

**Binary Tree**

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**BinaryTree**  
 The SMART Migration Company



## Program Encourages Revenue & Services Growth

The Binary Tree SMART Partner Program provides dedicated partners with access to world-class software technology and methodology that will instantly bolster their products and services portfolios. Partners can incorporate Binary Tree solutions into their offerings to implement proven solutions that deliver an immediate, competitive advantage and an entree into untapped sales revenue. Binary Tree SMART Partner program offers a flexible recruitment framework that system integrators, value-added resellers, independent software developers, service providers and services-oriented partners can use to build a growth-centric market strategy.

### Partner Program for the Ages

We knew that in order to support our global channel ecosystem, our program would have to be cloud-centric. We received feedback from our partners, many of whom are Microsoft ecosystem partners, that enabled us to deliver a world-class, state-of-the-art portal that allows our partners to take on the role of Binary Tree. Binary Tree channel partners now have a centralized, tier-driven, SaaS platform that allows Binary Tree to assess their needs, confirm their expectations and augment their growth. We then customize a specific solutions program for each partner to incorporate into their Microsoft services portfolio.

### An Engaged Partner Community

Binary Tree's partner community is the primary route to market. The community ensures that Binary Tree's partner ecosystem accurately represents the Binary Tree solution set throughout the selling and support lifecycle. This is crucial to our continued growth and to our partners' ongoing success. The seamless on-boarding process allows partners to quickly identify their training and commitment path. This ensures that Binary Tree is supporting the partner's entire sales cycle right from the get-go. With the support of a Binary Tree channel account team lead, the partner selects a preliminary tier that complements their business as well as the milestones that will equate to their success. This team helps to enable Binary Tree technologies in a partner's services portfolio in order to increase demand and boost revenue, while strengthening the partner's brand, business and services portfolio.

*"Binary Tree's superior technology, extensive migration expertise and proven best practices are the results of over 20 years' commitment to the development of comprehensive software solutions that simplify the migration process. By joining the Binary Tree SMART Partner Program, services partners with Microsoft Exchange and Cloud initiatives, will be provided with the technology and the support they need to enhance the value and competitiveness of their offerings and to grow their messaging migration practice."*

**-Walter Monasterio**  
 Director of Strategic  
 Alliances at Binary Tree

Learn More at [www.binarytree.com](http://www.binarytree.com)