consulting opportunities

## The Business Story

### Jump-start Revenues

- Every dollar invested in SilverBack yields \$3-6 dollars in return on services
- 30-45% increase in overall revenue
- 60% increase in margins
- 1-2% increase in total hardware sales
- 55% increase in consulting opportunities

### Reduce Operational Expenses

- 25% reduction in time spent on help desk and user support activities
- 30% reduction in hardware maintenance costs
- 45% savings in staff hours for system setup and configuration
- 50% reduction in the number of trouble-tickets
- 65% reduction in time spent on network troubleshooting and repair
- 95% of problem resolution remotely rather than dispatching staff

### Rapid Return on Investment

- Typical payback period: <145 days

\*statistics representative of existing SilverBack Partners



*"As a traditional hardware VAR, we knew we had to make a strategic change to improve margins and stay a viable business. SilverBack's comprehensive, step-by-step ramp-up program immersed us in the services business and ensured we would be successful."*

**Al Gossett, CEO**  
**Digital-DNS**

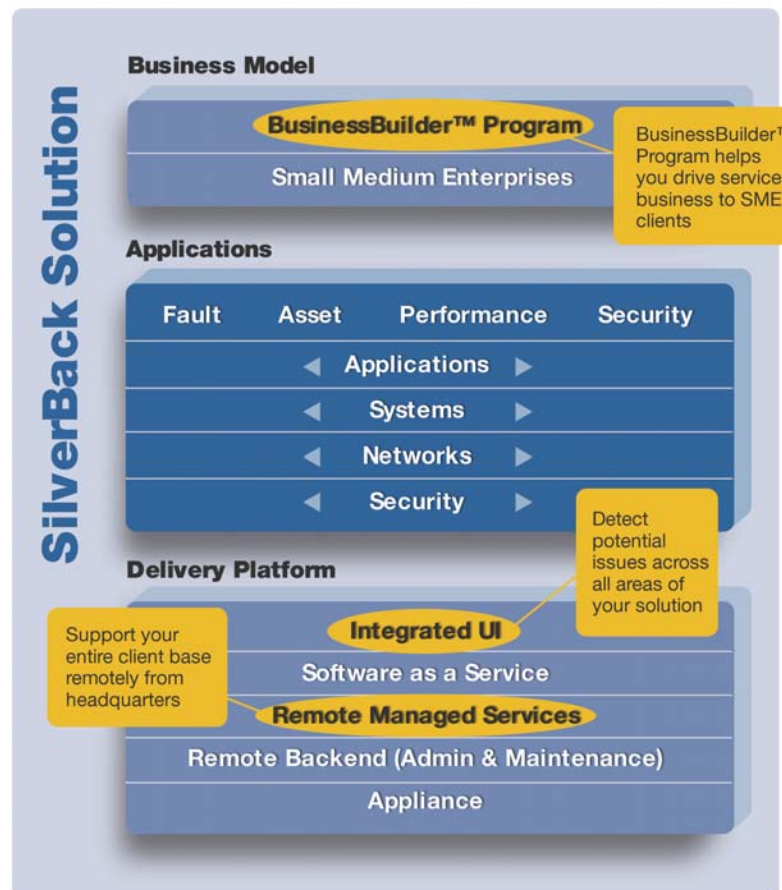
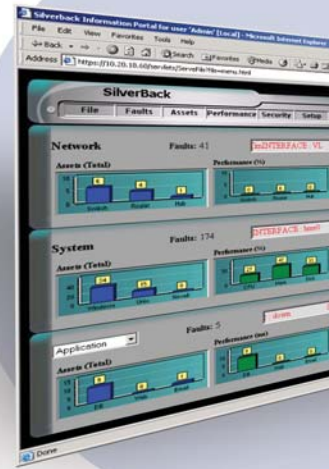
## SilverBack Partner Site

### Centralized Management Location



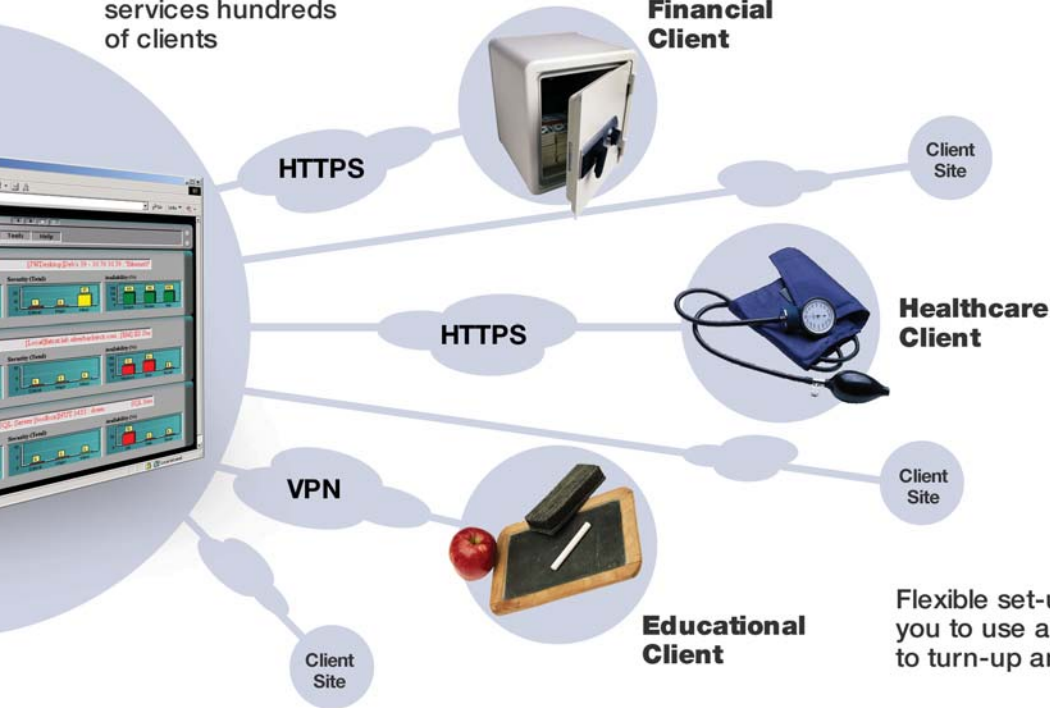
VPN

**SilverBack** automatically distributes electronic updates and provides back-end management — monitoring YOUR installation for added protection and redundancy



**SilverBack is Ideally Suited to Remotely Manage Your Clients' Deployments**

**A Single SilverBack software installation services hundreds of clients**



"SilverBack is clearly the vendor of choice for larger, VAR500 companies like MTM. Their support programs and advanced technology help us be competitive and allow us to provide the highest level of expertise and support to our customers."

**Eran Marom, CTO  
MTM Technologies**

Flexible set-up options enable you to use a VPN or HTTPS tunnel to turn-up and manage customers

## The Industry's Simplest Service Solution

SilverBack's expertise in building and running NOCs and service operations for global organizations assures a successful deployment with fast ROI.

Designed specifically for solution providers, SilverBack is easily embedded into new or existing services and maintenance agreements without any engineering, coding or client instrumentation. Most importantly, SilverBack deploys in days rather than weeks or months. Other advantages include:

- **Agentless** Rely on native instrumentation in devices monitored to collect, analyze, notify and aggregate reporting data
- **VPN-less** A simple piece of software downloaded on the client side creates an HTTPS tunnel that enables remote management with no changes to the firewall and minimal bandwidth use
- **Simultaneous one-to-many distribution model** Remotely monitor hundreds of clients with multiple devices from one Web-based console
- **Support for diverse devices & technologies** SilverBack monitors anything with an IP address. Technologies include: Syslog (firewalls; UNIX); Windows Event logs; Windows performance counters; SNMP; patch and vulnerability scans

- **Combined real-time and historic monitoring** Trending analysis to assist with pre-install assessments; installation and post-sales support
- **Integrated security** Correlate network performance against security events to determine legitimate threats
- **Automated back-end** SilverBack automatically and electronically updates you with patches; upgrades and the latest features — at no extra charge

## Software Components

The SilverBack solution consists of IT and security monitoring software loaded onto a secure appliance. The software combines real-time and performance monitoring across networks, systems, applications and security. You see one integrated, Web-based console that allows for the management of thousands of customers segmented by views and sites. The rack-mountable appliance automatically discovers IP-based devices and immediately begins monitoring and automatically sending alerts to a cell phone, pager, or via email. You can also schedule where and when the system sends alerts, depending upon time and availability. The system supports time-based escalations as well as alerts on scheduled events that never happened — such as back-ups — on an ongoing basis. Reports can be delivered on demand or scheduled for automated delivery to end clients.



## System Specifications

**Rack-mountable** - 16.7" x 14" x 1.7" (1U)

### Supported platforms include:

- Windows NT 4.0, 2000, 2003, XP
- Solaris 2.6-2.8
- Linux
- HP-UX
- IBM AIX
- Novell (requires Novell SNMP NLMS)
- Any MIB II or RFC 1315-compliant device

**A telephone line** is required for fault notifications via pager, email or telephone

**A VPN connection** is required for automatic software updates, maintenance administration and patch support

**SilverBack solutions** can send alerts to pagers and/or any email-enabled system including cell phones

## Complete Solution

SilverBack provides a true partnership. We don't just sell you technology. We provide planning and deployment that takes advantage of our existing service operations expertise while tailoring a solution to your specific needs. Our DNA for success includes integration with your business practices; service offerings; timeframes; client base; contractual agreements and launch requirements as well as technical specifics. Our cross-functional teams help turn your service organization into a high-performance center for excellence.

## About SilverBack

The choice of the VAR500 and other elite organizations, SilverBack's expertise lies in helping typically product-focused resellers transform their businesses into service-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 Franchise™ 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 simplifies the service delivery process — transforming reactive maintenance into proactive support offerings, while reducing operations costs and creating new revenue sources. Headquartered in Billerica, MA, SilverBack enjoys an astounding 81% annual reorder rate from its partners.

SilverBack Technologies, Inc. is a registered trademark and the SilverBack logo, SilverBack Datacenter, SilverBack Portable, SilverBack Professional, SilverBack ServiceAccelerator Franchise, SilverBack BusinessBuilder, SilverBack Circle of Life are trademarks of SilverBack Technologies, Inc. Other trademarks referenced are the property of their respective holders. Copyright 2005, SilverBack Technologies, Inc. All rights reserved.