



Linus boosts global reach with admission to Microsoft Co-Sell Program

- Global Microsoft sales-force now well incentivized to sell Linus solutions
- Represents major advancement in Linus – Microsoft partnership
- Significant milestone in Linus channel go-to-market strategy

Melbourne, Australia – April 3, 2019: **Linus Technologies Limited (ASX: LNU) – the only cloud-based solution that transforms static video into hyper-personalized videoⁱ experiences with its world-first Video Virtualization Engine™ (VVE)ⁱⁱ – has been granted ‘co-sell’ status with Microsoft globally.**

Microsoft sales teams around the world will be compensated for selling Linus solutions to Microsoft’s vast customer base and beyond. Microsoft account team members book 10 percent of the annualized revenue charged by Linus for any sale involving their customer accountsⁱⁱⁱ – regardless of the value of the Azure component involved.

Microsoft sales representatives and partners are incentivized and enabled to sell a range of Linus solutions, including: hyper-personalization solutions, services via Linus’ SaaS platform, and Linus’ upcoming self-deployable Search and Assembly Application^{iv}.

Co-sell is a global status. Microsoft sales representatives worldwide can see that Linus is a co-sell partner in the AppSource and Azure Marketplaces.

Microsoft's Corporate VP of Growth and Ecosystem, Charlotte Yarkoni, described the Microsoft Co-Sell Program as “connecting both start-ups and other partners to enterprise customers through Microsoft's worldwide salesforce and channel”^v.

From July 2017 to June 2018, Microsoft generated more than 11,000 co-sell wins with partners, equating to roughly US\$5 billion in contract value through its channel^{vi}.

To be approved for the Microsoft Co-Sell Program, Linus had to:

- Prove a compelling solution, and publish it on AppSource and Azure Marketplaces
- Provide details of three quotable active customer solutions
- Show substantial usage of Azure services for its solution
- Provide sales enablement and marketing materials to Microsoft

“Acceptance to the Microsoft Co-Sell Program represents a major step forward in our relationship with Microsoft,” said Linus VP Partners and Alliances, Stephen Pech. “Microsoft is investing heavily behind the co-sell program, which is generating impressive results^{vii}. We are excited to be a part of it and will now proactively target Microsoft partners to resell our technology.”

The announcement builds on Linus’ Microsoft partnership, which includes product integration with Azure Video Indexer, and listings on Microsoft’s AppSource and [Azure Marketplaces](#).

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About Linius Technologies Limited:

Linius Technologies Limited ([ASX: LNU](https://www.asx.com.au/linius)) has invented and patented the **Video Virtualization Engine™ (VVE)**, which is available on Amazon Web Services, Microsoft Azure and IBM Cloud.

Amazon, Microsoft and IBM are investing billions in virtualizing 'video services' (technologies) and Artificial Intelligence in the cloud^{viii}. It is arguably the biggest battle on the internet, given that video accounts for nearly 80 percent of internet traffic^{ix}.

Only Linius can expose the data that makes up the video file, making cumbersome video as flexible as all other forms of data. Accessing the data within the video file is the missing link for video cloud service providers, creating unparalleled value across the internet video industry.

Linius' VVE-powered Video Hyper-Personalization and Search Solution enables anyone to instantly search the data within video, from across an infinite number of sources, and automatically assemble the results in a single stream on-the-fly. No human hands required.

Linius is revolutionizing the way organizations and individuals across the globe produce, deliver and consume video, enabling previously impossible hyper-personalized video experiences.

It's a breakthrough set to disrupt entire multi-billion-dollar industries. Linius is initially focused on delivering its Video Hyper-Personalization and Search Solution to six core markets: News and Media, Sports Broadcasters and Rights Holders, Education, Corporate Communications, Security and Defense, and Sports Betting.

For more on Linius Technologies, visit www.linius.com

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For further information or interview requests, please contact:

Linius Technologies: Lachlan James, Director of Marketing and Communications, +61 (0)431 835 658, pr@linius.com

ⁱ <https://www.linius.com/hyper-personalized-video-solutions/>

ⁱⁱ <https://www.linius.com/video/>

ⁱⁱⁱ Redmond Channel Partner Magazine, *Microsoft Co-Sell Program Tally Reaches \$8 Billion*:
[https://rcpmag.com/blogs/scott-bekker/2019/01/microsoft-co-sell-program-tally-reaches-\\$8-billion.aspx](https://rcpmag.com/blogs/scott-bekker/2019/01/microsoft-co-sell-program-tally-reaches-$8-billion.aspx)

^{iv} Linius Technologies Limited, *Hemisphere to further invest in building technology on Linius Video Services*:
<https://www.linius.com/hemisphere-to-further-invest-in-building-technology-on-linius-video-services/>

^v Redmond Channel Partner Magazine, *Azure Co-Sell Program Hits \$2.3 Billion in Partner Revenues*:
<https://rcpmag.com/blogs/scott-bekker/2018/05/azure-cosell-2b-partner-revenue.aspx>

^{vi} RESELLER NEWS, *MICROSOFT GENERATED 11,000 CO-SELL WINS THROUGH PARTNERS, AMOUNTING TO \$5B*:
[HTTPS://WWW.RESELLER.CO.NZ/ARTICLE/643814/MICROSOFT-GENERATED-11-000-CO-SELL-WINS-THROUGH-PARTNERS-AMOUNTING-5B/](https://www.reseller.co.nz/article/643814/microsoft-generated-11-000-co-sell-wins-through-partners-amounting-5b/)

^{vii} CRN Australia, *Microsoft CEO suggests customers favor Azure because of Amazon's new industry push*:
<https://www.crn.com.au/news/microsoft-ceo-suggests-customers-favor-azure-because-of-amazons-new-industry-push-518657>

^{viii} RS Components, *The Race for AI*: <https://uk.rs-online.com/web/generalDisplay.html?id=i/race-for-ai>

^{ix} Cisco, *Cisco Visual Networking Index*: <https://www.cisco.com/c/en/us/solutions/service-provider/visual-networking-index-vni/index.html>