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# **Xstream *Platinum* Authorized Reseller**

The Platinum Authorized Reseller level offers you the greatest benefits and credibility in the marketplace contingent upon your commitment and level of expertise. In fact, some large corporations require Platinum certification as part of their requests for proposals. Platinum Authorized Resellers deliver the highest level of support, have typically gained a high level of industry experience and have achieved a measurable level of customer satisfaction. As an Xstream Authorized Reseller, you will 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 increased sales margins and a greater level of Xstream support, including access to technical support, productivity tools, online training, marketing resources and sales promotions.

As a Platinum Authorized Reseller, you can receive the following benefits:

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

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- ✦ Relationship Management  
Xstream will work with Platinum Authorized Resellers to establish a working Business Plan, coordinate demand creation activities, facilitate communications within Xstream, and provide sales support.
- ✦ Xstream Technical Support  
Xstream will provide Technical Support to Reseller based on volume of units purchased as well as help to drive business through his/her knowledge of technical issues. Support will be capped by incident volume. Additional support programs are available.

- ⚡ On-Site Pre-Sales Support  
Xstream will be available, as appropriate, to Xstream Resellers on sales calls to assist in closing business in support of approved business plan activities.
- ⚡ 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 investment for Xstream approved activities.
- ⚡ Xstream Reseller Success Story  
Platinum Authorized Resellers may be able to post success stories on the Xstream Web site.
- ⚡ Reseller Locator  
Xstream will post a listing of each Platinum Authorized Reseller on the Xstream Website, conditional upon having correct information.
- ⚡ Marketing/Sales Tools And Support  
Xstream will provide marketing and sales tools to support Platinum Authorized Resellers sales activities in achieving program requirements.
- ⚡ Authorized Reseller Web Access  
Platinum Authorized Resellers will have access to a password-protected Reseller Website to marketing materials, schedule training, request third level tech support, obtain demo and internal use software, learn of seminars and workshops, obtain business intelligence, obtain additional sales tools, and order collateral.
- ⚡ Xstream Product Announcements  
Xstream will periodically provide 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 Platinum Authorized Resellers with approved logos and guidelines to display on marketing, collateral, Reseller Web sites, and on premise.

⚡ Leads

As an approved Platinum Authorized Reseller you will have first priority to the most promising sales leads. Xstream reserves the right to distribute leads based on reseller abilities and geographical territories.

⚡ Collateral

Platinum Authorized Resellers will have access to available white papers, business case studies, demo scripts, presentation material, and other collateral to support their marketing activities.

⚡ Direct Volume Discount

Platinum Authorized Resellers have the choice of purchasing directly from Xstream or through Xstream approved distributors. Purchasing directly from Xstream allows additional volume discounts - enabling highly competitive pricing. Pricing is based on an annual order commitment and requires minimum purchase order quantities.

## ***Training and Education***

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⚡ Basic Technical Training

Platinum Authorized Resellers can receive one Xstream Technical training seat at no charge each year. Additional training seats may be available at special discounts.

⚡ Advanced Technical Training

Platinum Authorized Resellers are entitled to receive Advanced Xstream Technical training seats at a special discount as available.

⚡ Training CD/WEB/TV Web Access

Platinum Authorized Resellers will have access to self-paced CD/Web based training as it becomes available. The training material enhances the training concepts learned during the Technical Training.

## *Technical Support*

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- ⌘ Technical Support Incidents  
Platinum Authorized Resellers will be allowed 5 free technical support incidents per 1000 units of target achieved. There is a limit of 15 incidents per year without charge—required training certification helps reduce the need for on-going support calls.
- ⌘ Technical Support Package  
Platinum Authorized Resellers are expected to provide first and second level tech support to their customers. Xstream can provide third level support via field and internal apps 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  
Platinum Authorized Resellers receive a complementary annual subscription to Xstream application engineer notes (Appnotes). Appnotes are detailed engineering documents that assist in the deployment of products on a variety of hardware platforms and configurations.
- ⌘ Beta Testing Participation  
Platinum Authorized Resellers may be able to participate in beta testing of future Xstream products.

## ***Reseller Requirements***

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

- ✂ Reseller Application  
Potential Platinum 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 an authorized Xstream agent.
- ✂ 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. Xstream will provide basic templates for these plans.
- ✂ 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 allowed 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 Platinum program.
- ✂ Annual Re-Qualification  
Resellers must submit a re-qualification form, updated business plan, new Reseller Profile, and other relevant information dictated by the current Reseller requirements on an annual basis.

- ⌘ 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.
- ⌘ Credit Application  
Platinum Authorized Resellers who choose to purchase units directly through Xstream must submit a credit application. Credit approval must be received prior to submitting purchase orders to Xstream.
- ⌘ Financial Stability  
Platinum Authorized Resellers purchasing units directly from Xstream must demonstrate financial stability and must maintain a good credit standing.

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

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- ⌘ Yearly Performance Targets  
Platinum Authorized Resellers must maintain an annual volume of 3000 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  
Platinum 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  
Platinum Authorized Resellers are required to submit rolling monthly sales forecasts.

## ***Training***

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- ⌘ Basic Technical Training  
Platinum Authorized Resellers are required to have at least two individuals 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 Platinum Authorized Reseller level.
- ⌘ Advanced Technical Training  
Platinum Authorized Resellers are required to have at least two individuals complete approved Xstream advanced technical training each year. Training can be completed as described above. Certification tests must be passed in order to retain the Platinum Authorized Resellers level.
- ⌘ Sales Training  
Platinum 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  
Platinum Authorized Resellers are required to provide first and second level tech support to their customers with a *minimum* of two trained and certified application engineers (field or internal). First level tech support is defined as 8 hour/day phone support for installation and deployment issues. Second level tech support is defined as 48 hour phone or on-site technical engineering support.

## ***Demonstration Requirement***

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### ⚡ Demonstration Facilities

Platinum Authorized Resellers must have the ability to demonstrate Xstream products in a complete end-to-end solution either on the customer's site, at the reseller's facilities, or at an existing deployment.

### ⚡ Reseller Level Approval

To be eligible for nomination as a Platinum Reseller, you must meet the requirements listed above. Nomination is at the sole discretion of Xstream.