



# Continuum Alliance Program

## A Product and Service Collaboration



The Continuum Alliance Program is an invitation-only product and service collaboration between Curtiss-Wright and complementary embedded computing product vendors and technology providers. It is an extension of Curtiss-Wright's commitment to full circle customer support and it is designed to improve a customer's out-of-the-box experience with commercial and rugged grade COTS computing solutions.

With the Continuum Alliance Program customers see Curtiss-Wright and its partners as one continuum, providing a seamlessly integrated solution based on the knowledge, experience and expertise of Curtiss-Wright and its partners.

Program partners benefit from public assurance and confirmation that their products integrate and operate with Curtiss-Wright products.

Customers get complete, integrated solutions to their system development challenges and unique insights into technology trends that they require for planning future products.

## Ease of Integration

The Continuum Alliance Program solves the challenge of product integration and interoperability from multiple vendors. It allows customers to take full advantage of the performance and features of today's COTS technology and effectively plan future product evolution based on changing performance requirements and emerging technologies.

This reduces product development effort, improves time-to-market, and ensures ongoing, integrated technical support for embedded computing systems built with products from Curtiss-Wright and its Continuum Alliance partners.


The net result is that customers can design and integrate embedded computing systems more quickly, more inexpensively and at lower risk.

Customers of Commercial Off-The-Shelf (COTS) products for the defense and aerospace industry are facing ever-increasing pressures to design and integrate embedded computing systems more quickly, more inexpensively and at lower risk. The integration process is more challenging when it involves products from multiple vendors.

Curtiss-Wright Controls Embedded Computing was created to provide a single end-to-end supplier of commercial and rugged grade COTS computing solutions that span the full range of embedded system technology, from board-level products to fully integrated sub-systems. With that in mind, Curtiss-Wright developed the Continuum Alliance Program to simplify the integration of Curtiss-Wright defense and aerospace products with those from other vendors.

For more information on our broad range of high-integrity computing solutions, please visit our website at [www.cwembedded.com](http://www.cwembedded.com).

**CURTISS  
WRIGHT** Controls  
Embedded Computing



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## Six Partnership Levels

Through the Curtiss-Wright Continuum Alliance Program Curtiss-Wright selects potential complementary embedded computing product vendors and technology providers and invites them to participate as alliance partners in one of six categories:

### ♦ Strategic Partnership

A strategic development and marketing alliance for partners who work intimately with Curtiss-Wright to align technology and product road maps and execute joint marketing and sales programs. Ongoing joint strategic planning is conducted through meetings at the senior management level. Strategic partners also have access to Curtiss-Wright's technology and information networks and are invited to participate in selected Curtiss-Wright sales and marketing team events. In addition, Strategic partners receive a significant discount off the list price of Curtiss-Wright products and services, participate in targeted marketing and sales efforts that promote the joint solution and are eligible for 16 hours of free support services.

### ♦ Evolution Partnership

A product development alliance designed to produce a specific deliverable for a joint customer or a specific market application. Joint product research and development initiatives are completed with the intent of achieving a pre-determined level of compatibility or interoperability for a product that either or both partners will continue to deliver to market. The alliance partner receives a significant discount off the list price of Curtiss-Wright products and services and participates in targeted marketing and sales efforts that promote the joint solution. In addition, Evolution partners receive 16 hours of free support services. An evolution partnership can be a prelude to a Strategic Partnership.

### ♦ Merchant Partnership

A strategic supplier alliance for partners providing specific products that Curtiss-Wright resells or bundles with its own market offerings. A Merchant Partner gains access to Curtiss-Wright's information network, may participate in interoperability testing and work with Curtiss-Wright on specific joint development initiatives. The ultimate goal is a bundled solution that includes products from both companies.

### ♦ Connection Partnership

A limited trial marketing initiative associated with a specific joint solution. Based on the recognition that customers may receive a significant benefit from a joint solution, the alliance partner and Curtiss-Wright test the market with joint marketing and sales efforts (press releases, tradeshow, web site exposure, joint sales calls and seminars, etc.). A Connection Partnership is often a first step towards a Strategic or Evolution Partnership. It is designed to confirm there is a market need for a joint solution and how the two organizations can work together to fulfill that need.

### ♦ Service Partnership

A service alliance for partners who work with Curtiss-Wright to offer joint customers design and engineering support, integration expertise, interoperability testing, certifiable expertise, and other services. Partners in this category work with Curtiss-Wright to reduce development time and meet/exceed a customer's time-to-market goals.

### ♦ Association Partnership

An industry partnership between Curtiss-Wright and standards bodies and organizations developing the standards and technologies that will be important to the future requirements of Curtiss-Wright's customers.

## Backed by the Industry Leader

By creating the Continuum Alliance Program Curtiss-Wright Controls Embedded Computing places a quarter of a century of cutting-edge embedded computing technology innovation and leadership in the hands of its partners and customers.

The Curtiss-Wright Controls Embedded Computing group brings together the leading suppliers of state-of-the-art open systems architecture commercial and rugged boards and chassis for the embedded computing market, each with a heritage of over twenty years delivering leading edge technology to the COTS industry.

As a key partner to major defense contractors, Curtiss-Wright is fully committed to serve strategic initiatives with innovative technologies that deliver a decisive advantage in today's network-centric battlefield and that refresh aging platforms with advanced technical capabilities. Curtiss-Wright's ingenuity can be seen in a number of critical programs, from UAVs that conduct reconnaissance anywhere in the world to the International Space Station.

For More Information about Curtiss-Wright Controls Embedded Computing and the Continuum Alliance Program, contact: [ContactContinuumAllianceProgram@CurtissWright.com](mailto:ContactContinuumAllianceProgram@CurtissWright.com)  
Or Visit: [www.ContinuumAllianceProgram.com](http://www.ContinuumAllianceProgram.com)