

StarPartner™ Program



*Turning select
resellers and
system integrators
into dedicated
channel partners*



Why join the StarPartner program?

The primary reason why value-added resellers and system integrators are drawn to Starlight Networks is simple: profit potential. Tremendous opportunity exists for those who bring expertise and commitment to networked multimedia solutions, particularly for those who partner with Starlight Networks, the acknowledged leader in multimedia networking. The market is growing at a rapid pace, customer needs are great, and Starlight has the inside track, creating a uniquely profitable opportunity for StarPartners™.

Fast-growing market

Video, audio, text, images, and graphics are all coming together as required components for today's applications. And with them comes the need for centralized storage and shared access across the network. Fortune 1000 companies, schools, and government organizations are all finding that networked multimedia is rapidly becoming an integral part of their information systems strategy.

Analysts' figures bear this out. Dataquest forecasts the market for video servers will expand more than 16 times from \$296 million in 1995 to over \$5 billion in 1997. Popular applications currently include training, corporate communications, information kiosks, and multimedia databases. The emerging integration of live and stored video (in combination with other multimedia datatypes) virtually assures continued growth in the demand for networked multimedia applications.

Customer needs are great

Networking multimedia information is not simple, and video in particular, places tremendous demands on today's networks. Yet to solve the fundamentally complex nature of multimedia networking issues, customers are not satisfied with specialized, closed-system solutions, or proposals that call for massive replacement of their existing infrastructures. Instead, customers are looking for net-

worked multimedia solutions that fit into their current environment, offer cost-effective and reliable performance, and are easily capable of accommodating future enhancements.

Starlight has the inside track

This combination of market requirements is highly demanding, and few vendors come close to satisfying the need. Above them all, Starlight Networks has risen as the clear leader, with proven solutions for corporate enterprise networks.

Starlight's multimedia networking software enables the delivery of multimedia data (including both live and stored video, audio, etc.) to desktop computers from shared servers (and from live video sources) across local and wide area networks. Starlight solutions deliver multimedia data to the maximum number of simultaneous users from a single 486 EISA or SPARC-based server, and Starlight solutions are compatible with industry standards, including desktop platforms (DOS/Windows, Macintosh, Solaris), network operating systems (NetWare, VINES, NFS, LAN Manager, AppleShare), and video compression formats (MPEG, motion JPEG, Indeo, Cinepak, PLV/RTV, Cell-B, etc.).

Unlike those who speak only of future potential, Starlight already has a solid track record of shipping real solutions since 1992, consistently delivering an unparalleled combination of reliable and cost-effective performance with a flexible open-systems architecture that is scalable for future growth.

Not surprisingly, Starlight has attracted great attention and is working in partnership with other leading manufacturers to promote multimedia solutions in the marketplace. This spells increased opportunity for StarPartners to benefit from market activity and industry exposure.

Starlight joint marketing and technology partners include:

- Sun Microsystems
- Hewlett-Packard
- Lotus
- IBM
- Microsoft
- Apple
- Oracle
- Sybase
- Cisco
- 3Com
- NEC
- Fujitsu
- Hughes Network Systems
- Others



Profit potential for StarPartners

With Starlight software as a key component of their networked multimedia solutions, StarPartners approach the market from an excellent position. They serve a growing market with a proven and highly differentiable solution. Customers clearly need value-added assistance for resolution of these cutting-edge technology issues. Yet the market supply of value-added providers is still slim, given the emerging nature of the networked multimedia market. So the opportunity for differentiation is even greater for StarPartners who make their mark now, sharpening their innovative edge and enhancing their reputation in the networked multimedia marketplace.

Starlight solutions provide the perfect foundation from which StarPartners add their own special services and expertise for truly unique solutions. From this equation, profit potential naturally follows. For every dollar of Starlight software sales, StarPartners can earn 10 times more from associated products and services.

Backed by Starlight professionals

StarPartners already on board can verify that the Starlight organization consists of experienced professionals who know the market and the technology, and who are dedicated to strengthening their alliance with StarPartners.

Starlight's management team has had extensive experience in networking/software technology and in marketing within emerging markets. The development team brings tremendous experience in client/server systems, realtime and object-oriented software, network operating systems, and large file-management systems. And Starlight's worldwide field organization is ripe with both experience and desire to help StarPartners generate demand, close sales, and ensure customer satisfaction with software maintenance support.

Each StarPartner is expected to have solid experience in one or more of the following areas:

- Digital multimedia
- Local area networking
- Desktop operating systems

Digital multimedia

Digital multimedia expertise should include:

- Digital video operating systems, such as Video for Windows and QuickTime
- Digital video formats, such as MPEG, motion JPEG, Indeo, Cinepak, PLV, RTV, and Cell-B
- Application authoring

Local area networking

Knowledge of networking technology should encompass:

- Ethernet, Token-Ring, FDDI, and ATM
- Wiring schemes
- Hubs, bridges, and routers
- Protocols and NOSs

Desktop operating systems

StarPartners are expected to understand, and to have worked with, a variety of desktop or workstation operating systems, including:

- MS-DOS and Windows
- Macintosh
- Solaris
- Others (e.g., Windows NT)



The Starlight FastTrack program

Starlight is committed to making its StarPartners successful selling Starlight solutions. This calls for focused business planning and mutual, ongoing communication to monitor progress toward joint goals.

The FastTrack™ program is designed to support these objectives. Once a StarPartner has signed on board, a FastTrack Kit, with business planning tools, is sent to the executive manager. Activity milestones are scheduled, and achievements are monitored. Communication between Starlight and each StarPartner is expected in both directions: Starlight will provide monthly reports on noted StarPartner activities, and the StarPartner will provide monthly sales forecasts to Starlight. In this way, the business partnership is given a dedicated opportunity to grow and flourish.

FastTrack milestones include the following:

- Phase one: the first 2 weeks
- Phase two: the first 2 months
- Phase three: months 2-6

For More Information, Contact:

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