



bitnami

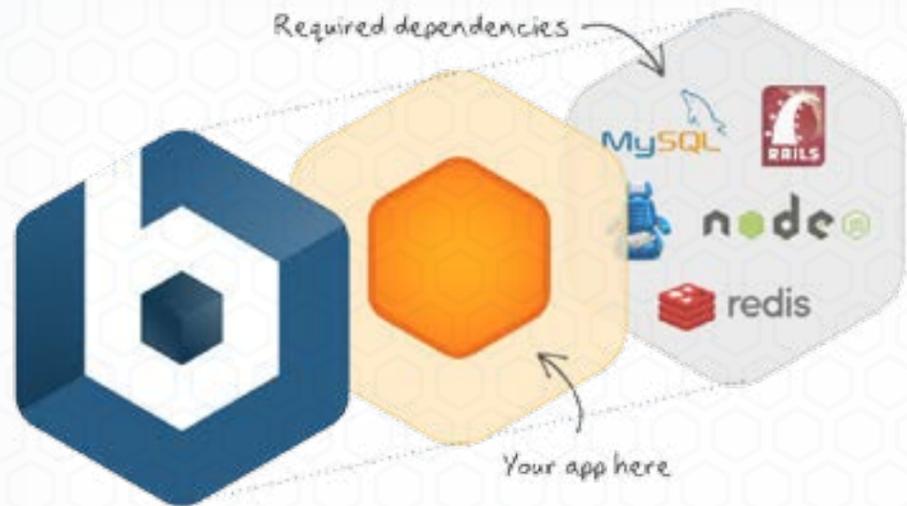
SOFTWARE PARTNER PROGRAM

Bitnami offers a library of popular server applications and development environments that can be installed with one click—locally, in a virtual machine, or hosted in the cloud. Our dedication to improving the application user experience has resulted in Bitnami becoming the most vibrant destination for many of today's most popular server applications, with over one million new deployments per month.

"We couldn't be more pleased to partner with the world's leading cloud-based app store for developers to simplify and accelerate the DreamFactory install and launch process. Now millions of developers can more easily build, test and deploy rich enterprise mobile applications."

- Bill Appleton, co-founder and CEO, DreamFactory

PROGRAM BENEFITS



Expand Your Distribution

As a Bitnami partner, you can expose your applications to millions of new potential users. Bitnami promotes partner applications via the bitnami.com website as well as leading industry destinations such as the Amazon Web Services (AWS), Windows Azure and VMware marketplaces.

Ready-to-Run Packages

Bitnami packages your application and all of its dependencies into fully configured, ready-to-run installers (Linux, Windows and Mac OS), VMs (VMware, VirtualBox, etc.) and cloud templates (AWS, Windows Azure, etc.).

Awesome User Experience

Bitnami packages dramatically reduce deployment time and complexity for users. They also ensure consistency—packages are always up to date, pre-integrated, pre-configured and optimized for each deployment environment.

Minimal Dev-Team Disruption

All packages are thoroughly tested and best practices are used to ensure optimal performance. Packages are updated as new software releases are made available. This helps you to reduce deployment-related support cases, enabling your engineering team to focus on innovation and building great products.

Transform Demos & Evaluations

Bitnami can automatically provision cloud demo environments in seconds. This means your pre-sales team can conduct demos or create hands-on evaluation environments quickly, painlessly and in a highly consistent manner.

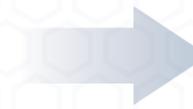
An Instant Cloud Strategy

Enable your customers to quickly and easily deploy your software to Amazon Web Services, Windows Azure, VMware vCloud and other popular public and private cloud platforms.

HOW THE PROGRAM WORKS



Bitnami partners with ISVs to package up their software.



Bitnami packages are distributed across all platforms including cloud partners.



Users discover and launch your applications in minutes.

Technical Process

1. Partner provides Bitnami with access to software applications, license keys, documentation and any other technical or user-focused resources. Partner also provides Bitnami with an engineering or technical support resource to answer any deployment, configuration or dependency questions during the creation of the Bitnami packages.
2. Bitnami builds, tests and optimizes packages for your application(s), which will be provided as native installers for Linux, Windows & Mac OS X, VMware Virtual Machines, Amazon Machine Images and Windows Machine Images.
3. Partner informs Bitnami of any future software or components that are released. Bitnami then produces updated packages for each deployment environment.

Marketing Deliverables

In addition to the Bitnami packages, there are a number of marketing benefits for joining the Bitnami Partner Program, including:

- **Inclusion in the bitnami.com application library:** Partnering with Bitnami means getting your applications in front of several million users who deploy more than one million Bitnami applications every month.
- **Joint promotion to Bitnami community:** You can choose to be featured in the Bitnami newsletter and on the Bitnami blog at no additional cost. Bitnami will create a feature for the newsletter, which currently reaches over 400,000 subscribers. An article and/or interview can also be published on the Bitnami blog.
- **Joint press release:** Bitnami will take the lead in authoring a joint press release (subject to approval) to further promote the partnership and availability of Bitnami rapid deployment packages.
- **Exposure to popular industry marketplaces:** Bitnami manages the process of distributing and keeping your application up to date in the Amazon, Windows Azure and VMware marketplaces.

Software partners include:



RhodeCode®

SUGARCRM



About the Bitnami Community

With several million users (and growing) and over a million application deployments every month, the Bitnami community is the most vibrant and fastest growing destination for cross-platform applications and developer stacks.

Bitnami users span many different roles but can be classified as follows: 60% developers, 30% business users and 10% systems integrators.

Users represent companies of all sizes, including many major enterprises within these vertical markets:

- Financial Services: Bank of America, Citi Group, HSBC, Lloyds Banking Group, Wells Fargo Comerica, Credit Suisse, Commerzbank, Bancomer, Sanders BV and Bancolumbia.
- Technology/Electronics: GE, Samsung, Ericsson, Philips, Siemens, Texas Instruments, Hitachi, Fujitsu, Panasonic, Motorola, NEC, Nokia and Sony.
- Aerospace / Defense: General Dynamics, Boeing, Hughes, Northrop Grumman and Raytheon.
- Others: Macy's, Walmart, Mango, Carrefour, Harry and David, BMW, Volvo, Fiat, Delta, United, Dow Jones, Ebay, Cisco, Starbucks and NASA.

GETTING STARTED

Please contact the Bitnami Partner Team for pricing details or partner-related questions.

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