

WHY RESELL PANASAS?

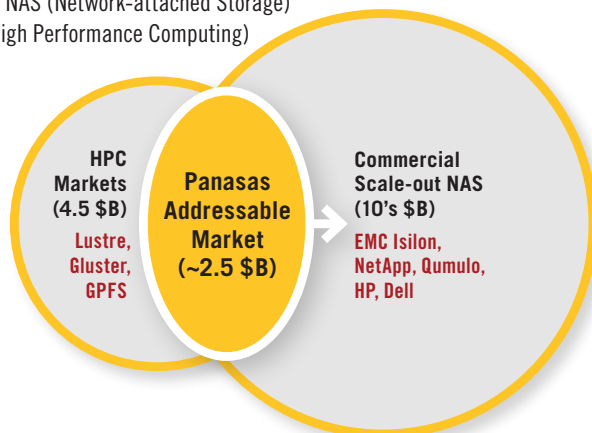
Storage that Scales as Big as Your Ideas

www.panasas.com/partners



MARKET CATEGORY

- Performance Scale-out NAS (Network-attached Storage) for Commercial HPC (High Performance Computing)
- Patented, modular appliance-based solution
- 2x price performance of EMC Isilon and NetApp



CUSTOMER EXAMPLES

See Sales Playbook for case details

Manufacturing

- Boeing
- cd-adapco Siemens
- Formula 1 Teams
- Airbus
- ATK Aerospace
- 3M



Life Sciences

- Garvan Institute
- NCBI / NIH
- Merck
- Bayer
- Beijing Genomics



Media & Entertainment

- Deluxe
- Turner CNN
- Asylum Entertainment
- Chainsaw



Federal

- NOAA
- Navy
- Fort Bragg, NLM



Physical Security

- New: Video Surveillance
- Linux-based VMS (Video Management Systems)
- Target Wavestore and Exacq VMS vendors



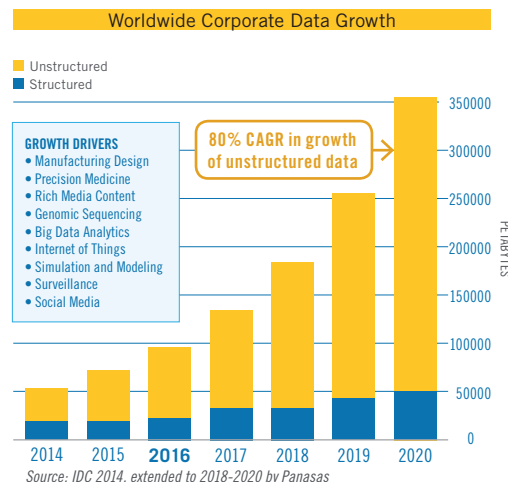
Universities

- UMN
- UCL
- Stanford
- Oxford
- Liverpool



CUSTOMER PAIN POINTS

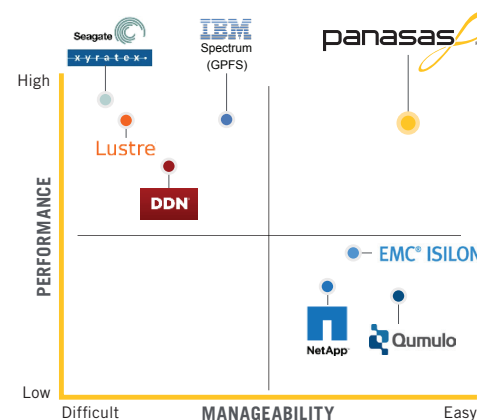
- Poor storage performance limiting productivity
- Scaling storage capacity to handle unprecedented data growth
- Slow time to results directly impacting competitive position
- Inflexibility of existing storage such as SANs, DAS, Scale-up
- Total cost (TCO) and complexity to build, scale and maintain storage
- IT budget pacing as datacenter needs grow



WHY PANASAS?

- Easy to do business with. Committed to channel
- World class customer satisfaction ratings
- Competitive differentiation of product and reseller program
- No hidden extras. Simple to quote. Great margins
- Pay as you grow economics. Ease of management
- True linear scale-out from TBs to PBs
- Performance, Capacity and Reliability scaling

How Does Panasas Shape Up Against the Competition?



PANASAS ACCELERATE RESELLER PROGRAM

Deal Registration | Attractive Margins | Volume & New Account Rebates | Seed Gear | Training | MDF

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PANASAS QUICKSHEET

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PROSPECT QUALIFICATION

Focus on the fit:

Don't Waste Your Time Chasing Rabbits Down a Black Hole

- ☑ **TRUE LINEAR SCALABILITY** for large, unstructured data sets
- ☑ **ULTRA-FAST** streaming performance
- ☑ **UNCOMPROMISED** mixed workload performance
- ☑ **ENTERPRISE-GRADE** reliability and availability
- ☑ **EASY** to manage (low OpEx)

You have found a fit if your prospects match two or more of these solution purchase criteria.

Panasas is the only solution if they tick three or more.

WHEN TO WALK AWAY

- Mainly block workflows or database applications
- Less than 40TB requirement with limited expansion plans
- Virtual desktop infrastructure
- Intent on building own solution based on Lustre, Gluster or GPFS
- Own an 'army' of storage specialists and not willing to re-deploy them

SIMPLE ARCHITECTURE

Brands

- Solution platform: ActiveStor®
- Scale-out file system: PanFS®
- Performance parallel driver: DirectFlow®



ARCHITECTURE OVERVIEW
Showing Simultaneous Multiprotocol Support

QUESTIONS TO ASK

Do you run highly complex or high performance scientific or engineering type applications?

Do you run Linux cluster?

- How many nodes?
- What operating system are you running?
- Do you currently have a shared storage system?
- How many cores?

If yes:

- Which one and what is the total capacity?
- What access method do you used to access the storage?
- Do you have either performance or operational challenges that you would like to address?

SALES RESOURCES

Contact your Ingram or Panasas account team via Partners@panasas.com to request the following:

- Partner Sales Playbook
- Vertical Battle Cards and Buyers Guides
- Channel Exclusive Workflow Bundles
- Trade Up Program
- Partner Portal Access
- Channel Marketing Support



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