



partners | simplified™

TAKE CONTROL. SCALE. MANAGE.



Cloud Systems offers an unparalleled business opportunity for our channel partners to grow revenue, increase gross margins and expand their relationships with existing customers. We offer a unique competitive advantage to our Reseller Partners and provide the means to win new business. We are dedicated to providing you with the tools you need to be successful.

Cisco Reseller Partner solutions utilizing atmospherics® are eligible for participation in both the Cisco Solution Incentive Program (SIP) and Cisco Industry Solutions Partner Network (ISPN). These programs reward partners that integrate proprietary or third-party business applications and services with Cisco technologies. In some instances these programs can be combined with other Cisco offerings, creating the best possible partner incentives.

Five Great Reasons to become a Reseller Partner

1. White Glove Treatment

We believe in selecting top notch Reseller Partners and dedicating our time providing them the training, resources and support they need to be wildly successful in selling the atmospherics® suite of products.

2. Close the Sale

The scalable nature of atmospherics makes it the perfect product to lead the sale. Reseller Partners can expand their sales opportunity to as far as their customers' networks reach. Customers can start with a single atmospherics | app and graduate into full enterprise control. Either way, selling hardware products coupled with the ability to control device parameters and control the energy consumption of the device, is a winning combination.

3. An Ever-Expanding Product Portfolio

We are continually innovating ways to offer control over networks. We develop on the leading edge and deliver an array of control products and service for enterprises to control everything on their networks.

4. Annuity Revenue

Customers purchase annual software license maintenance contracts at 20% of MSRP on their current license. We invite Reseller Partners to participate in these annuity revenue opportunities as our business partner in ensuring each atmospherics installation maintains its optimal performance. We also provide unlimited support to our Reseller Partners according to the terms of our Reseller agreement. Resellers may then provide their customers with support as a value-added service.

5. Cisco SIP and ISPN Certified

In addition to the compelling wholesale prices we offer, Cisco Reseller Partners may apply for SIP and ISPN program benefits when Cisco hardware is packaged with atmospherics 2.3, and atmospherics | apps™





The Sweet Spot

atmospharics | apps™

Customers with installations of between 200 and 800 Cisco IP Phones, running on Call Manager version 4.0 and above, should realize the greatest returns from deploying atmospharics | apps. At any time customers can upgrade to advanced control solutions with atmospharics 2.3

atmospharics 2.3®

Customers with networked:

- Lighting;
- HVAC;
- Video Conferencing;
- A/V Equipment;
- Window Shades;
- Projector Screens;
- Security Systems;
- Paging Systems; and,
- Digital Signage

who wish to combine three or more of the applications above into a single control system should consider upgrading to atmospharics 2.3.

Installations of over 40 rooms with an average of six controlled devices per room will quickly realize a positive return on their investment from deploying atmospharics 2.3 across the enterprise.

Product Benefits

- Lowest Cost of Ownership**
- Energy Savings**
- Scalability**
- Real-time ROI**
- No Custom Programming**
- Ease of Use Drives Adoption**
- Green Increases the Bottom Line**

- + asset life
- + productivity
- energy costs
- travel costs
- control hardware
- custom programming
- service maintenance visits
- batteries for remote controls
- hardware by pooling devices

= Increased Net Income

Reseller Benefits

atmospharics is deployed rapidly.

With atmospharics you can provide your customers with scalable, networked control, and secure a reliable annual annuity stream for your company.

Your time on-site installing the control system will be greatly reduced.

The systems can be administered and maintained anywhere the network can be accessed.

Resellers

Cloud Systems sells through authorized Resellers and Systems Integrators.

To become a Reseller please contact Cloud Systems today and learn more about atmospharics and our atmospharics |apps.

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atmospharics® version 2.3 has been IVT tested in accordance with interoperability criteria set by Cisco and is compatible with Cisco CUCM version 7.1 and Cisco Unified Communications IP Phones 7970, 7970G, 7971, 7971G-GE, 7975G, and Cisco IP Communicator products.

control | simplified®