

## Racemi Authorized Reseller Program

The Racemi Authorized Reseller Program (RAP) is designed to support resellers in successfully offering strategic solutions based on Racemi’s products and services. The goal of the RAP is to enable reseller partners to effectively achieve higher margins and extend the partner’s presence as a leading provider of rapid server replication, deployment and provisioning solutions, including virtualized environments. In addition to authorization of product sales and support, Racemi Resellers may also become authorized to deliver Racemi Educational Services and Racemi-packaged Professional Services for further revenue opportunities and increased margins.

There are four levels in the RAP:

Certification Level	Certification Description
<b>1. Racemi Certified Reseller</b> a) Bronze b) Silver c) Gold	<b>Sell Solutions which include Racemi products</b>
<b>2. Racemi Certified Support Provider</b>	<b>Provide 1<sup>st</sup> Level Support for end-users of Racemi products</b>
<b>3. Racemi Certified Instructor</b>	<b>Teach Racemi developed technical product training</b>
<b>4. Racemi Certified Consultant</b>	<b>Deliver Racemi packaged Professional Services</b>

### 1. Racemi Certified Reseller

Certified resellers can capitalize on Racemi’s DynaCenter suite as a powerful addition to the solutions offered to customers. The RAP offers resellers the products, training, marketing support, technical support, and revenue opportunities in a high growth, high margin industry. Racemi customers can be comprised of medium to large-sized companies, across industry, maximizing resellers’ revenue potential.

#### Benefits

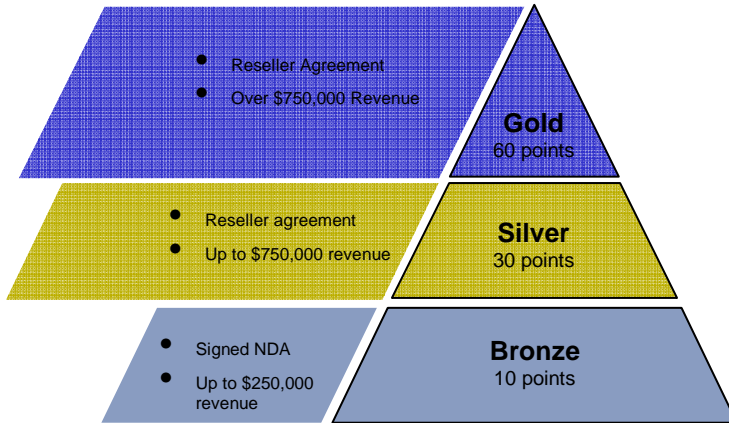
- Financial
  - Premium discounts on Racemi software, Training Services and Professional Services. Discount levels increase as reseller’s yearly product revenue increases
  - Periodic promotional revenue incentives available only to authorized resellers
- Technical Support
  - Provides the reseller with access to Racemi’s Technical Support Engineers for Second Level Support
  - Via Racemi’s Technical support Engineers the program provides access to Racemi’s Development Engineers for Third Level Support

- Streamlined phone support access to Racemis Support Center and Technical Engineers
- Access to Racemi's partner extranet, containing:
  - Technical FAQ's
  - Certified operating system listings with engineering information
  - Technical documentation about DynaCenter and APIs
- Sales Training and Sales Tools
  - Racemi Quarterly Sales Training for new sales representatives
  - Product Update Sales Training as new products are released
  - Opportunity analysis tools, including:
    - Racemi Price Book
    - Racemi ROI Analysis Tool
  - Demonstration software and license keys
- Technical Product Training
  - DynaCenter Server Capture
  - DynaCenter Provisioning
  - DynaCenter for Architects
  - New Releases
- Marketing Support
  - Resellers name listed in the Channels section of the Racemi website
  - Link from Racemi.com to reseller's website
  - Authorization to link reseller's website to racemi.com
  - Access to leads and joint marketing programs
  - Direct access to valuable marketing and sales tools including:
    - Competitive Intelligence
    - Marketing white papers and data sheets
    - Technical white papers
    - Customer success stories
    - Sales presentations

Additional benefits are available to each reseller and can be achieved through the accumulation of points based on meeting success criteria. As points are accumulated resellers are positioned in Bronze, Silver and Gold levels:

- Bronze Partners
  - Commitment to up to \$250,000 revenue required and
  - Train 1 Technical Persons
- Silver Partners
  - Commitment to up to \$750,000 revenue required
  - Train 2 Technical Persons
- Gold Partners
  - Commitment to over \$750,000 revenue required
  - Train 3 Technical Persons

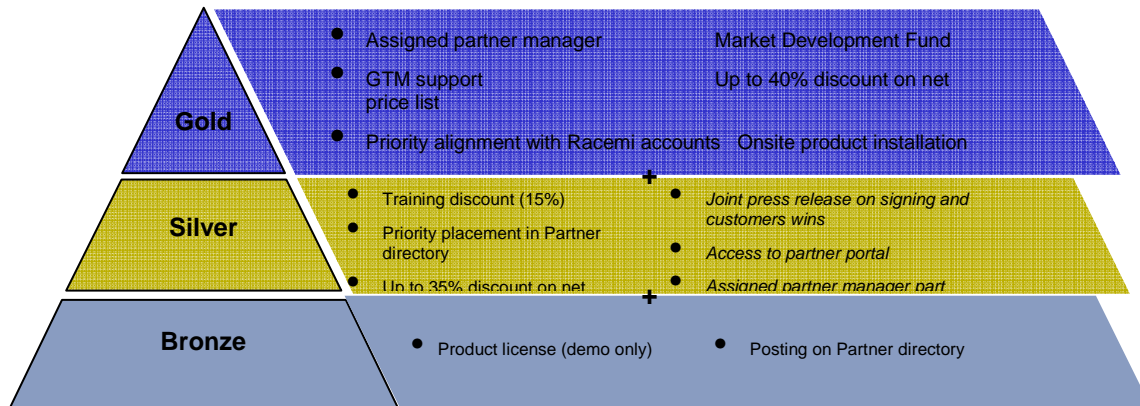
## Requirements



## Points Model

- Partners can earn up points and be promoted to higher level through:
  - NLR Revenue and incremental (including co-sell, pre-pays, sell through and referrals)
  - Business Plan (see revenue expectation left)
  - Certification i.e. training, PS
  - # in bound support calls
  - Net new Clients
  - Leads registration
  - Active proposals
  - Case studies
  - Registering Customer References
  - Providing leads and opportunities
  - Training Class Attendance

## Additional Reseller Benefits



## 2. Racemi Certified Support Provider

The purpose of the Support Certification process is to define the policies and procedures for existing Racemi Resellers to become further certified to provide profitable first level support to end-users of Racemi Products. “First Level Support” means telephone support provided by the reseller’s support engineers directly to the end-users. Such support includes, at a minimum, answering questions about the use, configuration, and installation of Racemi products and initial verification, identification, and documented reporting of problems associated directly with Racemi’s products. To become certified to provide support, a reseller must designate two support engineers to be trained in Racemi products and services. Once trained, the reseller’s support engineers must provide a help desk for the reseller’s customers and use trouble ticketing software to track and report troubles to Racemi as outlined in the reseller agreement.

### Benefits:

- Training
  - Up to (20) twenty days of training for support engineers which is equivalent to joint participation in 2 DynaCenter implementations
  - Eight day Technical training located at Racemi’s headquarters technical training center with:
    - Specialized training on unique skills required by the partner based on the entire DynaCenter suite
    - Build relationships with Racemis principle and senior technical staff and support team
    - Understand the internal processes at Racemi regarding delivery of the Products and Services.
- Maintenance
  - Direct contact with our maintenance team
  - Receive end-user upgrades
- Support
  - Dedicated 2<sup>nd</sup> level technical phone support

## 3. Racemi Certified Instructor

The process to become a Racemi Certified Instructor prepares qualified technical instructors to profitably teach Racemi courses. The process is designed to ensure instructional consistency of technical content and quality in the delivery of DynaCenter courses through the use of Student Kits, Labs and Instructor Guides. To achieve certification, interested individuals must complete a series of courses and examinations.

## **Benefits**

- Training Material
  - Access to the latest DynaCenter training materials including course specific information, history and updates via the Web. In addition, course related materials will be sent to you on CD.
- Revenue Generating Opportunities
  - Capitalize on additional revenue generating opportunities by delivering certified DynaCenter courses
- Support
  - Access to Racemis world class Technical support organization
  - Audit any DynaCenter course that interests you free of charge
  - Open line of communication with course authors
- Network with top IT professionals
  - Grow your consulting practice from the classroom. Gain new clients while demonstrating expertise and teaching skills that showcase your consulting talents.

## **4. Racemi Certified Professional Services Provider**

The Professional Services Certification process prepares qualified technical consultants to profitably deliver DynaCenter-packaged Professional Services. The process is designed to ensure consistent quality in the delivery of DynaCenter Packaged Professional Services through the use of methodologies and tools. To achieve certification, interested individuals must complete a series of courses, choose a specialty, and complete workshops and performance evaluations successfully. Certification can be achieved for the following areas of specialization:

- DynaCenter and Data Center Relocation
- DynaCenter and Server Consolidation
- DynaCenter and Load Balancing Virtual Environments
- DynaCenter and QA Labs
- DynaCenter and Disaster/Recovery Re-Use

## **Benefits:**

- Racemi Specialization Areas
  - Only Racemi Certified Consultants can provide Racemi specialized implementations
  - Provide the full suite of DynaCenter services offerings to the customer, by directly delivering specialized solutions and by engaging Racemi Professional Services to provide custom development solutions
- Revenue Generating Opportunities

- Capitalize on additional revenue generating opportunities by delivering engagements
- Support
  - Priority communication with Professional Services when delivering Racemi services
  - Access to Professional Services research and methodologies for service delivery
- Marketing
  - Partner will be marketed by Racemi allowing consultant to utilize the “Racemi Certified Consultant” logo on their marketing material
- Discount
  - 15% discount on all Racemi courses
  - Additional discounts, as negotiated during the application process, on sales on Racemi Custom Developed solutions

## **RAP Program Requirements.**

### **Racemi Authorized Resellers must maintain:**

- Established markets, regions and customers that are consistent with Racemi’s target audience and profile
- A well-developed business strategy for selling and supporting Racemi products and services
- A detailed annual marketing plan in support of Racemi’s product and services, including demand creation programs, revenue forecasts and documented major sales opportunities
- A commitment to maintaining annual minimum product revenues
- Two certified sales representatives, two certified pre-sales engineers and two certified help-desk engineers (help desk is mandatory for non-US RAP partners) trained in Racemi products and services. Once certified the support engineers must provide a help desk for the resellers customers and use trouble tracking software to track and report troubles to Racemi as necessary.
- First level support. This is mandatory for non-US RAP partners, optional for US RAP partners.