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# ***Xstream Gold*** **Authorized Reseller**

The Gold Authorized Reseller designation is designed to recognize and reward you with credibility in the marketplace. Gold Authorized Resellers deliver a high level of support, have gained some level of industry experience and have achieved a measurable level of customer satisfaction. As an Xstream Gold Authorized Reseller, you'll receive a wealth of sales and marketing information, tools, and support.

## ***Reseller Benefits***

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With each level of certification, you benefit from an increased level of support from Xstream, including access to technical support, productivity tools, online training, marketing resources and sales promotions.

As a Gold Authorized Reseller, benefits that you will receive include:

## ***Sales and Marketing Support***

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- ✧ Xstream Channel Marketing Support  
Xstream will assist in developing approved demand creation activities as well as market-awareness programs to create market recognition.
- ✧ Joint Market Development  
Xstream will consider Market Development for Xstream approved activities.
- ✧ Reseller Locator  
Xstream will post a listing of Gold Authorized Resellers on the Website, conditional on having correct information.

- ⌘ Marketing/Sales Tools And Support  
Xstream will provide marketing and sales tools to support Gold Authorized Resellers sales activities in achieving program requirements.
- ⌘ Authorized Reseller Web Access  
Gold Authorized Resellers will have on-line access to marketing materials, schedule training, request tech support, obtain demo and internal use software, learn of seminars and workshops, obtain business intelligence, obtain sales tools, and order collateral.
- ⌘ Xstream Product Announcements  
Xstream will provide advance notice of new product releases, price changes and promotions.
- ⌘ Channel Reseller e-Updates  
Xstream will update Resellers, on a regular basis, with Xstream general and product announcements, training availability, and new promotions and incentives.
- ⌘ Reseller Logo  
Xstream will provide Gold Authorized Resellers with approved logos and guidelines to display on marketing, collateral, Reseller Web sites, and on premise.
- ⌘ Leads  
As an approved Gold Authorized Reseller you will have priority access to the most promising sales leads—however, Platinum Authorized Resellers may receive first priority. Xstream reserves the right to distribute leads based on reseller abilities and geographical territories.
- ⌘ Collateral  
Gold Authorized Resellers will have access to available white papers, business case studies, demo scripts, presentation material, and other collateral to support their marketing activities.
- ⌘ Distribution Purchasing  
Gold Authorized Resellers have the opportunity of purchasing units directly through Xstream or approved Xstream distributors.

## ***Training and Education***

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- ⚡ Basic Technical Training  
Gold Authorized Resellers are entitled to receive Basic Xstream Technical training seats at a special discount. Other training may be available at special discounts.
- ⚡ Advanced Technical Training  
Gold Authorized Resellers are entitled to receive Advanced Xstream Technical training seats at a special discount as available.

## ***Technical Support***

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- ⚡ Technical Support Incidents  
Gold Authorized Resellers will be allowed 5 free technical support incidents per 1500 units of target achieved. There is a limit of 10 incidents per year without charge—required training certification helps reduce the need for on-going support calls.
- ⚡ Technical Support Package  
Gold Authorized Resellers are expected to provide first level tech support to their customers. Xstream can provide second and third level support via field and internal application engineers that can communicate with your product engineers directly. Xstream can also provide augmented support to your customers according to the pricing guidelines.
- ⚡ Xstream Appnotes Subscription  
Xstream application engineer notes (Appnotes). Appnotes are detailed engineering documentation to assist in the deployment of the products on a variety of hardware platforms and configurations.
- ⚡ Beta Testing Participation  
Gold Authorized Resellers may have the ability to participate in beta testing of future Xstream products.

## ***Reseller Requirements***

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Following are the *requirements* to reach the Gold level within the Authorized Reseller program:

- ⚡ Reseller Application  
Potential Gold Resellers must complete the Reseller Application, including additional required documents (basic business plan, sales forecast, and marketing program). In addition, the Reseller Agreement must be reviewed and signed by a company official.
- ⚡ Annual Business Plan  
The Annual Business Plan is a high-level overview of how the Reseller intends to achieve the Annual Volume Quota. The business plan should include a market description, a twelve-month rolling forecast, and target prospects.
- ⚡ Complete/Updated Reseller Profile  
The Reseller Profile must be completed and updated annually in order to ensure ongoing certification and the associated benefits.
- ⚡ Communication Access  
Resellers are required to have access to Electronic mail, Internet connection, and fax and to provide the requested contact information (within the original application and ongoing Reseller Profile).
- ⚡ Xstream Reseller Logo On Reseller Website  
Resellers are requested to display the approved Xstream logo on applicable Websites and materials. This logo should be linked to [www.xstreamolutions.com](http://www.xstreamolutions.com).
- ⚡ Annual Program Fee  
The Annual Program Fee must be paid within 45 days of receiving approval into the Xstream Gold Authorized Reseller program.
- ⚡ Annual Re-Qualification  
The program is approved on an annual basis. Resellers must submit a re-qualification form, updated business plan, new Reseller Profile, and other relevant information dictated by the current Reseller requirements.

⌘ Software Maintenance

Reseller's sale of Software Maintenance will be pursuant to Xstream's Reseller Software Maintenance Agreement. Software Maintenance contract must be entered into within 90 days of first unit sale for customer to continue to be eligible for updates and defect resolutions.

## ***Sales And Marketing Requirement***

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⌘ Yearly Performance Targets

Gold Authorized Resellers must attain an annual volume of 1500 units per year. Volume quota is measured annually. Required volumes may increase annually as the overall market demand increases. Additional details are specified within the Reseller Agreement.

⌘ Metrics Reporting

Gold Authorized Resellers must provide quarterly reports on sell-through including volume quantities, customers (for warranty and coordination purposes), and status of business plan objectives. Xstream may analyze and discuss the effectiveness of the Annual Business Plan and Reseller's progress towards Annual Volume Quota goals.

⌘ Sales Terms and Conditions

Sales of units will be pursuant to Xstream's Reseller Terms and Conditions of Sale covering terms such as order quantities, inventory levels and payment terms

⌘ Sales Forecast

Per the Reseller Agreement, Gold Authorized Resellers are required to submit rolling monthly sales forecasts.

## ***Training***

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⌘ Basic Technical Training

Gold Authorized Resellers are required to have at least one individual complete approved Xstream basic technical training each year. Training can be completed in a variety of ways: on-site at your location (with associated costs), at a scheduled Xstream

class at an Xstream training facility, or other methods that must have prior approval by Xstream. Certification tests must be passed in order to retain the Gold Authorized Resellers level.

☞ Sales Training

Gold Authorized Resellers may attend Xstream approved sales and marketing training annually. Approved training materials are available from Xstream. Training is available through web-based applications, classroom lecture, or CD-ROM materials (as they become available), allowing you, in coordination with Xstream, to select a method most convenient to your organization.

### ***Technical Support***

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☞ Support Level

Gold Authorized Resellers are required to provide first level tech support to their customers.

### ***Demonstration Requirement***

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☞ Demonstration Facilities

Gold Authorized Resellers must have the ability to demonstrate the Xstream products to customers.