NEWS RELEASE

Penguin Computing Launches P3 Partner Program

2013-05-30

Penguin Computing, experts in high performance and enterprise computing solutions, today announced the immediate launch of its Partner Program P3. With P3 Penguin Computing takes a structured approach to transparently managing partners and avoiding channel conflicts. At the same time the program ensures that all customers receive the same level of support and equal access to resources. The P3 program enables partners to offer the complete line of Penguin solutions in the areas of high performance, cloud computing, Big Data and virtualization. Through these solutions Penguin partners will be able to leverage Penguin's expertise and name recognition helping them to increase top line revenue as well as their bottom-line profitability. Through P3, Partners can also provide customer access to Penguin's public cloud Penguin Computing on Demand (POD). "Typically the business model of established tier one vendors results in an inherent conflict between direct and partner sales," said David Ingersoll, VP Sales Penguin Computing. "At Penguin, we regard our partners as an extension of our organization and our main focus is to grow our and our Partners' business by creating a win-win relationship." The P3 Program offers two models, VAR/Resellers and Alliance/Technology. The P3 VAR/Reseller program offers a referral commission. The Alliance/Technology model is geared towards solution providers that want to use Penguin Computing's solutions to complement their own offerings. For more information about the P3 Partner Program and the two models, please visit http://www.penguinsolutions.com/partners.