



Press Release

Cortado Launches Partner Program for Mobile SaaS Solutions

The new specialized trade program provides resellers with mobile products, services with unique selling points and 10%-25% margins.

(Berlin, July 2009) SaaS solutions hosted services are the ideal way to lower hardware, administration, and support costs and in addition, offer interesting income opportunities to resellers, especially when economization is necessary. The mobile business expert Cortado has just launched a lucrative partner program for specialty and online stores. At the center of the program are Cortado's mobile SaaS solutions, such as hosted Microsoft Exchange and BlackBerry Mailbox packages. The partner program encompasses the unique Cortado Premium hosted Services for mobile viewing, printing, and faxing of documents and partners taking part in the program are also authorized to sell the Cortado Corporate Server software solution that transforms smartphones into a mobile office. With this non-hosted solution installed at the company, customers can use BlackBerry devices to access documents on the network, send them as an e-mail, and print, scan, or fax files.

Cortado provides 24/7 availability, 99.9% reliability, an up-to-date spam filter, professional virus protection, and an uninterrupted power supply. Cortado is also proud of the fact that since launching the Hosting Center in 2004, there have been no outages; availability has been at 100%. Another unique feature which sets Cortado apart from other providers: No setup fee for customers.

The partnership affords various business models for selection. If the reseller decides on an intermediary partnership, he has the option to receive prepaid codes that he can then sell to his customers or embed a manufacturer-provided banner on his homepage. Of course he can also sell the services in person, i.e., in an actual store. Other available options include co-branding and white labeling, whereby he markets the products under his own name.

Participation in Cortado's Specialty Store Program is free. A partner agreement can be requested at www.cortado.com/become-partner

Signed agreements are reported and commissions paid quarterly.

The commissions are between 10 and 25 percent – depending on the product.

Partners also enjoy free hotline and marketing support.



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"Our specialized trade partners can get into mobile business right away with their own infrastructure and no initial startup investments. All they need is the motivation to inspire enthusiasm in their customers for unique, mobile solutions," says Thorsten Hesse, International Sales Manager Cortado Enterprise Solutions. "The response has been so large that without any advertising at all, we already have 87 parties interested in our Specialized Trade Partner Program."

Detailed information and free, fully-functional demo accounts and demo versions are available at www.cortado.com.

This press release, the press photo, and press kit are all available online and can be downloaded at: www.cortado.com/press.

Cortado. A Division of ThinPrint

Cortado, as an independently acting division, combines proven expertise in mobile communications technology with over 10 years of experience in building, and globally marketing, enterprise solutions.

Cortado offers complete independence from location-bound workplaces and computer-based communication methods. It increases productivity by extending the corporate network and desktop through the smartphone, giving users access to vital information while mobile. Users can access and save files from a network, as well as print and fax documents directly from his or her smartphone.

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