

## Partner Program Overview

Benefits	Registered	Channel Partner	Gold Partner	Platinum Partner
<b>Training and Education</b>				
-Available Online training	X	X	X	X
-Regional Trainings (Road Shows)		X	X	X
-Newsletters and email notifications of new products	X	X	X	X
<b>Sales Support</b>				
-Assistance with On-line Demos	X	X	X	X
-Field Sales Contact	Available	X	X	X
-Sales Engineer Support		When necessary	X	X
-Access to Raritan Lead Portal			X	Priority Leads
-Sales Training	Online	Online	Online or In person	Online or In person
-Secure Partner Portal Access		X	X	X
<b>Marketing Support</b>				
-Sales Brochures	Online	Online or by request	Online or by request	Online or by request
-Marketing Contact		Available	Dedicated	Dedicated
-MDF funds		X	X	Available when needed
-Co-op Marketing Funds		N/A	N/A	2%
-Demo Units (one per product category Gold/Platinum)		50% off list one unit per year	50% off list	Co-op at list price or buy 50% of list.
<b>Technical Support</b>				
-Toll Free Support	X	X	X	X
-Advanced replace RMA		X	X	X
-Priority access to high level technical support personnel				<b>Exclusive to Platinum</b>
<b>Additional Benefits</b>				
-Deal registration/ Margin Protection	X	X	X	X
-Performance Rebates		Bi-Annual 2% at expectations	<b>Over 1M in annual sales</b>	Over 1M in annual sales
-Sales Rewards "Raritan Rewards Program"		X	X	X
-Upfront discounts	w/ Deal Registration	w/ Deal Registration	X	Highest available
<b>Requirements</b>	<b>Registered</b>	<b>Channel Partner</b>	<b>Gold Partner</b>	<b>Platinum Partner</b>
-Signed Reseller Agreement		X	X	X
-KVM/Power Reseller Revenue (Expectation for partnership)		25K Per Quarter	\$250,000+ Per Year	Approx. \$750,000+
-Power Only Reseller Revenue (Expectation for partnership)			\$125,000+ Per Year	\$360,000+ Per Year
-Number of Sales Personnel Trained on Raritan Products		Minimum of 1	Two per location	>60% per location
-Up to 3 customer meetings in the first 45 days of partnership			X	X
-Conduct one joint marketing activity within the first 90 days of partnership			X	X
-Technical Personnel Trained on Raritan Products		Optional	Minimum One	One per location
-Provides Tier one (first level) Technical Support		Optional	X	X
-System Design and Configuration		X	X	X
-Installation and Integration Services			X	X
-Provides Customer Training on Raritan Products			X	X
-Timely Lead Feedback and Update			X	X
-Demo Capability		Optional	Optional	X

## Sales Support

### Sales Training

All Partners have access to online sales training via Raritan's training Website <http://www.raritantraining.com/>. On-site training is also available for large groups.

### Regional Technical Training

Partners are welcome to attend scheduled regional events hosted by Raritan throughout the country. These events cover new product launches, product updates, "how to sell" tools, and competitive advantages.

### Inside Sales Team

Our inside sales team will be available to host live online demos for potential end users, and help you with product information.

### Field Sales Team

Our field sales team is available for major opportunities to join you in presentations and help you close deals.

### Lead Referral

Qualified leads are sent to partners when they are available in your area. They are distributed first to our highest-level partners first and then to other partners.

### Deal Registration

Raritan's Deal Registration Program protects the participant that discovers the deal and does the work associated with an opportunity. Deal Registration is available for deals over the registration threshold of \$15,000.

## Marketing Support

### Partner Portal

Our Partner Portal <http://partner.raritan.com> you can our sales tools to help close sales such as: white papers, sales brochures and data sheets. You can also submit requests for marketing events and literature on the Partner Portal, under the Marketing Request section.

### Newsletters and E-mail Channel Notifications

Partners receive email notifications and other correspondence on product launches and other valuable information. This information is also hosted on our partner portal <http://partner.raritan.com>.

### Marketing Contact

Raritan can provide dedicated marketing support when you promote Raritan products. Gold and Platinum partners have a dedicated marketing manager working with their account on an ongoing basis, Channel Partners can also take advantage of this service.

### MDF, BDF & CO-OP Marketing Funds

Gold Partners have access to MDF funds for approved projects. Platinum partners have a Co-Op accrual for broader use. Business development funds (BDF) can also be made available on occasion to Channel Partners for promotion activities on Raritan products. These funds can be used for E-mail and Direct Mail campaigns, events and seminars.

### Demo Units

Partners can purchase demo units on an annual basis. These NFR (not for resale) units are intended to be used for product demonstrations only. CIMs and other peripherals are not eligible.

## Technical Support

### Toll-Free Support

Available 8am to 8pm EST Monday through Friday, extended support is available. Toll free 800 two tier support. Partners as well as end users are offered free technical support. In order to deliver the best support we will escalate issues to a team of advanced support personnel when problems need special attention.

### Technical Updates

New firmware releases are available publically on [www.Raritan.com](http://www.Raritan.com).

### Advanced Replacement RMA

In case of an emergency, an advanced shipment of parts can be arranged directly from Raritan. A credit card may be required.

### Access to high level technical support personnel

If a serious situation can not be handled by our staff, the problem will be escalated to top-level support and engineering for all of our partners. Platinum partners may apply for expedited direct access to tier one support.

## Other Benefits

### Deal registration/ Margin Protection

Raritan's Deal Registration Program protects the participant who discovers the deal and does the work associated with an opportunity. Deal Registration is available for deals over the registration threshold of \$15,000. Deals can be registered through the partner portal.

### Performance Rebates

Semi-annual rebates when quarterly revenue objectives are achieved for Channel Level Partners and Platinum resellers are eligible for year end volume incentives at or above one million in revenues.