

2012 Enterasys[®] Networks EMEA Advantage Partner Programme

Enterasys Networks is serious about making our partners as successful as possible. Our mutually beneficial partner programme is unlike any other in the networking industry!

Advantage Partner Programme 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 Programme 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.

Deal Registration Value-Added Discount: Partners who invest in training their sales and technical personnel on Enterasys products and meet the minimum annual revenue commitment, will receive valuable discounts from Enterasys. These discounts are implemented via a simple to use, efficient Deal Registration process. Deal Registration allows partners to protect business opportunities, increase margin and guard against price erosion from non-affiliated resellers, giving certified partners a distinct pricing advantage.

Access to Special Programmes: Only members of the Partner Programme will have access to Special Pricing Allowances (SPA). Resellers not affiliated with the programme will not have access to this pricing or to high-end Enterasys products. As an Advantage Partner Programme member, you will have the inside track to compete in key market opportunities.

Advantage Partner Programme Overview

Sensible Programme Categories: The Partner Programme categories; Diamond, Platinum, Gold and Registered have been designed to help resellers concentrate on generating business opportunities rather than complying with a multitude of programme requirements. Additionally, partner specialisations will enable resellers to certify on single technologies such as Wireless LAN or Security, without the training overhead and cost of additional certifications.

Revised Programme Requirements: All members of the programme will be required to have a minimum level of Enterasys-trained sales and technical personnel in their organisation. Annual revenue goals have been changed to better meet business goals and, as you grow with Enterasys, we have the programmes in place to help you become more profitable and competitive in the marketplace.

Revamped Partner Training Programme and Certifications: We have enhanced the accessibility of training for our partners. Simplifying the training programme and reducing the associated costs. Enterasys now offers instructor-led, Web-based, and self-study courses. The new curriculum will improve your personnel'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 Programme 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 Programme Classification Overview

The Enterasys Advantage Partner Programme is designed to meet the varied and different business models of companies selling and supporting networking infrastructure and IT security solutions. The classification level for Enterasys Advantage Partners is determined by several criteria, including the Partner's business model, technical competency, and service support. The general qualifications for the various partner categories have been designed to accommodate the differing 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 primary part of their business.
- Focus on generating new customer business, recruiting at least three new customers for Enterasys per year.
- Fulfill all requirements of a Platinum Partner.
- Have the capability to provide installation services and sell services with Enterasys solutions, providing Level I & Level II support.
- Demonstrate strong experience in Enterasys Networks.
- Generate revenue volumes as outlined in the partner programme table overview.
- Hold Sales, Pre-Sales, and Post-Sales certifications as per partner programme 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 primary part of their business.
- Have the capability to provide installation services and sell services with Enterasys solutions, providing Level I & Level II support.
- Demonstrate strong experience in Enterasys Networks.
- Generate revenue volumes as outlined in the partner programme table overview.
- Hold sales, Pre-Sales and Post-Sales certifications as per partner programme table overview.

Gold Partner

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

- Be committed to making Enterasys a significant part of their business.

- Demonstrate strong experience in Enterasys.
- Generate revenue volumes as outlined in the partner programme table overview.
- Have the capability to provide installation services and sell services with Enterasys solutions, providing Level I & Level II support.
- Hold Sales, Pre-Sales, and Post-Sales certifications as per partner programme table overview.

Registered Partner

The Registered Partner is a reseller not entirely focused on Enterasys solutions or markets but has the sales capabilities to position the product set. The Registered partner will:

- Offer Enterasys solutions as a part of their go to market strategy.
- Demonstrate sales experience in Enterasys Networks.
- Hold sales certifications as per partner programme table overview.

Technology Specialist Partner

The Technology Specialist Partner is a reseller focused on niche technology markets, has unique capabilities, and strong personal relationships that assist in receiving revenue through specific product sets such as WLAN or Security. The Technology Specialist partner will:

- Be committed to making specific Enterasys technology a substantial part of their business.
- Have the capability to provide installation services and sell services with Enterasys solutions on specific technology sets, providing Level I & Level II support.
- Demonstrate strong experience in Enterasys Networks.
- Generate revenue volumes in line with Gold partners for specific product sets only.
- Hold sales, Pre-Sales and Post-Sales certifications for single technology specialisations only. Certifications will be similar to Gold partners as per partner programme table overview.

Gain Profit From Enterasys Technology, Focus, and Commitment:

- **Profitable** – attractive margins, no over-distribution
- **Simple** – low cost of entry, easy-to-reach programme milestones
- **Opportunity** – high growth markets
- **Commitment** – price and account protections, enablement and support

Enterasys Networks Advantage Partner Programme Enables Your Success:

- Drives more opportunities to partners who are best qualified to meet customer expectations
- Helps our partners expand and enhance their capabilities so they can be more successful and profitable
- Enables partners to bring increased value to customers for a sustained competitive edge

Programme Features	Registered Partner	Gold Partner	Platinum Partner	Diamond Partner
Partner Locator	N/A	Yes	Yes Plus Write up/Cross Marketing	Yes Plus Write up/Cross Marketing
Discount Structure	N/A	Programme Value Added Discount	Programme Value Added Discount	Programme Value Added Discount
Deal Registration Eligibility	Yes	Yes	Yes	Yes
Prequalified Lead Assignment Eligibility	N/A	Yes	Yes Priority Prequalified lead assignment preference	Yes Priority Prequalified lead assignment preference
Eligible for SPA's	Yes	Yes	Yes	Yes
MDF Funds	N/A	Eligible for Regional MDF funds	Eligible for New Customer, New Deal MDF programme	Eligible for New Customer, New Deal MDF programme
Sales Certification Training (web based or on-site)	Free	Free	Free	Free
Joint Banner	N/A	N/A	Free	Free
Own Use Hardware Discount	N/A	Yes	Yes	Yes
Demand Generation Programme Participation	N/A	Yes	Yes	Yes
Partner Web Access	Yes	Yes	Yes	Yes
Eligible for Partner Care	N/A	N/A	Yes	Yes

Programme Requirements	Registered Partner	Gold Partner	Platinum Partner	Diamond Partner
Programme Fees	N/A	None	None	None
Sales Certification	1 Certified Sales Reps	2 Certified Sales Reps	3 Certified Sales Reps	3 Certified Sales Reps
Pre-Sales Certification	N/A	1 Certified Pre-Sales	2 Certified Pre-Sales	2 Certified Pre-Sales
Technical Certification	N/A	1 Technical ECS Certification	2-3 Technical ECS Certifications*	2-3 Technical ECS Certifications*
Marketing & Business Plan	N/A	Required	Required	Required
Demo Kit	N/A	Required	Required	Required
Case Studies	N/A.	1 Approved study p.a.	1 Approved study p.a.	1 Approved study p.a.
Annual Revenue Commitment	N/A	Commit \$350-500K* of product, software and new services revenue per year (per approved plan).	Commit \$750K - \$1M* of product, software and new services revenue per year (per approved plan).	Commit \$1M - \$2M* of product, software and new services revenue per year (per approved plan). Commit \$300k New Business

Programme Notes:

* Due to different market sizes across the various countries in the EMEA region the partner programme has been designed with a level of flexibility around both technical certifications and revenue goals. This approach is designed to provide Enterasys partners with a fair and equitable programme ensuring all requirements are attainable, irrespective of country of operation.

Contact Us

For more information, call Enterasys Networks on **+44 (0) 1635 580000**
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