

troux partner program

Troux Technologies is the recognized category leader in the Strategic IT Planning and Enterprise Architecture (EA) markets. Already boasting some of the world's largest companies and leading Global SIs and VARs, Troux is seeking to extend its partner base to address the growing global market need for its software. Troux Partners can expect the best in sales, marketing and technical enablement to help them take full advantage of software reselling and implementation services opportunities.

Strategic IT Planning – An Exciting Partner Opportunity

Strategic IT Planning software is revolutionizing the way Global IT is planning and executing major Business and IT Transformations. As companies face new strategic challenges like geographic expansion, cost-reduction programs, product-line growth, mergers and acquisitions, regulatory requirements and financial-performance pressures, IT planners and Enterprise Architects must keep pace with providing the right information in support of critical business decisions. Troux software unlocks the full power of EA to enable effective decision making.

Strategic IT Planning: A New Market Category

In the same way that Project Portfolio Management (PPM), IT Service Management (ITSM) and Application Lifecycle Management (ALM) changed the way IT managed its operations, Troux Strategic IT Planning software provides the visibility and control that IT leaders need at a strategic level to drive cost out of IT, reduce complexity and respond rapidly to business change without adding operational risk.

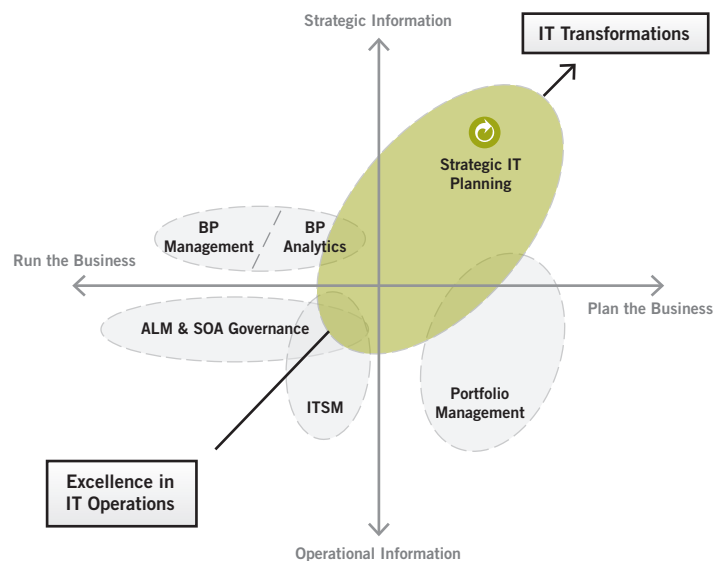
Evolving from its roots in Enterprise Architecture, Strategic IT Planning primarily addresses three key IT challenges:

1. Rolling out IT Excellence Programs for global standards and reuse and reusable building blocks
2. Optimizing complex IT portfolios, encompassing services, applications, infrastructure and skills
3. Supporting major strategic transformation initiatives such as merger and acquisition, datacenter consolidation, market expansion, new product launches, Service Oriented Architecture (SOA), etc.

Category Growth

The following are important leading indicators for the growth of the market:

- Global adoption of Strategic IT Planning by market leading G2000 companies and governments.
- Increased investment by major analysts including Gartner and Forrester
- Multi-million dollar software licensing deals



Strategic IT Planning: A new Market Category Unlocking the Full Power of Enterprise Architecture

Partnering with Troux

Troux Technologies is widely regarded as the Strategic IT Planning and EA category leader:

- Classified as a “Leader” in the most recent Gartner Magic Quadrant
- Over 40% Five Year CAGR
- World Class Customers
- Publishers of the most widely read publication: Architecture and Governance Magazine

Ideal Partner Profiles

Troux is looking for partners that can accelerate our ability to sell to and support customers in new market sectors. Typical partners include:

- Global Systems Integrators
- Dominant VARS in a particular geography
- Respected service delivery organizations with an excellent pool of consultants

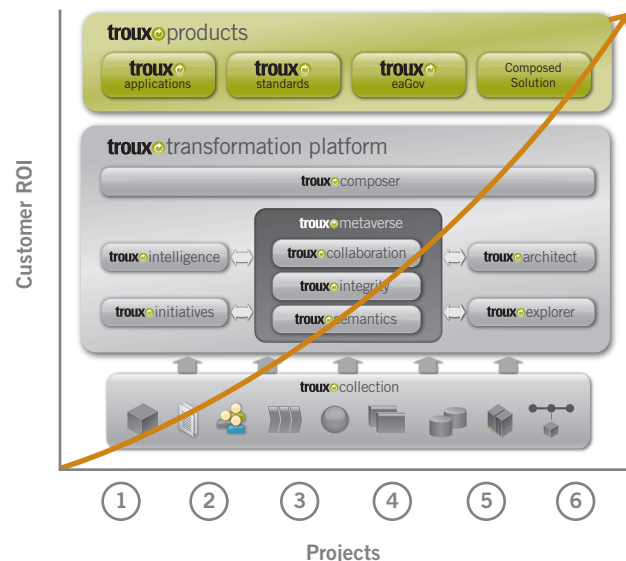
Partners with the following attributes are particularly successful with Troux:

- Trusted advisors to senior IT management in Global 2000 companies or Governments
- Experience and marketing and implementing programs based on Enterprise Software
- Background in Enterprise Architecture, BPM, PPM, ITSM and ALM.

Troux Software – Designed for Partnering

Troux’s software is particularly suited for partner, for a number of reasons:

- Troux software provides visibility at a Strategic IT level, enabling partners to develop and strengthen relationships at a senior IT management level.
- The visibility provided by Troux software reveals a significant number of additional transformation projects – putting the Troux partner in pole position for their implementation.
- Troux software is complementary to, and does not replace existing partner technologies
- Troux software is designed using open standards and skills already available in partners
- The software is fully customizable, allowing partners to launch Troux-based solutions that embed their own Intellectual Property



ROI Grows with Troux’s Strategic IT Platform

Troux Partner Program

Troux's partner program combines best practices honed from many years of working with partners in enterprise software with some refreshing new initiatives:

Partner Response Center

Help on any subject is just a phone call or email away. Our Partner Response Centers in Europe and the US are manned to give you the help you need.

Partner Portal

Troux's Partner Portal stores a wealth of technical, sales, marketing and training resources.

Joint Marketing

Troux's marketing department is ready to help you execute your market-development initiatives. Support ranges from joint events, webinars and mailings to press and jointly branded collateral and even your own branded copies of Architecture and governance magazine. Market Development Funds (MDF) can also be made available.

Sales Tools		
Type	Name	Modified By
📁	Products and Solutions	Bonnie Cromwell
📁	Whitepapers	Bonnie Cromwell
📁	Case Studies	Bonnie Cromwell
Marketing		
Type	Name	Modified By
📁	Industry Analyst Reports	Chris Blumentritt
📁	Articles	Chris Blumentritt
📁	Case Studies	Chris Blumentritt
📁	Whitepapers	Chris Blumentritt
📁	Products and Solutions	Chris Blumentritt
Technical		
Type	Name	Modified By
📁	Troux 7 Service Offerings	Bonnie Cromwell
📁	EA and ITG Planning Model Overview	Bonnie Cromwell
Training		
Type	Name	Modified By
📁	Troux 7 Courses	Bonnie Cromwell
Calendar		
5/12/2008 8:00 AM	Garnter Symposium 8.ITxpo - May 12-15, 2008 http://www.garnter.com/it/sym/2008/apr9/apr9.jsp	
5/14/2008 8:00 AM	Troux Directions Federal - May 14, 2008	

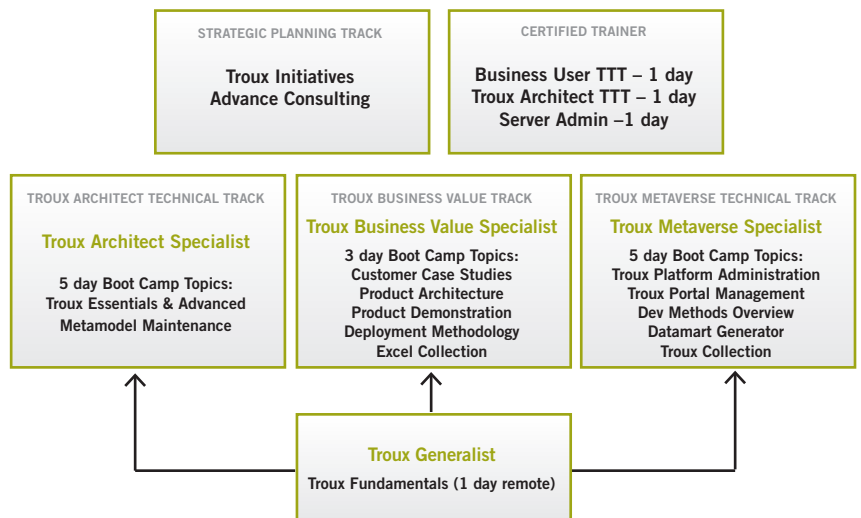
Reselling Benefits

Troux provides competitive margins for companies able to resell or refer Troux software into new accounts. Partners may also 'register' opportunities with Troux as a way to safeguard sales investment.

Technical Training

Troux's technical training program is regarded as one of the best in the business. With different courses for different roles – from sales engineer to trainer, Enterprise Architect to Strategic Consultant, there's a track for the whole team. Courses are either web or classroom and are followed up with mentoring from Troux consultants along with regular refresher sessions and Webinars.

Troux Partner Service - Portal or Person - It's your Choice.



Troux has a comprehensive technical training program for partners



Demonstration Software

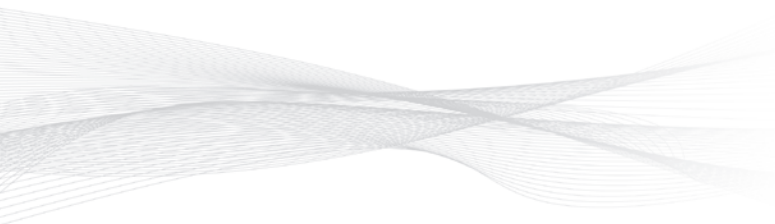
Troux provides partners with fully functioning software for demonstration, along with access to Troux's bank of demo servers, illustrating a wealth of high business value scenarios. Demo training is provided.

Technical Support

Partners get direct access to Troux's global telephone, email and web-based support. Resellers may opt to take first line calls from their customers and use Troux Support for escalation.

Sales Enablement

Your sales teams will follow the same training program delivered to Troux internal teams. Training is followed up with regular webinars and co-selling support from your Account Manager.



learn more at www.troux.com



Accelerating IT and Business Transformation

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