

Advantage Partner Program Central & Eastern Europe and Middle East

Program enhancements make it even easier to profit from our technology, focus, and commitment.

At Enterasys Networks we're serious about partnerships, which is why we offer a unique and mutually beneficial partner program unlike any other in the industry.

Advantage Partner Program Highlights

- **Product Segmentation.** Today's enterprises expect their solution providers to have the expertise to recommend, implement, and support networking solutions, particularly those that include complex, high-end products. To meet this demand, Enterasys provides Partner Program members with exclusive access to high-end Enterasys solutions such as the S-Series flow switches. Such product segmentation helps you deliver solution-oriented deals to your customers as you exclusively sell and support these industry-leading products.
- **Value-Added Discount.** Partners who invest in training their sales and technical personnel on Enterasys products—and meet the minimum annual revenue commitment—receive valuable discounts from Enterasys. These discounts help prevent margin and price erosion from non-affiliated resellers, giving certified partners a distinct pricing advantage.
- **Access to Special Programs.** Only members of the Partner Program will have access to special pricing allowances (SPA). Resellers not affiliated with the program will not have access to this pricing or to high-end Enterasys products. As an Advantage Partner Program member, you will have the inside track to compete in key market opportunities.

Enterasys Networks Partner Program

- **New Partner Program Level Designations.** The new program-level designations—Diamond, Platinum, Gold, and Silver—are immediately recognized by customers and partners in different geographic regions.
- **Revised Program Requirements.** All members of the program will be required to have a minimum level of Enterasys-trained sales and technical personnel on their staffs. Annual revenue goals have been changed to better meet business goals and, as you grow with Enterasys, we have the programs in place to help you become more profitable and competitive in the marketplace.
- **Revamped Partner Training Program and Certifications.** We have enhanced the accessibility of training for our partners. Enterasys now offers instructor-led, Web-based, and self-study courses. The new curriculum will improve your staff's ability to position Enterasys products technically and to design Enterasys network solutions to meet each customer's unique needs.

What Does It Mean for You?

Customers expect more from their solution providers, including assurance that the solutions they choose align with their business strategies. They also desire a much earlier and more intensive collaboration for technology procurements. This means that as a solution provider you need to invest in building your value proposition for customers by providing quality support for the products and solutions you sell. Enterasys Networks Advantage Partner Program is designed to help you successfully solve these challenges by:

- Driving more opportunities to Enterasys partners who deliver the capabilities expected by customers
- Enabling our partners to build their capabilities **and** be more profitable at the same time
- Helping partners to bring increased value to customers for a sustained competitive edge

**There is nothing more important
than our customers.**

Enterasys Advantage Partner Program Classification Overview

The Enterasys Advantage Partner Program is designed to meet different business models of companies selling and supporting networking infrastructure and IT security solutions. The level of classification for Enterasys Advantage Partner is determined by several criteria, including the Partner's business model, technical competency, and service support. The general qualifications for each of the four levels of Infrastructure partnership accommodate the varying business needs and service capabilities of our Partners. The partnership levels are defined as follows:

Diamond Partner

The Diamond Partner is a major reseller and service partner having Enterasys Networks as a major component of their business and focusing especially on new customers for Enterasys. The Diamond partner will:

- Be a major partner and committed to making Enterasys a major part of their business.
- Focus on generating new customer business for Enterasys.
- Fulfill all requirements of a Platinum Partner.
- **Recruit** at least three new customers for Enterasys per year.
- Provide implementation and installation services.
- Sell Services with Enterasys solutions and provide Level I & Level II support.
- Demonstrate strong experience in Enterasys Networks.
- Generate revenue volumes as outlined in the partner program table overview.
- Hold Sales, Pre-Sales, and Post-Sales certifications as per partner program table overview.

Platinum Partner

The Platinum Partner is a major reseller and service partner having Enterasys Networks as a major component of their business. The Platinum partner will:

- Be a major partner and committed to making Enterasys a major part of their business.
- Provide implementation and installation services.
- Sell Services with Enterasys solutions and provide Level I & Level II support.
- Demonstrate strong experience in Enterasys Networks.
- Generate revenue volumes as outlined in the partner program table overview.
- Hold Sales, Pre-Sales, and Post-Sales certifications as per partner program table overview.

Gold Partner

The Gold Partner is a reseller that can provide service and support, has experience in Enterasys Networks and desires to make Enterasys a major part of its business. A Gold Partner will:

- Make Enterasys a significant part of their business.
- Provide implementation and installation services.
- Sell Services with Enterasys solutions and provide Level I & Level II support.
- Generate revenue volumes as outlined in the partner program table overview.
- Hold Sales, Pre-Sales, and Post-Sales certifications as per partner program table overview.

Silver Partner

The Silver Partner has unique capabilities, and strong personal relationships that assist in receiving revenue through diverse product sets from a focused or niche market. This reseller isn't required to provide service and support as long as they provide Enterasys with their named authorized service partner providing consulting, installation, and implementation. The Silver Partner will:

- Make Enterasys a significant part of their business.
- Sell Enterasys Services.
- Generate revenue volumes as outlined in the partner program table overview.
- Hold Sales, Pre-Sales, and Post-Sales certifications as per partner program table overview.

Enterasys Advantage Partner Program

Qualifications

	Diamond	Platinum	Gold	Silver	Registered
Annual Net Revenue \$					
Germany	plus 300k new business/ 3 customers	>2.000.000	1.000.000 - 2.000.000	200.000 - 1.000.000	-
A, CH	plus 250k new business/ 3 customers	>1.500.000	500.000 - 1.500.000	100.000 - 500.000	-
CZ, PL, BG, RU, SK, SI, HU, BY, UA, LU, Middle East, Egypt	plus 200k new business/ 3 customers	>500.000	250.000 - 500.000	100.000 - 250.000	-
Certifications/each location					
Sales					
ETS Certified Sales Expert	4	4	3	2	1
Pre-Sales					
ETS Certified Pre-Sales Expert	3	3	2	1	optional
Post-Sales					
ECE Networking	3	3	2	1	optional
ECE Wireless	1	1	1	optional	optional
ECE Network Security or ECE SIEM	2	2	1	optional	optional
ECA Networking	1	1	1	optional	optional
ECA Security	1	1	optional	optional	optional

Benefits

	Diamond	Platinum	Gold	Silver	Registered
Services	PCC or PCS	PCC or PCS	PCC or PCS	SupportNet	SupportNet
Marketing Back End Rebate	√	√	√	-	-
Cash Back End Rebate	√	√	√	-	-
Special Pricing Allowance	√	√	√	optional	optional
Demo Kit at Enterasys Cost	mandatory	mandatory	mandatory	√	optional
Joint Marketing	√	√	√	optional	-
Lead Generation	1st priority	√	√	optional	-
Regional sales support by dedicated Team	√	√	√	distributor support, escalations to ETS Channel Mgr.	distributor support
Channel Manager support	√	√	√	distributor support, escalations to ETS Channel Mgr.	distributor support
Partner Portal	√	√	√	√	√
Partner Events	√	√	√	√	optional
VIP Events/Advisory Board	√	√	optional	-	-
Newsletters, Webcast Invitations	√	√	√	√	√
Investments					
Demo Equipment (Pre-Sales)	√	√	√	√	optional
Post Sales Certification	as per above	as per above	as per above	as per above	optional
Lab Equipment (Post-Sales)	tbd	tbd	tbd	tbd	-
Services Capability	24x7	24x7	24x7	8x5	-
Reporting/Organizational					
Contract/Partner Agreement	√	√	√	√	NDA
Business Plan	annual	annual	annual	annual	-
Business Plan Review	quarterly	quarterly	quarterly	annual	-
Reporting/Forecast	monthly	monthly	quarterly	quarterly	-

Contact Us

For more information about Enterasys Networks' Advantage Partner Program, contact your channel account executive via e-mail partners@enterasys.com or visit us on the Web at enterasys.com/partners.



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