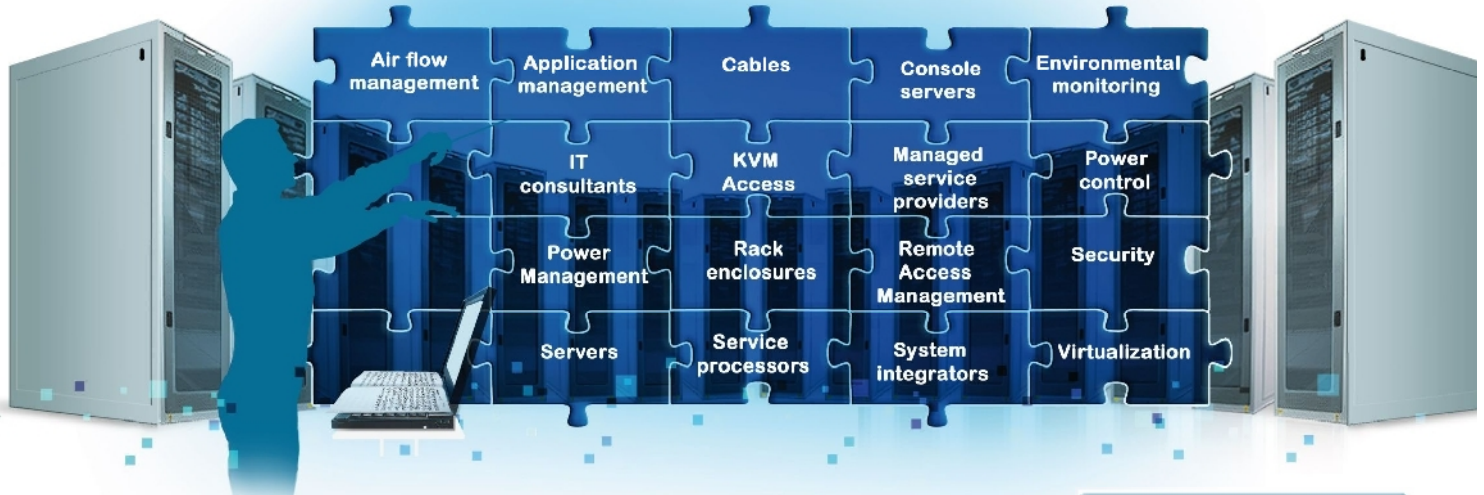


Data Center Alliance Become a Part of the Solution



About The Data Center Alliance

The Data Center Alliance (DCA) was formed to fill the information gap in the marketplace by providing a centralized, comprehensive source for building successful IT infrastructures.

The mission of the DCA is to serve as a central repository of data center and server room products and services, and to provide IT decision makers with a clear understanding of the different solutions available for their IT infrastructures.

There is no generic solution that adequately meets the requirements of every CIO. Each organization has unique IT challenges, whether they are with physical space, power consumption, remote access, or budget. Mixed IT environments demand specialized solutions in order to optimize resources. What works for one business may not be viable for another. There is no such thing as one size fits all.

The Data Center Alliance brings together the best in class IT infrastructure manufacturers into one place, where IT decision makers can find the data they need to make smart decisions about their growing data center needs. The value of the program is having quality offerings from all aspects of the IT infrastructure in one convenient location, so that companies can see all the puzzle pieces in one place. For companies looking to improve productivity in the fields of power, KVM, network management, remote access, environmental monitoring and air flow, the Data Center Alliance is the answer.

Features of the Data Center Alliance

The Data Center Alliance offers members excellent opportunities to maximize the value of their professional relationship with Minicom, a business development initiative designed to ensure that members get their message to the right places.

Benefits for your customers:

Offers convenience of all IT requirements at one address

Eliminates the costs and hassles associated with "vendor lock-in"

Provides valuable information so customers can make educated decisions

Benefits for your company:

Exposure to new markets and strategic positioning

Lead generation through joint marketing activities

Training and expertise from Minicom

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Exposure to New Markets

Members of the program gain strategic positioning in the following forums:

- Your company's message with your company logo on the Data Center Alliance website, hosted and maintained by Minicom
- Collaborative road shows on a regular basis
- Sponsor online advertising managed by Minicom, such as Google Ad campaigns
- Periodic inclusion in the Data Center Alliance newsletters
- Collaborative trade show booths with shared resources and expenses
- Co-authored white papers

Lead Generation

The Data Center Alliance gives members credibility and access, making it easier for them to expand their client base. Some avenues for members to generate leads include:

- Participation in Minicom hosted webinars, with access to attendee contact information
- Social networking activities and promotion led by Minicom, to include the creation and management of a LinkedIn group, a corporate Twitter account, and a blog
- Networking at Minicom's meeting of all DCA members

Training and Expertise

Members of the Data Center Alliance enjoy access to:

- Demo equipment for trade shows
- Minicom training and reseller events for your sales people and engineers
- Minicom's sales/tech support people for joint sales calls, when relevant
- The Minicom Resource Center, an archive of webinars, podcasts, and other resources

To join the program, call **888 486 2154** (North America) or **972 2 5359638** (ROW) or email **alliance@minicom.com**.

About Minicom

Minicom Advanced System provides KVM remote access, extension and management solutions designed to expedite and simplify IT services. Tailored for IT managers who need secure, centralized, and seamless access to their mixed IT environments, these solutions enable local, remote, in-band and out-of-band access and management. Minicom's unique approach maximizes past investments in IT infrastructure, installation, and training while adding innovative technology, resulting in reduced costs and increased productivity. Founded in 1988, Minicom is a member of Intel Capital's portfolio of companies. In 2009, Minicom established Minicom Digital Signage. With headquarters in Israel and regional offices in North America, Europe and APAC, Minicom operates in over 70 countries.

