

Vizioncore Partner FAQs

May 21, 2010

Why are you rebranding Vizioncore under Quest?

The virtualization market presents a huge opportunity for Quest to emerge as the independent authority on virtualization management issues. The main reason for the rebrand is to simplify our go-to-market strategy and make it as easy as possible for our customers to do business with us. By consolidating all our virtualization offerings under the Quest brand, we can deliver a consistent and focused value proposition, which is: Quest reduces the complexity and cost of managing IT across virtual, physical and cloud environments for more than 100,000 customers worldwide.

In the coming months – culminating in a launch at VMworld – we are going to transition the Vizioncore brand to Quest Software Server Virtualization Management Group. It is imperative that we deliver a cohesive vision and brand in order to best serve our customers and accelerate revenue, even as we look to invest significantly into expanding our offerings for and presence in this market. We believe that this move will benefit our virtualization partners as it raises our mutual profile in the industry with extensive marketing and thought leadership campaigns.

Why are you taking this step now?

Having two separate entities delivering independent messages to customers is confusing to them. The virtualization management market is extremely important to Quest. We plan to make significant investments in this business to provide the best-in-class products, services and support, and we want to ensure that our value proposition is very clear and resonates with customers. We also need to make it as easy as possible for our partners to work with us and achieve your revenue goals by working with a leader in both physical and virtual systems. Quest's strengths include its existing relationships with over 100,000 customers, extensive experience in IT management, our thought leadership and industry experts, patented technologies, a full range of professional services, including consulting and education, industry-recognized customer support as well as a strong, comprehensive partner program.

How will Vizioncore refer to itself going forward?

Vizioncore will be the Quest Server Virtualization Management Group within Quest Software.

Will the Vizioncore name go away completely or be incorporated into any existing products?

A joint Quest-Vizioncore logo will be introduced in early June and be used publicly until August 30th. On August 30th, the joint logo will be replaced by the Quest Software logo, and the Vizioncore name will be removed from all external facing materials. The Vizioncore name and logo will remain within the products until the product development process catches up with the rebranding efforts. All Vizioncore products will be branded as Quest by March 31, 2011.

How do Server and the Desktop products come together in this repositioning?

They essentially will continue to operate as they have in the past. There are no plans to integrate the two groups operationally at this time or to have them go-to-market through the same channel.

Does this mean that I am now a Quest partner? Do I need to sign a new agreement to become a Quest partner?

You will officially transition to become a Server Virtualization Management Solutions partner of Quest Software as of August 15, 2010. You will not have to sign a new agreement in order to maintain your status. There will be no additional requirements for you to fulfill, nor will there be any changes to your existing Partner Program requirements or benefits.

At the end of June, you will receive a partner kit with all the materials that are appropriate for your status as either a Platinum, Gold or Silver partner. These kits will have all the required components to assist you in rebranding all of your marketing materials with the correct logo, new corporate descriptors and product information, marketing guidelines and proactive communications materials so that you can inform your customers of the changes.

Am I allowed to sell all the Quest products now? Do I need to complete training or have certified individuals on staff for the entire Quest portfolio of products?

Any current Vizioncore partner who wishes to extend their role as a Quest partner and sell additional Quest products must meet the requirements of the partner program that relates to those products. If you are interested in doing this, please contact Michael Harris at michael.harris@quest.com.

Will I be working with new people, procedures and systems?

There will be no changes in the near term. You will be working with the same managers, administration and operations staff, procedures, and systems that you have been working with for the past few years. As we uncover new opportunities to strengthen the Partner program or expand our go-to-market strategies, we will proactively announce any changes to our Partners and make adjustments in a phased approach so there will be minimum disruption to the operations and our channel model.

What does this mean for my pricing, discounts, deal registration, etc.? Will these change?

No changes. You will be using the same SKUs, pricing, discounts, deal registration process that you have traditionally used as a Vizioncore partner in the past.

Will any of the requirements/benefits of the Vizioncore Partner Program change?

No changes. All the requirements/benefits of the Vizioncore Partner Program will carry over under the rebrand.

Will my deals be protected?

Yes, deals will be protected. Any deal launched and worked aggressively by a channel partner will be retained by that channel partner. There will be no changes in this process. As always, all partners are encouraged to register their deals and put them on record with their Territory Managers at their first opportunity.

What does this mean for our go-to-market process?

Although we are rebranding Vizioncore as Quest Software, there are no plans to change our go-to-market strategies or any other aspect of working with the Vizioncore channel in the near term. As we uncover new opportunities to drive efficiencies or additional benefits for partners and customers, we may make refinements in the go-to-market processes.

Will I still be able to sell the server virtualization products as I have in the past?

Yes, as long as you remain a partner in good standing you will be able to sell the current portfolio of products as well as those upcoming on the product roadmap.

Will I be competing in selling virtualization products with other Quest partners?

The programs and the products will continue to remain separate. As a result, resellers who are selling Vizioncore must meet the partner criteria related to these products. The same rules apply for partners authorized to sell traditional Quest products. Both Vizioncore and Quest partners may be able to become certified to sell a broader range of products over time.

The Vizioncore product line will be sold through the channel as before. This will not change as a result of the rebrand.

Will I be competing with the Quest direct sales force in selling virtualization products?

No. The Vizioncore product line will be sold through the channel as before. This will not change as a result of the rebrand.

What does this mean for the Vizioncore product roadmap?

Our practice has always been to incorporate Quest IP into server virtualization products. The rebrand will not affect these plans, but in fact will streamline Quest and Vizioncore R&D and product groups working together in taking these products to market. At this time, our roadmap is laid out and will remain consistent.

Will any Vizioncore products be phased out or merged with other products?

No, as before, our roadmap is laid out and will remain consistent.

Does this mean I can sell other Quest virtualization products, such as Foglight, or the desktop and storage products? If so, are these products going to share the same discount structure? Will I need to complete training requirements for these products?

As before, any partner who wishes to sell other virtualization products will need to meet the requirements imposed by that product group's partner program. Discount structures, training requirements, etc. are different from product group to product group, so anyone interested in pursuing an inquiry should initially consult with their current Vizioncore Territory Manager to get more information.

What does this mean for our customers?

We believe that the rebrand will bring very positive changes for customers as it will bring more clarity in our communications to them as well as more focus and support for their needs as the virtualization business grows in importance to Quest. Otherwise, we intend that customers conduct business with us in the same fashion going forward as they do today. They will still deal with their preferred partners, and enjoy the same quality support from Vizioncore staff for their products. We want to keep the disruption to customers as minimal as possible. As before, there will be no changes at all in the route they will take to evaluate and purchase products from the partners of their choosing. The discount and pricing structure to partners will not change, so there should be no impact to customers in any way other than they will start seeing product under the Quest Software brand.

What is your plan for assisting me in communicating this change out to my customers?

We will be providing kits to partners with all the necessary go-to-market materials which they will need to communicate to customers about the rebrand, its timing and to explain Quest Software's overall business and IT strategy. These kits will be placed on the Vizioncore partner portal well in advance of the August deadline for the rebrand. More communications on this topic will be forthcoming, but these kits are planned to be available and distributed at the end of June 2010.

Will this rebrand change any aspects of Vizioncore's relationship with VMware?

No. Vizioncore has been a strong ecosystem partner of VMware for many years. We are both a Technology Alliance Partner and a Community Source Member. Our products work seamlessly with and extend the VMware platform with features and functionality that enable customers to be confident that their virtualization systems are production ready, protected and efficient. Our channel will still be required to become and remain authorized VMware channel partners in order to sell our server virtualization products. We are confident that our relationship with VMware will remain strong and we will continue to enjoy a productive partnership in the future.

Will the change have an impact on how Vizioncore products work with Microsoft Hyper-V, Citrix Xen and/or Oracle virtualization products?

Our strategy has always been to provide multi-hypervisor support in accordance with the best interest of customers who very likely will choose to run more than one hypervisor in their data centers. There are no plans to change this strategy at all. We will support those virtualization hypervisors who gain meaningful market share and are in demand by customers.