



## Tarmin OverDrive Program

Tarmin Delivers Profitable Opportunities in a Growing Market

### Overview

The CEO is looking to cut costs while driving improved performance; the CRO is looking for increased information governance under a tightened budget; the CEO sees ceaseless data growth while controlling fewer resources. The business environment is difficult across all organizational units, and balance sheet constrained companies rarely choose to invest in the future. Within this harsh setting, the Tarmin OverDrive Program (TOP) offers participants a platform for growth and a way to address these perennial data and information management concerns. The core of TOP is its focus on building strong, successful relationships with all members. Tarmin understands that a profitable partnership relies on a collaborative approach, recognizing the value of all shared competencies within its network and knowing when to bring internal resources to the table. Through jointly aligned strategic objectives, Tarmin delivers positive project outcomes, high levels of customer satisfaction, increased revenue streams and the potential for repeat custom, recurring revenue and stronger relationships.



### About Tarmin

Tarmin Inc., the leading provider of Data Defined Storage solutions, unlocks the value of data as a strategic business enabler, delivering a massively scalable, transparent and unified approach for consistent data management, storage, retention, security and search across cloud and traditional storage infrastructure. Tarmin's proprietary GridBank solution empowers organizations to store, control and understand the value of data as a competitive business asset, no matter its size, location or cost by uniting application, information and storage tiers into a single, integrated data centric management architecture.

Tarmin GridBank is architected from the ground up on the very latest in proven technologies, without the constraints of legacy models and operational overheads. This leads to a highly agile organizational culture and ethos that uniquely positions Tarmin and its partners to address the core data management challenges of the day:

- **Volume:** Limitless growth in data volumes to be harnessed and stored
- **Velocity:** Constantly accelerating data flows for processing and ingestion
- **Variety:** Exponential multiplicity of types of data, from files, emails and online content

Compounding these concerns, businesses need to consider the storage and management of their data, and also support the ways in which their clients interact with it. Tarmin GridBank is designed to empower businesses to reduce their data storage overheads, take control of their regulatory risks and maintain high availability access to business critical data, understanding information to make data-backed decisions to drive competitive advantage.

### Tarmin GridBank: Data Defined Storage

TOP enables channel partners to deliver cutting edge solutions for their clients, profiting from Tarmin's enterprise data management platform. GridBank is the premier Data Defined Storage technology, delivering value by uniting application, storage and information tiers. Through its comprehensive data management capability including Data Centric Management, Media Independent Data Storage, Data Security and Identity Management, and a Distributed Metadata Repository, GridBank provides partners a globally distributed virtualized object offering, reducing storage costs, controlling data risk and enhancing understanding of information for their customers.

### BENEFITS

- **Integrated Channel Strategy**
- **Highly Competitive Margins**
- **TB Licensing, Recurring Revenue**
- **Unique New Technology Offering**
- **Broad Service & Product Platform**
- **Joint Demand & Lead Generation**
- **Market Development Funds**
- **Dedicated Channel Manager**
- **Intensive Training & Support**



### CLIENT BENEFITS

- **Media Independent Data Storage**
  - **Improve Operational Efficiencies**
  - **Reduce Storage TCO**
- **Data Security & Identity Mgmt**
  - **Secure Data Mobility**
  - **Compliance & Risk Mitigation**
- **Distributed Metadata Repository**
  - **Data On Demand**
  - **Improve Business Agility**
- **Data Centric Management**
  - **Monetize Data to Extract Value**
  - **Increase Competitive Advantage**

The GridBank portfolio is comprised of the core GridBank product, with add-on modules that targeting critical unstructured data management needs:

- GridBank Enterprise
- GridBank for Exchange Module
- GridBank for SharePoint Module

**Product Highlights**

- **Data Centric Storage**
- **File System Virtualization**
- **Distributed Object Dedupe**
- **AD/LDAP Security**
- **Information Governance**
- **GridSync & Smart Mobility**
- **Content Metadata Filtering**
- **Unified Enterprise Search**
- **Big Analytics Integration**

**Tarmin OverDrive Partner Program Benefits**

TOP provides a structure for broadening addressable markets and penetrating deeper into the existing client base with Tarmin’s innovative software platform, built entirely from latest generation technology. The scheme puts channel partners at Tarmin’s core, ensuring a strategic alliance to help build profitability for TOP partners. TOP is fully endorsed and supported by the management team, who are tightly involved in formation and reinforcement of key strategic partnerships. TOP offers competitive margins, shared access to lead generation facilities and support on planning and marketing initiatives, including customizable collateral and direct access to a dedicated sales and support team of industry account specialists. Tarmin provides a comprehensive training and support package that empowers partners with everything they need to bring the Tarmin solution to their customers. Tarmin understands the drive to become a market leader; with GridBank, Tarmin helps partners offer compelling, technologically advanced and economically efficient solutions, ensuring that they own the customer relationship throughout the duration of the contract, opening up opportunities for recurring revenue and future growth based on Tarmin’s “Pay As-You-Grow” model.

**Methodology: Solution-Oriented Approach**

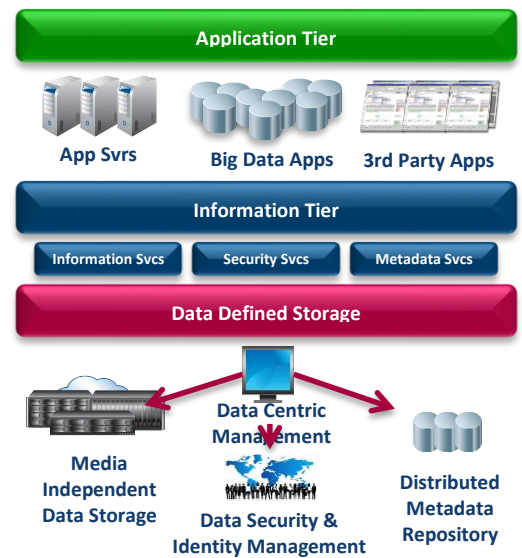
Tarmin’s solution-oriented approach addresses specific business needs and targets key market verticals. Its business solutions are crafted to meet explicit customer needs, including reducing e-Discovery costs and legal hold for litigation preparedness, data and retention policy setting for compliance, automated data classification, migration and tiering for cloud storage and highly available, geographically dispersed, native multi-tenancy solutions for managed service providers. Each of these solutions is supported by its global, dedicated sales and professional services teams, and incentivized to ensure successful value-added deployments.

Tarmin leverages tightly focused competencies from storage experts with intimate knowledge of its specific vertical sectors. Its core target market sectors are:

- GridBank for Financial Institutions
- GridBank for Healthcare
- GridBank for Oil and Gas
- GridBank for Life Sciences
- GridBank for Education

Tarmin understands the core information and data management concerns of its customers in each of these industries. Through an innovative service delivery model enshrining customer-centric operations at the very heart of the process, TOP enables Tarmin and its partners to penetrate new markets, address new clients and build recurring revenue.

Together with the GridBank platform, Tarmin’s comprehensive training and support methodology and the in-depth storage and solutions competencies of its partners, Tarmin assists TOP partners to grow profitably and successfully in the data market of tomorrow.



**Figure 1: Tarmin GridBank Data Defined Storage Platform Delivers Business Value for Customers & Partners**



*“Tarmin’s GridBank software [addresses] all of the core issues with managing unstructured data over the long term”*

**Steve Duplessie**  
**Founder, ESG**

