

Grow your software business through a comprehensive set of interconnected services – exclusively for Intel® Software Partner Program members.

As the largest supplier of microprocessors in the world, Intel has built a global, robust software partner program, with world class products and tools to assist our partners in realizing sustainable business value from our relationship. Intel Business Builder provides a set of interconnected premium services enabling Intel® Software Partner Program members to grow their business through:

- **Expanded sales reach** through the Intel® Business Exchange
- **Compelling product differentiation** by enabling your software for advanced Intel technologies such as multi-core and virtualization
- **Increased customer trust and confidence** via the Intel® Certified Solutions Program
- **Reduced development and support costs** by leveraging the SpikeSource Solutions Factory™, a proven automated platform for assembling, testing, packaging, and updating software solutions.

Expand Your Sales Reach Through the Intel® Business Exchange

The Intel® Business Exchange (Intel® BX) is an online technology marketplace enabling you to market and sell your products to small and medium business (SMB) buyers globally. The Intel BX brings together offerings such as bundled software and hardware, and stand-alone business applications.

- **Intel Investing in Marketing to Drive Demand** – Intel’s objective is to build one of the world’s largest online technology marketplaces. Intel is investing to drive traffic to Intel BX and establish it as a preferred online destination for SMB technology buyers.
- **Rich Storefronts Provide Complete Buying Experience** – Intel® BX creates a seamless, one-stop shopping experience for SMB customers, enabling them to research products and services, request quotes, and connect with solution providers to speed the identification, selection and implementation of technology they need to run their businesses. Intel BX will create a virtual storefront for your solutions highlighting product benefits and allowing end customers to easily request a quote from you or one of your resellers.
- **Certified Solutions Highlighted on Intel BX** – Products that have been certified through the Intel Certified Solutions Program will be highlighted in a special section on the Intel BX and have priority placement in directory listings and search results. Certified solutions are awarded the Intel® Certified Powered by SpikeSource logo, which will be prominently displayed in conjunction with your product or solution listing on the site.



Deliver Compelling, Differentiated Products by Enabling for Advanced Intel Technologies

Intel provides tools and resources that allow you to differentiate your solutions by enabling your applications for advanced Intel technologies, such as multi-core and virtualization. Take advantage of these technologies to deliver higher performance and better end user experience.

- **Multi-core Enabling Drives Higher Performance** – Intel multi-core–based platforms enable ISV solutions to operate faster and more efficiently. Multi-core enabled solutions deliver increased value to business customers by allowing end users to perform their work more efficiently, driving increased organizational productivity.
- **Pre-defined Stacks Accelerate Multi-core Technology Enablement** – The SpikeSource Solutions Factory provides reference stacks that will be pre-enabled for Intel multi-core technologies. By leveraging these stacks, you can more easily and rapidly develop, certify, and deliver high performance, multi-core enabled solutions.

Drive Increased Customer Trust and Confidence Through the Intel® Certified Solutions Program

Solutions that successfully complete the certification process are awarded the Intel Certified Powered by SpikeSource logo. This provides assurance for channel partners and end customers that the solution is secure, interoperable, and enabled on Intel platforms. By displaying the logo, you gain the trust and confidence associated with the Intel brand.



- **Intel to Establish Certified Badge as Symbol of Quality** – Intel will be active in driving awareness of the Intel Certified Powered by SpikeSource logo among SMB end users and establishing it as a globally recognized symbol of quality assurance.
- **Continuous Product Quality** – In contrast to conventional point-in-time approaches to quality assurance, Intel Business Builder will deliver continuous quality assurance through the SpikeSource Solutions Factory. The Solutions Factory will continuously monitor your solution and conduct security scans, interoperability tests, and regression tests on a regular basis, resulting in ongoing quality assurance for you and your end customers.

Reduce Your Development and Support Costs by Leveraging the SpikeSource Solutions Factory

Intel Business Builder enables you to leverage the SpikeSource Solutions Factory to drive down your development and support costs.

- **Ongoing Quality Reduces Support Calls** – The Solutions Factory will continuously maintain and update the underlying components of your solution, resulting in ongoing quality that reduces support calls and costs.
- **Updating Service and Dashboard** – As an option, you will be able to leverage the Solutions Factory to automatically package and deliver updates of your solution—including security patches, bug fixes, feature enhancements, etc.—directly to your end customers. The updating service will alert customers about the availability of any updates, and give them full control over accessing, managing, and applying updates through an easy to use dashboard. This automated update service can reduce the costs of pushing updates to end customers, while increasing customer satisfaction.
- **Rapidly Develop Solutions with Pre-tested Stacks** – The Solutions Factory provides a set of pre-tested reference stacks, which you can use as a foundation for developing your solution. Reference stacks include comprehensive operating system and middleware components that have been fully tested for security and interoperability, and will be enabled on Intel platforms. Reference stacks will be continuously tested, updated, and maintained, relieving you from these costly and labor-intensive tasks.
- **Configure Custom Stacks from Pre-tested Components** – The Solutions Factory will also enable you to easily and rapidly configure your own custom stack from a library of pre-tested components. The Solutions Factory will automatically provision, build, test, maintain, and update the custom stack, significantly reducing the time and cost associated with these tasks.

Start Growing Your Business Today

Act today to take advantage of Intel Business Builder services to expand your sales reach, differentiate your products, drive increased customer trust, and reduce your costs. Visit spikesource.com/earlyadopter.html to enroll, or call us at **1-866-320-9853**.

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