

ABOUT SOFTLYZE: SOFTWARE BROKERING EXPLAINED

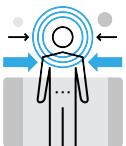
Softlyze is a full-service Software Broker and Uber-VAR supporting purchases for both the Enterprise and Mid-Market. The world's first software brokerage firm, our business model is unique - we're client centric, not product centric. We help you find and buy what you need, rather than 'pressure sell' you what we're told to. This strategic software broker model allows us to focus specifically on your interests, while taking advantage of our built-in versatility, and utilizing our deep channel purchasing power to present your best options.

SOFTLYZE STANDARDS

Softlyze hires passionate and discerning individuals who both understand and can clearly articulate their responsibilities to the customer in every transaction. Our team recognizes that we sell software, but not at the customer's expense, and that no transaction involves a win/lose scenario. Furthermore, we acknowledge that every client has different needs, and our job is to consult and support them throughout their purchasing experience.

WHY SOFTLYZE

Our purpose at Softlyze is bigger than supporting the companies we serve, but also to aid the individuals we are helping. Our passion is seeing your success and earning the opportunity to support you again. While focusing on company success, we operate on saving you time, reducing effort, and minimizing complexity. Therefore, presenting you with the insights and options you need to make decisions we know you are capable of making. This isn't about a one-time sale to us; it is about a positive and repeatable purchasing experience.



Customer
Driven



Success
Oriented



Unbiased
Representation



Personal
Attention



Integrity
Centered



Relationship
Focused



Continuous
Support



Big Picture
Mindset

ABOUT SOFTLYZE

The world's first software broker and Uber-VAR, Softlyze supports its clients as an unbiased intermediary, advocate, and reseller surrounding the entire software purchasing lifecycle. We operate under the principles of Engage, Assist, Procure, Repeat.