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## A further "Plus" for O&O Partners

### **O&O expands its Partner Program to include O&O Affiliate Partner Plus as well as O&O Authorized Reseller Plus**

Berlin, 17 December, 2009 – Berlin-based O&O Software, technological leader in the "Tools for Windows" field makes a further commitment to indirect sales. From 2010, the company will be offering partners an improved program with added incentives.

By offering two additional partner levels, O&O is giving partners more choice, benefits and support with the clear aim of increasing channel sales. The O&O Partner Program focuses exclusively on trade retailers and system vendors.

#### **The O&O Partner Program**

O&O retains the previous categories O&O Affiliate Partner, O&O Authorized Reseller and O&O Elite Reseller, which reflect not only the efforts and achievements of the partners but in turn define the level of support and service provided to the partners by O&O.

Due to popular demand, two new levels are now available, the O&O Affiliate Partner Plus and O&O Authorized Reseller Plus. O&O now offers five partner levels for a wider range of benefits and targets. Partners can now choose from a wider range of levels according to their own requirements, for example appearing on the O&O website.

One benefit is access to the O&O PartnerWeb. In this Online Portal, partners have unrestricted access to marketing material and sales information, as well as test versions and – depending on partner status – NFR licenses. Regardless of level, all partners can take part in the O&O Lead Program. They can also use the O&O Online Shop with individual terms, and get comprehensive support and service from the O&O Partner Team.

#### **The new levels at a glance**

##### **O&O Affiliate Partner Plus**

O&O Affiliate Partner Plus partners receive – in comparison to the O&O Affiliate Partners – additional NFR licenses with a value of over €7,500.00, and are named as a supply source on the O&O website. A further option is a yearly license of the O&O BlueCon Tech Edition for just €499.00, which gives service technicians a whole range of admin tools to get damaged Windows systems up and running again. This new level and the associated extra benefits attract a yearly fee from each partner of just €200.00.

##### **O&O Authorized Reseller Plus**

The already comprehensive O&O Authorized Reseller level has been extended yet further with the new Plus status. The yearly fee is the same as the Affiliate Plus level, and includes a free year's use of the O&O BlueCon Tech Edition and participation in exclusive bonus promotions (commissions, kickbacks etc.).

You can find further information on the new O&O Partner Program here:

<http://www.oo-software.com/partner/en/partnerprogram/>

#### **About O&O Software**

O&O develops solutions for corporate customers that not only support them in their daily activities, but also help substantially reduce their costs. Our products for system optimization, data imaging, data recovery, secure data deletion and company-wide administration are pioneers in the Windows technology sector. Together with our worldwide network of

partners, we support corporations, companies, public authorities and private customers in over 140 countries, all from our headquarters in Berlin, Germany.

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