

### CORPORATE PROFILE

#### THE DISTRIBUTOR OF CHOICE—WHEN “SKU AND PRICE” IS NOT ENOUGH

Lifeboat Distribution is an **international value added distributor of solutions** for virtualization, security, networking, application lifecycle management, and other technically sophisticated domains.

From offices in the United States, Canada and The Netherlands, we service thousands of solution providers, VARs, systems integrators, corporate resellers, and consultants worldwide. For over 30 years, Lifeboat has focused on resellers that provide products and services to the software development, technology infrastructure, scientific computing and other high tech communities.

These channel partners frequently require **advice, support and technical guidance** prior to their purchase. Lifeboat representatives respond to these needs with **timely, technically informed, proactive service**. We operate as an extension of our vendor partners' technical, sales and marketing channels team—**recruiting resellers, training them and providing first-tier technical sales support**.

As a result of our approach, we enjoy a strong worldwide reputation among our reseller partners as **the distributor of choice for complex, technical solutions**—the type of solutions that require support beyond just simple “SKU & price” information.

Lifeboat is a subsidiary of Wayside Technology Group, Inc. (NASDAQ: WSTG) a financially sound company, which has been publicly-traded since 1995. For the year ended 31-Dec-15, Wayside Technology Group posted revenues of \$382.1 million, with net income of \$5.8 million and cash & marketable securities of \$23.8 million. Lifeboat contributed 2015 revenues of \$339.7 million compared to \$290.4 million in 2014, representing a 17% increase.

#### OUR RESELLERS AND VENDOR PARTNERS

We represent leading vendors and new technology companies worldwide, and work with over 7,000 solution providers in more than 120 countries.

We distribute products from leading vendors including Bluebeam Software, Dell Software, ExaGrid Systems, Flexera Software, Infragistics, Intel Software, Intelligent ID, Mindjet,

SmartBear Software, SolarWinds, Sophos, Super Micro, StorageCraft Technology, TechSmith, Thycotic, Unitrends, and Veeam Software.

We serve resellers, value-added resellers, corporate or large account resellers, and integrators around the world. Our reseller network includes leading corporate resellers such as CDW, Comparex, Dell | ASAP, PC Connection, PC Mall, SHI, Insight, SoftChoice, Softmart and SoftwareOne, as well as major national/regional resellers such as GreenPages, Presidio and Right! Systems.

### OUR VALUE PROPOSITIONS

#### Solution Providers

For resellers and solution providers, Lifeboat Distribution is a trusted channel navigator, helping them:

- **Power a rich opportunity stream** through targeted leads, exemplary service, and focused selling technical support,
- **Expand margin+ services revenues** through outsourced access to trusted technical engagement services, and
- **Promote and build a profitable product and service business** through tailored market development and promotional opportunities.

#### Vendors

Lifeboat's channel distribution and reseller capabilities help vendors:

- **Recruit Multinational Solution Provider Networks** through precise targeting of solution providers — VARs, systems integrators, specialty consultants and corporate resellers,
- **Power Their Network** through channel awareness and training programs, rapid initiation of channel selling and implementation efforts, and
- **Complement Their Selling Channels and Drive Incremental Sales** through customized programs to create solutions demand.

### SCALABLE, FLEXIBLE OPERATIONS

Lifeboat Distribution is able to scale rapidly and efficiently in order to on-board new vendor partners. We leverage shared back-office facilities and modern automation processes, through our parent company, Wayside Technology Group. We have electronic data interchange (EDI) ordering with our top vendors and reseller customers.

Lifeboat is positioned to support traditional and emerging solution delivery models—cloud computing, software-as-a-service, and managed services provider. Our operational systems are equipped to handle both the transactional and recurring processes required to support these models.

#### On-boarding Example

Lifeboat signed a distribution agreement with a leading security software firm that was dealing directly with 3,500 reseller partners. We began the process of transfer and enablement of a 2-tier distribution model. Within three months, Lifeboat supported their partner base fully and was on-boarding a daily stream of new partners. Within six months, we had made specific EDI operational enhancements for the vendor and implemented a dedicated reseller web ordering portal that allowed us to focus fully on reseller sales enablement.

### NEWS HIGHLIGHTS

10-AUG-16	Lifeboat to Distribute AVG Business Managed Workplace
12-JUL-16	Lifeboat to Distribute Green Cloud Technology Data Protection Solutions
23-MAY-16	Lifeboat Promotes Brian Gilbertson to Vice President and General Manager
15-MAR-16	Lifeboat to Expand Its Distribution Agreement with Micro Focus
10-MAR-16	Lifeboat to Distribute eFolder Business Continuity and Business-grade Cloud File Sync Solutions
18-FEB-16	Lifeboat to Distribute AppEnsure End User Centric Application Performance Management Solution for Cloud and Virtualized Environments
04-FEB-16	Lifeboat to Distribute KnowBe4's End-User Security Awareness Training
12-JAN-16	Lifeboat to Distribute OnGuard Systems' Intelligent ID Endpoint Security Solution
11-JAN-16	Lifeboat to Distribute Black Duck Open Source Security and License Compliance Solutions
06-JAN-16	Lifeboat Promotes Brian Gilbertson to Vice President, Business Development

### LIFEBOAT DISTRIBUTION

#### Management Team

Brian Gilbertson	Vice President, and General Manager
Justin Current	Director of Professional Services
Patrick Castenie	Sr. Director, Premier Accounts, Canada, International
Tim Popovich	Director, Inside Sales

#### United States Offices

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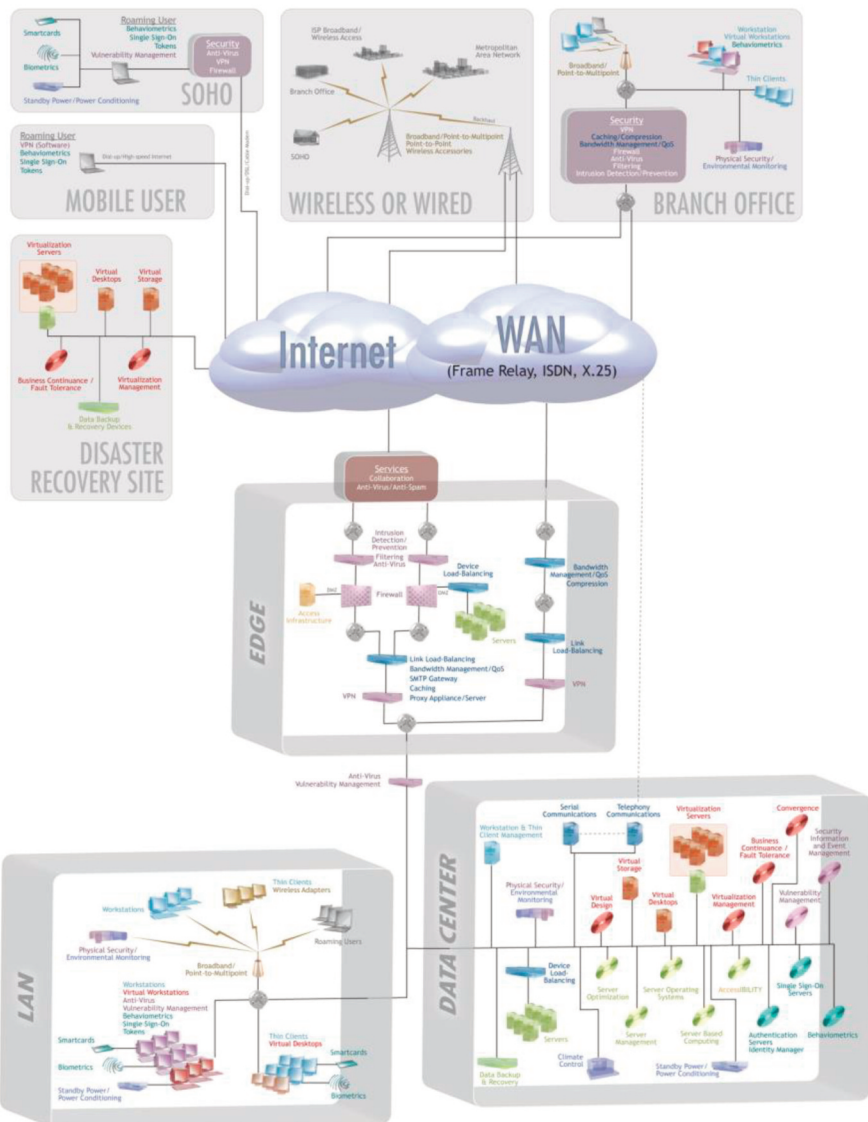
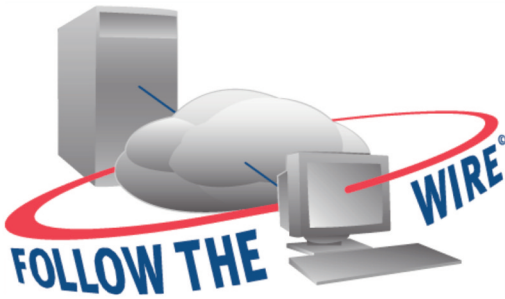
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The statements in this document concerning the Company's future prospects are forward-looking statements that involve certain risks and uncertainties. Such risks and uncertainties include the continued acceptance of the Company's distribution channel by vendors and customers, the timely availability and acceptance of new products, and contribution of key vendor relationships and support programs. The forward-looking statements contained herein are also subject generally to other risks and uncertainties that are described from time to time in our filings with the Securities and Exchange Commission. © 2013, 2014, 2015, 2016 Wayside Technology Group, Inc. Lifeboat and the Lifeboat logo are registered trademarks of Wayside Technology Group in the US and other countries. [JUN-2016]



### Converged Infrastructure & Storage

- AppEnure(s)
- Dell/Quest Active Administrators(s)
- Dell/Quest Active Roles(s)
- Dell/Quest API Suite for Oracle E-Business(s)
- Dell/Quest Asset Manager(s)
- Dell/Quest Authentication Services(s)
- Dell/Quest AutoRPM(s)
- Dell/Quest Certificate AutoRenewal(s)
- Dell/Quest Change Auditor(s)
- Dell/Quest ChangeBASE(s)
- Dell/Quest Coexistence Manager for GroupWise(s)
- Dell/Quest Coexistence Manager for Notes(s)
- Dell/Quest Collaboration Services(s)
- Dell/Quest Compliance Suite for Windows(s)
- Dell/Quest Content Migrator for SharePoint(s)
- Dell/Quest Data Connector for Oracle and Hadoop(s)
- Dell/Quest Desktop Authority Management Suite(s)
- GFI WebMonitor(s)
- GFI LanGuard(s)
- GFI MailEssentials(s)
- GFI EventsManager(s)
- GFI Archiver(s)
- GFI FaxMaker(s)
- GFI FaxMaker Online(s)
- NetIQ Directory and Resource Administrator(s)
- NetIQ SocialAccess(s)
- NetIQ Directory and Resource Administrator(s)
- NetIQ Group Policy Administrator(s)
- NetIQ Argalis(s)
- NetIQ AppManager(s)
- NetIQ Operations Center(s)
- NetIQ AppManager(s)
- NetIQ Operations Center(s)
- Solarwinds Server & Application Monitor(s)
- Solarwinds Storage Resource Monitor(s)
- Solarwinds Web Performance Monitor(s)
- Solarwinds Application Stack Management Bundle(s)
- Solarwinds Application Performance Optimization Pack(s)
- Solarwinds Database Performance Analyzer for SQL Server(s)
- Solarwinds Database Performance Analyzer for Oracle(s)
- Solarwinds Database Performance Analyzer for MySQL(s)
- Solarwinds Database Performance Analyzer for DB2(s)
- Solarwinds Database Performance Analyzer for SAP ASE(s)
- Solarwinds Database Performance Analyzer for AWS(s)
- Solarwinds Web Help Desk(s)
- Solarwinds DataWare Remote Support(s)
- Solarwinds DataWare Mini Remote Control(s)
- SuperMicro SuperServer(s)
- SuperMicro SuperBlade(s)
- SuperMicro Microblade(s)
- SuperMicro TwinSolutions(s)
- SuperMicro SuperStorage(s)
- SuperMicro Nextent(s)
- SuperMicro EverBlade(s)
- SuperMicro SuperBack (s)
- SuperMicro Super Workstation(s)
- Veeam One(s)
- Veeam Management Pack(s)
- Zenworks Configuration Management (s)
- Zenworks Patch Management(s)
- Zenworks Asset Management(s)
- Zenworks Mobile Management(s)
- Zenworks Service Desk(s)

### Security

- AVG Internet Security Business Edition(s)
- AVG AntiVirus Business Edition(s)
- AVG File Server Edition(s)
- AVG PC TuneUp Business Edition(s)
- AVG AntiVirus Mobile(s)
- BitDefender GravityZone Business Security(s)
- BitDefender GravityZone Advanced Business Security(s)
- BitDefender GravityZone Enterprise Security(s)
- BitDefender Security for Virtualized Environments(s)
- BitDefender Security for Endpoints(s)
- BitDefender Security for Exchange(s)
- BitDefender Security for Mobile(s)
- BitDefender Security for Amazon Web Services(s)
- Dell/Quest Certificate(s)
- Dell/Quest Dell One Identity as a Service(s)
- Dell/Quest Enterprise Single Sign-on(s)
- Dell/Quest Identity Manager(s)
- Dell/Quest Identity Manager(s)
- Dell/Quest Identity Manager(s)
- Dell/Quest Mobile IT(s)
- Dell/Quest Mobile Workspace(s)
- Dell/Quest NC-Sync(s)
- Dell/Quest Password Manager(s)
- Dell/Quest Privilege Manager(s)
- Dell/Quest Privileged Access Suite for Unix(s)
- Dell/Quest Secure Copy(s)
- Dell/Quest Security Explorer(s)
- Dell/Quest Single Sign-on for Java(s)
- Dell/Quest Single Sign-on for Java(s)
- Dell/Quest SMA Series(s)
- Dell/Quest SMA Virtual Appliance(s)
- Dell/Quest SonicPoint Wireless Access Point Series(s)
- Dell/Quest SonicWALL Analyzer(s)
- Dell/Quest SonicWALL E-Class(s)
- Dell/Quest SonicWALL Global Management System Series(s)
- GFI EndpointSecurity(s)
- KnowBe4 Compliance Manager(s)
- NetIQ Access Governance Suite(s)
- NetIQ Access Manager(s)
- NetIQ Access Review(s)
- NetIQ Advanced Authentication Framework(s)
- NetIQ Identity Manager(s)
- NetIQ Identity Tracking for Identity Manager(s)
- NetIQ Privileged Account Manager(s)
- NetIQ SecureLog(s)
- NetIQ Self Service Password Reset(s)
- NetIQ Change Guardian(s)
- NetIQ Privileged Access Manager(s)
- NetIQ Sentinel Enterprise(s)
- OnGuard Systems IntelligentIDs (d)
- OpenDNS Umbrella(s)
- OpenDNS Investigator(s)
- Solarwinds User Device Tracker(s)
- Solarwinds Log & Event Manager(s)
- Solarwinds Engineer's Toolkit(s)
- Solarwinds iKool CatTool(s)
- Solarwinds iKool Spring Server(s)
- Solarwinds Security Information & Event Management(s)
- Solarwinds Patch Manager(s)
- Solarwinds Secure Managed File Transfer Server(s)
- Solarwinds Mobile Admin(s)
- Sophos XG Firewall(s)
- Sophos SC (ITM)(s)
- Sophos Secure WF-FM(s)
- Sophos Secure Web Gateway(s)
- Sophos Secure Email Gateway(s)
- Sophos Endpoint Protection(s)
- Sophos Mobile Control(s)
- Sophos SafeGuard Encryption(s)
- Sophos Virtualization Security(s)
- Sophos Server Security(s)
- Sophos ShieldPoint Security(s)
- Sophos Network Storage Antivirus(s)
- Sophos PureMessage(s)
- Thyocite Secret Server(s)
- Thyocite Password Reset Server(s)
- Thyocite Group Management Server(s)
- Zenworks Full Disk Encryption(s)
- Zenworks Endpoint Security Management(s)
- Zenworks Application Virtualization(s)

### Network Management & Infrastructure

- NetIQ Vivinet Assessor(s)
- NetIQ Vivinet Diagnostics(s)
- Solarwinds Network Performance Monitor(s)
- Solarwinds Network Bandwidth Analyzer Pack(s)
- Solarwinds Network Troubleshooting Bundle(s)
- Solarwinds NetFlow Traffic Analyzer(s)
- Solarwinds Network Configuration Manager(s)
- Solarwinds IP Control Bundle(s)
- Solarwinds IP Address Management(s)
- Solarwinds VoIP & Network Quality Manager(s)
- Solarwinds Network Topology Mapper(s)
- SuperMicro Network Switches(s)

### Backup & Replication / DR

- Dell/Quest AppAssure Backup, Replication and Recovery(s)
- Dell/Quest Archive Manager(s)
- Dell/Quest Backup & Disaster Recovery Suite(s)
- Dell/Quest Benchmark Factory for Databases(s)
- Dell/Quest Boom AtomSphere(s)
- Dell/Quest Boom MDM(s)
- Dell/Quest BridgeWare(s)
- Dell/Quest Data Protection | NetVault Backup(s)
- Dell/Quest Data Protection | Rapid Recovery(s)
- Dell/Quest Data Protection | Veeam(s)
- Dell/Quest Data Protection | DL Series Backup & Recovery Appliances(s)
- ExGrid Appliance(s)
- Unirents Recovery Series(s)
- Unirents Enterprise Backup(s)
- Veeam Backup & Replication(s)
- Veeam Availability Suite(s)

### Open Source & Application Lifecycle

- Blackduck Hub(s)
- Blackduck Protect(s)
- Blackduck Code Center(s)
- Dell/Quest NFS/X(s)
- Flexera Install Shield(s)
- Flexera FlexNet Licensing(s)
- Flexera FlexNet Operations(s)
- Flexera FlexNet Connect(s)

### Services

- KnowBe4 Kevin Mitnick Security Awareness Training(s)
- KnowBe4 Enterprise Awareness Training Program(s)
- KnowBe4 Customer Awareness Program(s)
- Unirents DR Services(s)

### Virtualization & Cloud

- Datacore SAN Symphony V(s)
- Datacore HyperConverged Virtual SAN(s)
- Dell/Quest Data Protection | Office 365(s)
- Dell/Quest Cloud Access Manager(s)
- Dell/Quest Cloud Manager(s)
- Double-Take Cloud Migration Center(s)
- Double-Take Availability for vSphere(s)
- Double-Take Availability for Hyper-V(s)
- NetIQ CloudAccess(s)
- NetIQ Cloud Manager(s)
- NetIQ PlatSpin Protect(s)
- NetIQ PlatSpin Recov(s)
- NetIQ PlatSpin Program(s)
- NetIQ PlatSpin Recov(s)
- NewentiaStore(s)
- NewentiaEdge(s)
- NewentiaConnect(s)
- NewentiaStore(s)
- Solarwinds Virtualization Manager(s)
- SuperMicro vSAN(s)
- SuperMicro Micro Cloud(s)
- Tethervue Server Virtualization(s)
- Tethervue Desktop Virtualization(s)
- Tethervue Business Continuity / Disaster Recovery | DRaaS(s)
- Tethervue Private Cloud(s)
- Unirents Cloud Backup(s)
- Unirents Boomerang(s)

Lifeboat is proud to represent the following companies as well as many other leading brands:



ACD Systems  
ActivePDF  
Altima Technologies  
Altova  
Arxscan, Inc.  
AVG Technologies  
Black Duck Software  
Corel  
Cortado  
DataCore Software  
Dell Software  
DeLorme Mapping  
Embarcadero  
Exclaimer  
Famatech  
Foxit Corporation  
GFI

GrapeCity  
Idera, Inc.  
IMSI  
Individual Software  
Infragistics  
Intego  
Intelligent ID  
Intel Lustre  
JetBrains  
KnowBe4  
Markzware  
MG Soft Corporation  
Micro Focus  
MKS, a PTC Company  
Nero  
Neuxpower  
Nitro PDF

Nuance  
Open-E  
Paessler AG  
PDFlib  
Pervasive Software  
Piriform  
Progress/DataDirect  
Raxco Software  
SAPIEN Technologies  
Seagull Scientific  
SlickEdit Inc.  
SmartDeploy  
SmartDraw  
Software FX, Inc.  
Sony  
Sorenson Media  
StarWind Software

Strata  
Stratus Technologies  
Swiftpage  
SystemTools LLP  
TechSmith  
Telerik  
TetherView, Inc.  
Thinstuff s.r.o.  
Thycotic  
VanDyke Software  
VMTurbo  
win.rar GmbH  
WinZip Computing  
Wolfram Research, Inc.  
Workshare

This remotely-delivered service provides customers new to Veeam with a professional implementation designed to install and configure the software while enabling all features relevant to the customer. Purchasing the Veeam Implementation Service from Lifeboat Distribution drives higher success rate for the customer while reducing the time to implement and achieving a faster ROI. The implementation is completely documented by the engineer and provided to the customer as a run book for recovery of the environment.

### All Implementation Services Feature:

- ✓ Supports VMware Virtual Infrastructure
- ✓ Supports Hyper-V Virtual Infrastructure
- ✓ Supports Veeam Availability Suite
- ✓ Supports Veeam Backup & Replication
- ✓ Supports VeeamOne
- ✓ Complete install of Veeam Software
- ✓ Configuration of Veeam Software
- ✓ Configuration of SureBackup\*
- ✓ Configuration of SureReplica\*
- ✓ Configuration of Virtual Lab Infrastructure\*
- ✓ Document installation & configuration
- ✓ Provide knowledge transfer to IT staff

\* As required by customer.

### Service Delivery

Remote delivery by Lifeboat engineers

### Scope Restrictions

Feature	SMB	Small Ent	Med Ent	Med Plus Ent	Large Ent	XL Ent	XXL Ent
# of Sockets	Up to 6	Up to 12	Up to 18	Up to 24	Up to 30	Up to 40	Up to 50
# of Backup Proxies & Repositories	Up to 2	Up to 3	Up to 5	Up to 7	Up to 9	Up to 11	Up to 11
# of sites	Up to 2	Up to 3	Up to 5	Up to 7	Up to 7	Up to 7	Up to 7
# of backup and replication jobs	Up to 7	Up to 10	Up to 12	Up to 15	Up to 20	Up to 25	Up to 30

### Price\*

Service	SKU	VAR Price	MSRP	Duration	Sockets
Veeam SMB Install	LB1 V82 0002	\$1,050.00	\$1,400.00	6 hours	Up to 6
Veeam Small Enterprise Install	LB1 V82 0003	\$2,100.00	\$2,800.00	12 hours	Up to 12
Veeam Medium Enterprise Install	LB1 V82 0004	\$3,150.00	\$4,200.00	18 hours	Up to 18
Veeam Medium Plus Enterprise Install	LB1 V82 0005	\$5,250.00	\$7,000.00	30 hours	Up to 24
Veeam Large Enterprise Install	LB1 V82 0006	\$6,997.50	\$9,330.00	40 hours	Up to 30
Veeam XL Enterprise Install	LB1 V82 0007	\$10,500.00	\$14,000.00	60 hours	Up to 40
Veeam XXL Enterprise Install	LB1 V82 0008	\$14,002.50	\$18,670.00	80 hours	Up to 50
Custom SOWs		Custom	Custom	Custom	Above 50

\* Please note: all prices are in U.S. dollars.

### Selling Veeam Services

Speak to your Lifeboat sales representative any time you are recommending a Veeam solution. They will be able to advise you as to how you may incorporate professional services into your proposal.

This service provides an existing Veeam customer with a comprehensive review the current Veeam installation and configuration. Our Veeam expert will remotely connect to the customer environment, perform a complete review of the configuration and recommend changes to better configure and use Veeam in your specific environment. Recommendations may include how to solve Veeam performance issues, resolve backup challenges, enhance the recovery process and achieve business enhancements via feature enablement. All recommendations are delivered via a recommendation document and are covered directly with IT staff during the final recommendation presentation. Should the customer want further assistance implementing the recommended changes a simple change order can be executed.

### Service Delivery

Remote delivery by Lifeboat engineers

### Service Features

Feature	Veeam Healthcheck
Supports VMware Virtual Infrastructure	✓
Supports Hyper-V Virtual Infrastructure	✓
Supports Veeam Availability Suite	✓
Supports Veeam Backup & Replication	✓
Supports VeeamOne	✓
Delivers full install of Veeam Software	X
Configuration of Veeam Software	X
Review of existing Veeam configuration	✓
Document installation & configuration	X
Document recommended changes	✓
Provide knowledge transfer	✓
# of Backup Proxies & Repositories	Up to 3
# of sites	Unlimited
# of backup and replication jobs	Unlimited

### Price\*

Service	SKU	VAR Price	MSRP	Duration	Sockets
Veeam Healthcheck	LB1 V82 0001	\$2,100.00	\$2,800.00	12 hours	N/A

\* Please note: all prices are in U.S. dollars.

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