

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

FORCE10 PARTNER PROGRAM BENEFITS

Partner Program Levels	Gold	Platinum
General Communications		
Channel Partner Newsletters	✓	✓
Partner Webinars	✓	✓
Technical Resources		
Web-Based Support	✓	✓
24x7 Telephone Technical Support	✓	✓
Training/Education Resources		
Web-Based Free Training and Certifications	✓	✓
Technical Seminars	✓	✓
Sales and Marketing Resources		
Inside and Field-Based Sales Support	✓	✓
Partner Portal Access	✓	✓
Web-Based Quoting / Configuration Tool	✓	✓
Channel Partner Resource Kits	✓	✓
Sales Programs	✓	✓
Partner Deal Registration <i>(New Opportunity & New Acct Incentives)</i>	✓	✓
Discounts on Internal Use and Demo Gear	✓	✓
Market Development Funds		✓
Software Downloads		✓
Beta Testing Program		✓

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 Gold and Platinum 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.

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.

Market Development Funds

Accrue up to 2% of total net sales of Force10 products & Services per quarter and valid for 6 months. This program is offered exclusively to our Platinum Partners.

Partner Deal Registration

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 Gold and Platinum 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 Gold and Platinum 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. SW downloads and upgrade support is offered to our Platinum Partners.

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.

Web-Based Quoting / Configuration Tool

We offer our Gold and Platinum partners to self-serve to build quote configurations through our Partner Portal. This tool has been modified for user-friendly interface. Quotes can be shared with all users in the partner organization as well as Force10 Sales Account Team.



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