

Accelerate™ Partner Program

Value Added Distributor Program Guide



ATTO Technology, Inc.

Accelerate partners are strategic to integrating our high performance storage connectivity and infrastructure products into our end user solutions. We are committed to providing you with the tools necessary: marketing support, leads, ongoing training, MDF and dedicated account and technical support, to enable you to benefit from the expanding storage market and provide your clients with award-winning products and storage solutions.

Program Overview

The ATTO Technology Accelerate™ Partner Program is designed to reward our dedicated solution providers with outstanding support in all key collaborative areas such as sales, marketing, training and more. The program is engineered to provide a higher level of engagement and tools to help you reach your business objectives. ATTO's value added distributors are identified by their expertise in vertical markets or technologies and are selected based on the resellers they service.

ATTO Company Background

ATTO Technology, Inc., headquartered in Amherst, New York USA, is a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments. It is our vision to provide a wide range of end-to-end solutions to help customers better store, manage and deliver their data. We believe that our company's experience in engineering advanced technology into real-world product solutions provides customers a unique competitive advantage.

With a focus toward markets that require higher performance, ATTO manufactures host bus adapters, network adapters, RAID adapters, bridges, RAID storage controllers, switches and management software. Our solutions are based on providing a high level of connectivity to all storage interfaces including Fibre Channel, SAS, SATA, iSCSI, 10GbE, FCoE, and Thunderbolt™.

Access the World's fastest growing storage markets

- Almost 25 years of providing the industry's broadest portfolio of high-performance storage & network connectivity products
- Widest range of protocols
- Full spectrum of connectivity: The only manufacturer that allows you to connect both workstations and servers to enterprise-class storage
- International sales and marketing presence: Solutions qualified and certified with the industry leading workstation, server, storage, & application vendors
- Domain expertise: Solution for the most difficult challenge – low latency, high-bandwidth transactions
- Active member of prominent technology developer groups and standards associations including: FCIA, NAB, SBB, SNIA, STA

“The Accelerate Partner Program significantly enhances the marketing tools currently used by our providers to help them build a profitable business around the ATTO solution. It combines the industry’s broadest portfolio of high-performance storage and network connectivity products with domain expertise and an international sales and marketing presence. Its elements and benefits provide a strong platform that strengthens relationships and increases awareness for all participating parties.”

- Wayne Arvidson, Vice President of Marketing, ATTO Technology

| Program Requirements | Value Added Distributor |
|--------------------------------------|-------------------------|
| Revenue Commitment (Annual) | Required |
| Sales Personnel Trained | 2 |
| Technical Personnel Trained | 2 |
| Business Plan | Quarterly |
| Accelerate™ Partner Agreement | √ |
| Qualification Period | Quarterly |
| Point-of-Sale Report | Quarterly |
| International Distribution Agreement | √ |

Program Benefits

Marketing Support

- **Welcome Kit**- Provided to all value added distributors upon completion of agreement containing program information
- **Web Site Partner Listing**- Value added distributors will be listed on the ATTO Technology web site partner section
- **Early Access to New Products** - New product release information available for sales preparation
- **Event/Seminar Support**- Provided on an as-needed basis with support from a Marketing Coordinator
- **Market Development Funds**- Value added distributors will receive MDF for use on various marketing activities
- **Product Presentations/Webinars**- Available upon request and distributed for training purposes
- **Product Brochures/Resource Guides**- A useful resource tool available for internal use and external customer support
- **Co-Marketing Activities**- Details provided on the next page
- **Accelerate Reseller Program**- Eligible to administer ATTO funded channel program to attract and manage resellers

Sales Support

- **Dedicated Account Executive**- An Account Executive is available to help with all sales support
- **Eval Units**- Available for compatibility testing, proof-of-concept, and trade shows to qualify ATTO-enabled solutions
- **Discount For Demo Units**- Demonstration units available for purchase at a discount of 45%
- **Field Trial Program Eligibility**- Evaluation of ATTO products available before new products are released
- **Email and Newsletter Communications**- Sent to partners on a regular basis to communicate valuable information
- **Hot Sheets/Sales Briefs/Sales Presentations/Battlecards**- Valuable sales tools located in the ATTO Resource Center

Technical Support

- **Advance Existing Product Updates**- Notification of drivers and firmware updates
- **Web Based and Phone Based Technical Support**- Available on an as-needed basis to all partners
- **Assigned Customer Engineer**- Dedicated Customer Engineers available to help with all technical support
- **White Papers/ Tech Briefs/ Technical Presentations**- Useful tools to distribute to customers for additional information

Training

- **On-Site Training**- Available for eligible partners upon request
- **Web Based Training**- Available upon request and distributed for training purposes
- **Factory Training**- Factory training available on product portfolio at ATTO's corporate headquarters

CO-MARKETING

Accelerate offers a number of co-marketing opportunities, designed to drive our partners' business.

Additionally, Market Development Funds (MDF) are available to help fund some of these activities. The ATTO Technology Resource Center, trainings, and partner newsletters are just a few of the items that are provided in order to keep partners informed and up-to-date on everything ATTO.

"The ATTO Accelerate Partner Program offers us unique international marketing opportunities that allow us to co-market high-performance connectivity solutions. From trade shows to email marketing campaigns, we have found a dramatic increase in both our visibility and sales on a worldwide scale. The technical and sales support provided by ATTO has helped us improve our overall awareness in the network and storage marketplace."

-Global Distribution
Accelerate partner since 2001

Co-marketing Opportunities

(Fee based, may be MDF eligible)

Advertising

- Print/Catalog Ads
- Web Banner Ads
- Website Sponsorship
- AdWords/Pay-Per-Click
- Social Media Ads
- ATTO Promotional Items

Collateral

- E-Collateral Access
- Printed Collateral Access
- Customizable Marketing Materials
- Partner-Specific Solution Guide
- Partner-Specific White Papers

Print & Electronic Mail Campaigns

- Print Direct Mail Campaign
- Electronic Email Campaign
- Electronic ATTO Newsletter
- Electronic Partner Newsletter

Events & Trade Shows

- Partner-Sponsored Event
- ATTO Trade Show Booth Participation
- ATTO Trade Show Kit
- Industry or User Group Support
- Webinar

Public Relations

- Press Releases
- Speaking Opportunities
- Contributed Articles
- Quote/Expert Opinion
- Case Study/Success Story/Testimonials
- Product Reviews
- Performance Testing & Benchmarks

Print & Electronic Mail Campaigns

- Sales Training
- Technical Training
- Vertical Market Training
- End-user Training
- ATTO Training Event

Website

- Inclusion on Partner Page
- Partner-Specific Solution Page
- Web-Based Partner Locator
- Web Links
- ATTO Resource Center Access

Enrollment Process

How To Enroll

To fill out an application or learn more about program details, please email Intl@attotech.com.

The Accelerate Partner Program is committed to developing and strengthening our business partnerships. We recognize great value in working closely to mutually develop sales and marketing plans that help both companies grow. In addition to planning, periodic reviews will be conducted to track progress and ensure that objectives are being met.

| | |
|------------------------------|---|
| Application | √ |
| Accelerate Partner Agreement | √ |

Appendix

Program Guide



ATTO Technology, Inc.

Market Development Fund Guidelines

| Co-Marketing Options | Description | Amount of MDF \$ | Minimum Duration | Materials Needed for Pre-Approval | Acceptable Proof |
|--|--|-----------------------------|--|--|---|
| Advertising | | | | | |
| Print/Catalog Ads | Print advertisements promoting an ATTO solution, partnership, product, or the brand | Up to \$2000 | Full=\$2,000 Half=\$1,000 Quarter=\$500 Eighth=\$250 Sixteenth=\$125 | Size of ad, ad concept, publication information | Copy of ad in publication and invoice |
| Web Banner Ads | Electronic ads promoting an ATTO solution, partnership, product, or the brand | Up to \$600 | 1 month | Size of ad, ad concept, publication information, where click-thru will be directed | Link to ad in publication, metrics/report and invoice |
| Social Media Ads | Electronic ads promoting an ATTO solution, partnership, product, or the brand | Up to \$600 | 1 month or agreed upon # of Impressions | Size of ad, ad concept, publication information, where click-thru will be directed | Link to ad in publication, metrics/report and invoice |
| Website Sponsorship | A website or homepage takeover promoting an ATTO solution, partnership, product, and/or the brand | Up to \$1500 | 1 month | Size of ad, ad concept, publication information, where click-thru will be directed | Link to ad in publication, metrics/report and invoice |
| Ad Words/Pay-per-click | Google Ad Words or other pay-per-click campaign linked to specific partner solution pages on partner's website or www.attotech.com | Up to \$2000 | 1 month or agreed upon # of Impressions | Size of ad, ad concept, publication information, where click-thru will be directed | Metrics/Google ad report and invoice |
| Collateral | | | | | |
| Printed Collateral Access | Pre-printed collateral to include tech sheets, training/technical presentations, benchmarks, and the latest ATTO product documents | Priced per piece & quantity | N/A | Purpose for collateral use | N/A |
| Customizable Marketing Materials | A variety of marketing collateral templates with space for partner logos | Project-based | Project-based | Project-based | Project-based |
| Print & Electronic Mail Campaigns | | | | | |
| Print Direct Mail Campaign | Joint marketing collateral mailed to partner's lead list; possible opportunities to use ATTO lead list | Up to \$1000 | N/A | Concept, distribution information | Copy of finished product, metrics and invoice |
| Electronic Email Campaign | Joint email content sent to partner's lead list; possible opportunities to use ATTO lead list | Up to \$250 | N/A | Concept, distribution information | Copy of finished product, metrics and invoice |

| Co-Marketing Options | Description | Amount of MDF \$ | Minimum Duration | Materials Needed for Pre-Approval | Acceptable Proof |
|---|--|--|------------------|--|--|
| Events & Trade Shows | | | | | |
| Partner-Sponsored Event | ATTO assists in partner event management and presenting solution; to include tradeshows, road shows, seminars, and other events | Up to \$4000 | N/A | Event plan (how ATTO will be represented, floor plan, attendees, demonstrations, etc) | Pictures of ATTO being represented at event and invoice |
| ATTO Trade Show Booth Participation | Partner presence in ATTO booth providing presentation of solutions | Up to \$8000 | N/A | Event plan (how ATTO will be represented, floor plan, attendees, demonstrations, etc) | Pictures of ATTO being represented at event |
| ATTO Trade Show Kit | Kit including ATTO collateral for display at trade shows; additional co-marketing materials may be added | Up to \$4000 | N/A | Event plan (how ATTO will be represented, floor plan, attendees, demonstrations, etc) | Pictures of ATTO being represented at event |
| Industry or User Group Support | ATTO presentation at partner event | Up to \$1000 | N/A | Event plan (how ATTO will be represented, floor plan, attendees, demonstrations, etc) | Pictures of ATTO being represented at event and invoice |
| Webinar | ATTO-hosted electronic spotlight of company, solution, product, partnership or industry highlights | Up to \$500 | N/A | Target audience information (who, amount expected), call to action | Date, list of attendees, copy of presentation |
| Showroom Sponsorship | ATTO product demos to be given in partner's showroom | Up to \$2500 | 2 months | Target audience information (who, amount expected), goal/purpose of the demonstration | Date, list of attendees, pictures of demonstration |
| ATTO Promotional Items | Promotional items to be used at tradeshows, trainings, or other events | Up to \$500 | N/A | Target audience, purpose, concept | Pictures of ATTO promotional products in use and invoice |
| Product Programs | | | | | |
| Demo Units | ATTO product available to be used in demonstration facility for at least six months | MDF may be used for 50% of the demo purchase price | 6 months | Target audience information (who, amount expected), goal/purpose of the demonstration unit | Pictures of demonstration unit in action |
| Presentations | | | | | |
| ATTO Training Event (Sales, Technical, or Vertical Market)" | ATTO training held on-site at partner's facility to assist with solution, product, and technical training for employees or end users | Negotiable | N/A | Event plan, attendees, goal/purpose of event | Pictures of event |
| Programs | | | | | |
| Sales Incentives | Co-produced sales incentive program to encourage increased sales of ATTO product | Up to \$1000 | N/A | Plan, goal/purpose | Sales numbers |

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