

- Flexible Program Structure
- Comprehensive Selling Resources
- Broad Range of Marketing Resources
- 24x7 Technical Support

### FORCE10 PARTNER PROGRAM LEVELS

Force10 Partner Benefits Outline	100 Gig Strategic	10 Gig Premier	1 Gig Authorized
<b>General Communications</b>			
Force10 Partner Newsletter Subscription	✓	✓	✓
Partner Portal Access	✓	✓	✓
Partner Webinars	✓	✓	✓
<b>Sales and Marketing Resources</b>			
Access to Pre-Sales Support	✓	✓	✓
Field-Based Sales Support	✓	✓	✓
Channel Partner Resource Kits	✓	✓	✓
Additional Discounts on Demo Gear	✓	✓	✓
Partner Lead Registration System	✓	✓	—
Sales Incentives and Promotion Programs	✓	✓	—
Inside Sales Support	✓	—	—
Free Sales Training Seminars	✓	—	—
<b>Technical Resources</b>			
Web-Based Support	✓	✓	✓
24x7 Telephone Technical Support	✓	✓	✓
<b>Training/Education Resources</b>			
Technical Certification	✓	✓	✓
Technical Seminars	✓	✓	—
Beta Testing Programs	✓	✓	—

#### Join a Winning Team

At Force10, we understand that partnerships thrive when they are mutually beneficial. That's why we have built the Force10 Partner Program, a dynamic reseller program in which we work with a network of leading technology partners to deliver best-in-class data center and enterprise infrastructure solutions. To attract and retain the partners that deliver value to customers, we provide advanced tools and technologies that are designed to grow your business, and enhance your profitability.



The Force10 Networks Partner Program has three key goals:

- Provide an aggressive high-margin, purpose-built reseller program that capitalizes on reselling leading products in fast growing markets
- Growth of your professional services revenue leveraging leading edge high density Gigabit and 10 Gigabit Ethernet switching, routing and security
- Increase the strategic value you bring your customers through innovative technologies that transform their networks into strategic assets at the lowest total cost of ownership.

#### Force10 Partner Program Benefits

- **Program Structure** | Flexible and needs-driven, purpose built for partners that associate with leading technology companies
- **Selling Resources** | Regional sales support, presentations, and all the information you need to shorten the sales cycle and close more deals
- **Marketing Resources** | A broad range of professional demand-generation tools that allow you to cost-effectively execute high quality campaigns
- **Technical Support** | 24x7, phone and web-based support that enables you to offer and support mission-critical business solutions



**Force10 Partner Newsletter**

Partners can subscribe to receive the Force10 monthly newsletter. This resource is a great way to keep current on new sales tools, upcoming events and product announcements.

**Partner Portal Access**

Authorized partners have immediate real-time access to our Force10 Partner Portal, where we provide fast and easy access to useful sales, marketing and support information. Resources on the Partner Portal that are available to help facilitate and accelerate sales of our world-class Gigabit Ethernet systems and software include:

**Online Deal Registration** | Protects opportunities identified by a partner and promotes an open and productive sales partnership throughout the sales cycle

**Marketing Materials** | Access to company and product literature and customer case studies

**Sales Materials** | Access to up-to-date pricing guides, partner demonstrations and training guides

**Sales Presentations** | General and industry-specific customer briefings developed by the Force10 sales and marketing team

**Industry White Papers** | Third-party assessments about the competitiveness of Force10's products and services in our marketplace

**Customer Support Documents** | Product-specific technical guides and user manuals

**Branding** | Both online and offline use

**Partner Webinars**

For our 10 Gig Premier and 100 Gig Strategic partners, we offer turnkey and customizable regional seminars and webinars on topics of interest in today's dynamic IT environment. Topics range from data center consolidation and virtualization to how Software-as-a-Service (SaaS) is changing the needs of the campus LAN and wiring closet infrastructure. The key to this benefit is that we work together as a team to ensure we are targeting topics that are of interest to your region and business focus.

**Access to Pre-Sales Support**

Force10 will provide reasonable assistance and access to technical sales support to help our partners close sales opportunities. Our value-add may include soliciting technical requirements from customers, providing technical presentations and product demonstrations and offering informal advice on the suitability of Force10 products for customers' needs.

**Field-Based Sales Support**

We provide access to a designated team of Force10 Territory Account Managers, Channel Account Managers, and field-based Sales Engineers to help ensure the success of our partners and programs. By providing access to personnel who are focused solely on channel sales, we can increase responsiveness, provide more one-on-one service and address the unique needs of our partners.

**Channel Partner Resource Kits**

All new Force10 Resellers receive an email with log-in information enabling access to the Partner Resource Kit. The contents of the kit include product information, sales tools, marketing tools, collateral, and PowerPoint presentations; all specifically developed to help our partners market and sell Force10 solutions.

**Additional Discounts on Demo Gear**

Force10 partners may purchase one configuration from each of the Force10 E-Series, C-Series, and S-Series product families, up to \$25,000 in net product purchases every 6 months. We offer an attractive 65% discount when Force10 world-class products are used for customer demonstrations and partner briefing centers.

**Partner Lead Registration System**

The Force10 Deal Registration System protects opportunities identified by a partner and promotes an open and productive sales partnership throughout the sales cycle. In return, partners are expected to keep registered opportunities active, take ownership of the sales process and keep Force10 informed about progress throughout the full sales cycle. Deal registration may be rescinded if a Reseller offers a competing proposal for the registered opportunity.

**Sales Incentives & Promotion Programs**

From time to time we may offer the opportunity to participate in Force10 marketing and promotional programs to partners who are in compliance with their Master Resale Agreements and otherwise meet separately defined program requirements. These types of programs may include rebates and marketing development funds intended to promote, sell and support Force10 products.

**Inside Sales Support**

Force10 will provide reasonable assistance and access to inside sales support to help our partners close sales opportunities. This resource is offered exclusively to our 100 Gig Strategic Partners as we work together to create demand and build a pipeline for Force10 products and solutions.

**Free Sales Training Seminars**

We offer free sales and marketing training to enhance the effectiveness of our 100 Gig Strategic Partners when identifying sales opportunities, positioning suitable Force10 solutions and closing new business.

**Web-based Support**

Force10 i-Support provides technical information regarding Force10 products, access to software upgrades and patches and the ability to open and manage TAC cases. Customers can also track inventories of Force10 products deployed within their network, saving time and money to manage network assets.

**24x7 Telephone Technical Support**

Telephone support is available for trouble reporting and helpdesk assistance 7 days a week, 24 hours a day via a toll free number. Helpdesk support includes answers to general product related questions, specific feature/function questions and trouble isolation support for Force10 products.

**Technical Certification**

The Force10 Partner Program requires training and technical certification for partner sales and technical staff in accordance with their Master Resale Agreement. We offer web-based and classroom training to make this requirement cost-effective and easy for our partners to obtain.

**Technical Seminars**

We offer technical seminars to help ensure our partners are kept current on emerging technologies and trends in our industry. Seminars may include guest speakers who discuss best practices for meeting difficult technical challenges involved in building and securing reliable, high performance networks.

**Beta Testing Programs**

From time to time, partners may be invited to participate in beta testing Force10 products before general availability or first customer ship (FCS). Beta Partners can gain a competitive edge by acquiring an early expertise of new technologies and product features and functionality.

**Become a Force10 Partner**

Force10 Networks is looking for resellers and technology partners to help us expand our ability to offer customers innovative solutions. If you're interested in becoming a Force10 Reseller Partner or a Technology Alliance Partner (TAP), visit [www.force10networks.com/partners](http://www.force10networks.com/partners) or call 866-600-5100.



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