

QLOGIC [Signature Reseller] PROGRAM

PREMIER
BENEFITS
FOR
VALUE-
ADDED
RESELLERS



SIMPLIFY

THE QLOGIC SIGNATURE RESELLER PROGRAM REWARDS VALUE-ADDED RESELLERS (VARs) THAT ARE FOCUSED ON QLOGIC WITH EXCLUSIVE SALES, MARKETING AND TECHNICAL SUPPORT AS WELL AS SIGNATURE PARTNER STATUS. SIGNATURE PARTNERS RECEIVE SPECIAL SALES LEADS, FREE PRODUCT, VALUABLE NO-COST TRAINING, EXTENSIVE SALES AND MARKETING TOOLS AND HIGH-PROFILE JOINT MARKETING.

qlogic[™]



Lead generation



Sales support

Knowledge Center Training

QLOGIC

SIGNATURE BENEFITS

V A R

PREMIER BENEFITS FOR VALUE-ADDED RESELLERS



Lead Generation and Demand Creation QLogic Signature Partners are provided resources to generate more business and create greater value for their customers. Signature Partners are the first to receive leads from QLogic-sponsored seminars, trade shows, phone and web inquiries and telemarketing efforts. QLogic telemarketing and e-mail marketing teams are available to drive demand to Signature Partners. Additionally, QLogic offers Signature Partners QLogic-sponsored end-user demand generation events to educate customers and create fresh opportunities.

Sales Support QLogic supports Signature Partners with equipment and technical experts to help simplify the sales process. Signature Partners have priority access to QLogic products for testing and demonstration



purposes and are eligible for free sample products. Sales engineers and technical support are also available to help secure key sales opportunities. In addition, QLogic offers back-end rebates on registered opportunities.



Sales Tools via Reseller Connection Signature Partners have access to the QLogic Reseller Connection Web Portal, which provides a broad array of exclusive product information and marketing and sales tools to assist in sales efforts. The Reseller Connection includes:

- Interoperability and compatibility charts
- Competitive profiles
- Benchmark reports
- White papers
- Technical briefs
- Sales and technical training modules
- News and bulletins
- Driver and utility downloads
- Key product documentation
- Quick-reference guides
- Pocket guides
- Data sheets
- Case studies



Knowledge Center Training QLogic invests in training Signature Partners with a wide range of presales, sales and postsales technical classroom courses to help increase Partners' knowledge. Valued at \$2,400 per person, Signature Partners are certified in selling and building Fibre Channel fabrics in a hands-on environment. Course costs are waived for Signature Partners. QLogic also offers Signature Partners' customers training resources as well as virtual training options. Additionally, QLogic offers Partners a host of informal quarterly training programs.



Joint Marketing Programs Signature Partners can participate in QLogic-sponsored direct mail, advertising and other marketing programs to help drive sales opportunities. Signature Partners are also listed on the QLogic web site as a certified source for QLogic products. In addition, Signature Partners are eligible to participate in joint press releases, editorial opportunities and endorsements with QLogic.



Exclusive Promotions Signature Partners are entitled to exclusive promotions offered nowhere else.

QLogic Knowledge Center Training Course Curriculum	Sales	SE Pre & Postsales
SAN 101 - Overview	•	•
About QLogic	•	•
Configuration Concepts	•	•
SAN 102 - Products	•	•
Competition & Positioning	•	•
Service & Support	•	•
QLogic Resources	•	•
SAN 201 - SAN design	•	•
SAN 202 - Installation & Configuration	•	•
Best Practices	•	•



	SIGNATURE RESELLER	AUTHORIZED RESELLER
Lead Generation and Demand Creation	<ul style="list-style-type: none"> • Priority allocation for QLogic leads • Telemarketing services using established VAR databases • E-mail blasts to targeted user databases • QLogic sponsorship for end-user development activities 	
Sales Support	<ul style="list-style-type: none"> • Free sample products • 50% demo program on additional products • Back-end rebate with opportunity registration • Priority support on key opportunities 	<ul style="list-style-type: none"> • 50% demo program
Knowledge Center Training	<ul style="list-style-type: none"> • QLogic certification training for VAR sales engineers - a \$2,400 per-person value - 3 days lecture/lab - fee waived • Presales technical training - 3 days - fee waived • Sales and technical training - 1 day • SAN virtual training • "Sponsored" virtual training for end-users 	<ul style="list-style-type: none"> • Sales and technical training • SAN virtual training • "Sponsored" virtual training for end-users
Sales Tools Via the Reseller Connection	<ul style="list-style-type: none"> • Compatibility and interoperability charts • Access to comprehensive technical resources • Competitive and benchmarking data • Sales and technical presentations • Key specs on all QLogic connectivity solutions • Access to guides, glossy collateral and data sheets 	<ul style="list-style-type: none"> • Compatibility and interoperability charts • Access to comprehensive technical resources • Competitive and benchmarking data • Sales and technical presentations • Key specs on all QLogic connectivity solutions • Access to guides, glossy collateral and data sheets
Joint Marketing Programs	<ul style="list-style-type: none"> • VAR sales targeted incentive plans • Signature switch "points" program • Participation in QLogic end-user campaigns • Key presence on the QLogic web site • Participation on joint PR, quotes and endorsements • Editorial opportunities 	

