



ATTO  

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*Global Alliance*  
Program

ATTO

ATTO Technology, Inc.

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# ATTO Global Alliance Program

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## ***Storage Unleashed – more choices, more solutions towards profitability***

ATTO's goal is to develop a successful relationship with our Global Alliance Partners. Our GAP Partners are a critical asset as we introduce the market to the most advanced storage infrastructure products available today. The ATTO Global Alliance Partner Program (GAP) provides all the tools – including focused programs, services, joint sales calls and leads, sales & marketing support and technology updates – to enable you to steadily expand your income and customer base.

## ***ATTO Global Alliance Program Requirements***

<b>Requirements</b>
Contract With Company Information and ATTO Sales Forecast
Previous Successful ATTO Product Sales History
Customer Service Capability
Recommend, Promote and Sell ATTO Products
Website Link
Trained Service Personnel
Signed Contract

## ***Pricing***

ATTO GAP Partners will all receive ATTO's current GAP pricing.

## ***ATTO GAP Approval***

In order to become an approved ATTO GAP Partner, a distributor must submit a signed GAP contract, a business plan and an annual sales forecast. Once approved, quarterly business reviews will be done to assure business plan's sales goals are being accomplished.

# ATTO GAP

## Benefits at a Glance



<b>Benefits</b>		
<b>Support</b>		
Technical Phone Support		•
On-line Support		•
Interoperability Information		•
<b>Products</b>		
Demonstration Units		•
Product Planning Input		•
<b>Training</b>		
Intro & Initial Product Training		•
Sales and Tech Training		•
Web Based Pre-training Materials	Coming soon	
<b>Sales and Marketing Support</b>		
Web Site Link		•
Dedicated Sales Representative		•
Dedicated Marketing Contact		•
Dedicated Applications Engineer		•
Marketing Materials (on CD) (product presentations, sales guides, briefs and articles, compatibility matrix, tech sheets)		•
Product Brochures		•
Joint Account Development		•
Cooperative Advertising Program		•
Technical Services Program for End Users		•
<b>Communications</b>		
Access to ATTO's Member Web Site		•
NewsFlash		•
Newsletter		•
Notification of Promotions		•
Product Update Briefings		•

## **Programs Defined**

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### ***Pricing***

ATTO's partners will all receive ATTO's current Global Alliance Partner (GAP) pricing, (see attached exhibit A).

### ***ATTO Demo Program***

The ATTO Demo Program is a convenient way to demonstrate storage and networking solutions to potential customers. As a valued ATTO GAP Partner you can purchase any of ATTO's products for demonstration at an additional discount through the ATTO Demo Program!

With the ATTO Demo Program you can take ATTO products to your customer sites, trade shows, and seminars. Additionally, having demo products on hand is a great way to train your sales and technical forces. After using the demo products for six months, you can sell the demo products to your customers and realize a greater profit.

Demo products can be acquired by completing and submitting a '**Demo Request Form**' and faxing it to your ATTO Sales Administrator or by contacting your ATTO Account Executive.

Demo Program Details:

- a) All ATTO Partners receive a 45% discount off of list price.
- b) One model may be ordered per product line. In the case of Host Adapters, one model of each configuration may be ordered, i.e. one 2-Gigabit Celerity storage can be ordered and one 4-Gigabit Celerity adapter can be ordered.
- c) Demo product may not be sold until it has been used for six months of demonstration.

### ***Training and Technical Support***

You will receive very useful, day-to-day support from the ATTO team. We will supply initial and on-going sales training as well as sales support for your marketing activities. Plus, our knowledgeable support staff is on hand to answer questions that may arise during demos and sales calls. Technical Support: 716-691-1999 x242 or email [techsupp@attotech.com](mailto:techsupp@attotech.com) – available 8:00 am – 8:00 pm EST

## ***Customer Engineers***

ATTO Customer Engineers are available for pre-sales support. Contact your Account Representative.

## ***Website***

ATTO GAP Partners have access to a secure Website. It provides everything from product brochures, data sheets, answers to frequently asked questions (FAQs) and technical bulletins, to slide presentations and strategy papers. Additionally, ATTO GAP Partners will have the opportunity to be listed and linked on the ATTO website, increasing your exposure to potential buyers.

## ***Web Based Training***

Coming Soon! - Web based training courses will be provided to authorized ATTO GAP Partners on our secure website. A password will be provided to allow you access to the site.

## ***Collateral Program***

To ensure that GAP Partners have the ATTO product literature they need to sell, ATTO will provide them with a basic package of materials. Beyond the initial package of collateral an ATTO GAP Partner may order, at no charge, 100 pieces of literature (of your choice) and 1 copy of any sales guide. (do we still need this program or electronic delivery fine?)

## ***Joint Sales/Lead Program***

The ATTO GAP Partner program will help partners with solid leads generated by ATTO. GAP Partners can expect to receive quality leads that will result in increased revenue. Leads that ATTO gathers through trade shows, reader response cards, incoming phone calls, etc. will be distributed by your ATTO Channel Account Manager.

## ***Dedicated Channel Account Manager***

GAP Partners will have a Channel Account Manager who will always be their focal point.

## ***Notification of Promotions***

All GAP Partners will be notified by email, fax or phone, on any promotions. Promotions will also be listed on the secure website.

## **ATTO Cooperative Advertising Funds (COOP) Program**

ATTO's Co-op program is a comprehensive marketing program that provides reimbursement to GAP partners for a portion of pre-approved marketing expenses. Flexibility is an important ingredient in a successful joint marketing program and this program allows you to receive reimbursement for a wide variety of effective promotional tools, such as direct mail, seminars, and advertising.

GAP Partners will receive a funding contribution equal to 5% of purchases. All contributions will be recorded on a monthly basis. The funding contribution for a given month can be used during the period no longer than six months from the date of the contribution. Under special circumstances funding can be used beyond the six-month window as long as prior approval for an event is obtained within the six month window.

The ATTO CO-OP Program allows GAP Partners to create advertising and promotional strategies. Following are the details and rules of the program:

- Accruals in any given month may be drawn on during the following six months. Activities may take place up to 30 days after funds have expired; however, prior-approval forms must be completed and approved within the six-month window.
- Valid programs include, but are not limited to seminars, trade shows, print advertising, direct mail, etc...
- To receive payment an activity **MUST** be pre-approved. To acquire prior approval: Fill out an ATTO CO-OP **Prior Approval Request Form** and fax the ATTO Co-op Administrator. The Prior approval form must contain: the type of project, a list of ATTO products to be included in the project, the estimated cost to ATTO for participation, and the estimated incremental business earned by participating.
- To receive account credit (not to exceed the amount in CO-OP accrual account), you **MUST** complete a **Request for Credit Form** and supply ATTO with all necessary information for funding disbursement including but not limited to: invoice claim for approved amount, photocopy of signed prior-approval by ATTO, sample of material or proof of performance of activity and vendor invoices indicating costs paid by you for services rendered. This documentation **MUST** be received within 60 days after the marketing event.
- Funds not used in a six-month period are not carried forward.
- ATTO agrees to respond promptly (usually within one business day) with an authorization or denial based on available funds, project concept, incremental business return, etc.
- ATTO shall issue a credit note to the GAP Partner account, which may be applied to future purchases.

### ***Newsletter***

ATTO's newsletter keeps GAP Partners informed about new products, programs and the latest technology applications from ATTO and our partners. It is delivered via email every quarter.

### ***On-line Support***

ATTO GAP Partners are able to receive on-line informational updates via the ATTO website ([www.attotech.com](http://www.attotech.com)) and email.

### ***Access to Telephone Support***

As a GAP Partner you are able to have free access to ATTO's Technical Support staff.

### ***Dedicated Account Team***

ATTO GAP Partners will be assigned a dedicated account team. An account team will consist of the International Account Executive, International Sales Manager, Customer Engineer, and a Marketing contact.

### ***Advanced Product Announcements***

ATTO GAP Partners will receive advance product announcements. A pre-announcement letter will be sent out a minimum of two weeks in advance to any major product announcements.