OmniCast

Partnership for Profits





Guaranteed, reliable and scalable data distribution for world class partners

Partnerships are a key success factor in the broadband data delivery market. With the right partner, revenue opportunities increase while the cost of doing business is optimized. The explosion in growth for enterprise and network data delivery allows for the right combination of technology to gain significant market share.

Fantastic's OmniCast is a proven solution in Fortune 50 corporations and combined with technology and service partners strengths opens new revenue opportunities for both Fantastic and our partners.

OmniCast is a highly reliable and cost effective data distribution system for large file delivery that is easy to install on existing networks while consuming minimal network resources. Some of America's largest corporations send video and data intensive files to tens of thousands of recipients daily at significant cost savings over previous methods.

Fantastic gives our Partners the opportunity to offer their customers an end-to-end IP based, data distribution infrastructure. The Fantastic OmniCast Partner Program is the easiest way to team up with a leading provider of data delivery solutions:

The combination of our software and your expertise broadens our potential to successfully take advantage of the dynamic growth in the broadband data delivery market.

To ensure the success of each one of our partners, The Fantastic Corporation has created different types of partnerships to respond to the various business and market needs.

Reseller Partner: you promote and recommend the Fantastic Omnicast distribution platform to the business market. You perform project management requirement analysis and the necessary professional services for the defined vertical market segments, applications and geographical areas.

Service Provider Partner: you offer turnkey data distribution applications for the business market. You offer a complete set of broadcast services to your customer, managing the whole cycle from content delivery to content distribution to the 'end-users'.

OEM Partner: you broadcast-enable your existing hardware, software, application or develop a new broadband application by embedding the Fantastic Omnicast distribution functionality. You then sell this data distribution application to the business market, independently of Fantastic.

System Integration Partner: you act as a turnkey solution provider to the business market covering all aspects for an end-to-end broadband data delivery solution. You are reselling the Fantastic broadband distribution platform together with your multimedia applications and services.

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Key Benefits

- Marketing support: free software license to demonstrate the Fantastic broadband data delivery platform to your prospects and customers
- Marketing and sales kits to support a successful start as a Fantastic Partner
- An assigned Fantastic Partner Account Manager as a single point of contact
- Business design reviews to define joint sales and marketing strategies
- Project reviews to identify and qualify new business opportunities
- Access to several specialised Fantastic courses to best suit your business requirements

	Reseller Partner	System Integration Partner	Service Provider Partner	OEM Partner
Marketing				
Demonstration license: free online software for demo centers	■	■	■	
Marketing & Sales Kits	■	■	■	■
Entry in Partner section of The Fantastic Corporation Website	■	■	■	■
Joint Marketing Activities	■	■		
Sales				
Fantastic Partner Account Manager	■	■	■	■
Business - design - project and marketing reviews	■	■	■	■
Attractive discount structure	■	■	■	■
Education				
Monthly Newsletter	■	■	■	■
Training at Program entry	■	■	■	■
Yearly Updates/training	■	■	■	■
Early access to new releases	■	■	■	■
Technology				
Free copy of OmniCast for internal use	■	■		■
Support				
Partner Support Hotline	■	■	■	■

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