

Empowered by Innovation



NEC ExpressPartner™ Channel Program



NEC Corporation of America
necam.com

NEC designs, engineers and manufactures the most complete portfolio of infrastructure solutions in the industry.



At a Glance

- Personalized sales and marketing support
- Aggressive discounts and high margins
- Low-density sales territories
- Deal registration protection
- Stable company with flexible financing options

Overview

The NEC ExpressPartner™ channel program offers many technologies to differentiate your business, as well as accelerate channel dealer growth and profitability. NEC designs, engineers and manufactures the most complete portfolio of infrastructure solutions in the industry. Recommending and deploying integrated infrastructures is much easier when collaborating with a single resource where all technologies are pre-tested and tuned for assured compatibility.

NEC's comprehensive solution stack meets data center requirements and the ever-growing demand for cloud computing services. Most providers lack the breadth and depth of innovative technologies and level of integration that NEC can deliver – and often promote their own competing solutions.

Successful ExpressPartners with NEC cloud computing practices become trusted advisors with long-term customers, and enjoy ongoing revenue streams for services and support.

NEC's portfolio of integrated infrastructure solutions includes:

- Enterprise-class, fault tolerant and general purpose servers
- SAN storage
- Backup and archiving solutions
- Software-defined networking (SDN)
- High availability and disaster recovery software

NEC ExpressPartner Channel Program

Personalized Account Support

NEC focuses on the unique needs of each dealer by providing a dedicated account representative to advocate your priorities. This one-on-one relationship simplifies the on-boarding process, and provides a single point of contact for all sales, logistics and ordering. Each ExpressPartner dealer is important to NEC, and does not get lost in the crowd. Our channel dealers appreciate NEC's care that ensures fast quote turnaround and individualized assistance with sales opportunities.

NEC sales managers are also poised to help set business goals and assist with closing deals. Quarterly Business Reviews (QBRs) are a vital component of any channel program. QBRs are essential in planning our activities and setting the direction for future engagements.

Beyond account and planning assistance, NEC provides direct access to product and industry experts. Systems engineers offer technical sales and configuration support to ExpressPartners dealers and their customers. Product managers provide detailed product information and competitive analysis, and insight into the business value of our technologies.

Monthly eNewsletters share the latest developments and valuable tips about NEC technology solutions. Be the first to learn about new product announcements, benefit from deep discounts, or take advantage of our sales support tools.



Accelerated Lead Generation

ExpressPartners are able to tap into NEC's integrated marketing, lead generation, and public relations capabilities for support with advertising, trade shows, announcements, seminars and more. Outreach activities are tailored to specific target markets, as well as the marketing goals and objectives of each channel dealer. Among the joint marketing activities available are co-funded events, customized sales tools, special promotions and case study development. Close collaboration ensures that our strategic marketing campaigns target the most fruitful markets and highlight the channel dealer's brand and capabilities.

Ready-to-use tools ensure that information on the competitive advantages of NEC's solutions is readily accessible when needed. NEC provides product information and competitive analysis through product handbooks, selling guides, competitive selling matrices, and collateral. A complete collection of product data sheets, solution briefs, white papers, case studies, and third-party validation reports are available to help promote NEC's technology and business advantages to customers. These tools are available through your dedicated NEC sales representative, or can be downloaded from the ExpressPartner Zone web portal.

Deal Protection & Special Pricing

Protecting sales opportunities and maximizing margins for ExpressPartners is important to NEC. The ExpressPartner program Deal Registration affords selling priority and exclusive discounts to channel dealers who register their sales opportunities on the online ExpressPartner program Deal Registration form.

For highly competitive situations, Special Request for Quotation (RFQ) pricing is available to meet specific customer pricing requirements or for volume incentives. RFQs are submitted during the deal registration process, and require sales details such as the customer name, volume of the opportunity, the timeframe, competitive information, product requirements, and the requested price point for competitive advantage.

Extra Revenue Streams

NEC's technical certification programs are designed to empower ExpressPartner dealers to benefit from additional revenue streams by promoting, selling and fulfilling select NEC product warranties, software maintenance and support, and other service options. Standard limited warranties, extended warranties, and software maintenance and support agreements are all available through NEC. Registering online automatically qualifies your customers' hardware and software solutions for NEC's warranty program, providing important product updates and program information.

Tools for Closing the Deal

The NEC ExpressPartner Zone is a password-protected web portal that provides product information and online sales training and tools to authorized channel dealers. As the primary communication resource for NEC authorized channel dealers, the latest news and updates are posted on the ExpressPartner Zone first. Once an ExpressPartner dealer has received login credentials, they are able to access marketing materials, sales tools, training modules, customer leasing information, service and support documentation, contact numbers, and more.

Simple, straightforward financing options are available through NEC Financial Services. This powerful financial model expedites funding without third-party financing to help channel dealers close deals. Whether it is a small contract or multi-million dollar Master Lease Lines of Credit, the flexible NEC financial program is easy and seamless for you and your customers. Services, such as deployment, integration and training, can also be included in the total lease to help boost sales revenue.

Becoming an NEC ExpressPartner Dealer

To provide the highest standard of customer service, NEC recommends that each ExpressPartner dealer member maintain an appropriate number of trained sales and engineering staff to ensure that NEC products are supported properly. Geographic coverage, market position, sales and engineering proficiency, as well as demonstrated value-added service and technology certifications are key considerations.

NEC offers both sales and in-depth technical training to ExpressPartners. Once accepted as an NEC ExpressPartner, sales overview training is provided

to the entire dealer team. Updated sales training will be offered as new products are released or new features are added, while online sales training is available for new hires to learn at their own pace.

The Certified Technical Training program is designed to prepare channel dealers' technical staff to configure, maintain, troubleshoot, and implement NEC solutions. Training is delivered in a live classroom setting at either an NEC facility or at the dealer site. Certification requires attendees to pass a hands-on and written test at the end of the course.

Portfolio of Infrastructure Solutions

NEC Corporation of America is a wholly-owned subsidiary of NEC Corporation with nearly \$30 billion (USD) in annual revenues and \$2 billion each year in R&D, NEC is committed to providing ExpressPartners innovative solutions to differentiate their business and increase margins. Pre-tested and tuned NEC technologies assure compatibility and faster time-to-market. Our simple approach to infrastructure management reduces IT complexity and lowers the total cost of ownership.

Nblock™ Integrated Infrastructure

A common NEC platform architecture, NEC's Nblock infrastructure is comprised of NEC servers, storage, network and enterprise software systems operating together as a single unit. Pre-tested and tuned, all Nblock components are optimized for tight and simple integration to maximize development efficiency, improve time-to-market, and reduce both capital and operational costs.

Enterprise Servers

Powered by Intel® Xeon® processors, NEC's Express5800 enterprise-class servers provide high performance, scalability and flexibility for business critical workloads. These powerhouse servers are optimized for server consolidation, large-scale virtualization, transaction-intensive workloads, and in-memory database applications.

Fault Tolerant Servers

The NEC Express5800 Fault Tolerant (FT) Server Series is ideally suited for mission critical virtualization, database and email services. NEC's FT servers deliver continuous uptime through fully redundant modular hardware that can endure a CPU, motherboard, network, or storage hardware failure without interruption.

Rack, Tower and Blade Servers

NEC engineers a full line of high-performance rack, tower and blade servers with advanced functionality that lowers procurement and

operational costs. Large memory and hard drive capacity ensure NEC's general purpose servers provide essential features at an affordable price, designed for easy set-up and quiet operation.

SAN Storage

Designed for consolidated and virtualized environments, the M-Series storage family supports high-speed access, simple install and management, and advanced eco-friendly functionality. NEC offers a complete range of SAN storage options optimized for the price and performance needs of every environment.

Scale-out Deduplication Storage

NEC's HYDRAsstor technology is a high performance and capacity-optimized storage solution for backup, long-term data archive, and disaster recovery. As a scale-out grid storage platform, HYDRAsstor provides scalability of performance and capacity, advanced erasure-coded data protection, and HA with node-level resiliency.

Software-Defined Networking

As the first OpenFlow-based, enterprise-class Software-Defined Networking (SDN) solution, NEC ProgrammableFlow® Network Suite simplifies network management and builds secure, multi-tenant networks that support unlimited virtual machine migration, scale-out new applications quickly, and achieve higher levels of service availability.

Integrated HA & DR Software

ExpressCluster software is a comprehensive HA and DR solution that minimizes system outages - both planned and unplanned. Versatile, cost-effective and easy-to-deploy, ExpressCluster software is a fully automated redundancy and recovery solution that safeguards industry-standard applications, operating systems, and virtualization platforms.

Empowered by Innovation



Corporate Headquarters (Japan)
NEC Corporation
nec.com

North America (USA & Canada)
NEC Corporation of America
necam.com

APAC
NEC Asia Pacific Pte Ltd
nec.com.sg

NEC Enterprise Solutions
NEC Europe Ltd
nec-enterprise.com

Latin America
NEC Latin America
www.lasc.necam.com

About NEC Corporation of America Headquartered in Irving, Texas, NEC Corporation of America is a leading provider of innovative IT, network and communications products and solutions for service carriers, Fortune 1000 and SMB businesses across multiple vertical industries, including Healthcare, Government, Education and Hospitality. NEC Corporation of America delivers one of the industry's broadest portfolios of technology solutions and professional services, including unified communications, wireless, voice and data, managed services, server and storage infrastructure, optical network systems, microwave radio communications and biometric security. NEC Corporation of America is a wholly-owned subsidiary of NEC Corporation, a global technology leader with operations in 44 countries and more than \$32.6 billion in revenues. For more information, please visit necam.com.

CP15001 | v.03.19.15

© 2015 NEC Corporation. All rights reserved. NEC and the NEC logo are trademarks or registered trademarks of NEC Corporation that may be registered in Japan and other jurisdictions. All trademarks identified with ® or ™ are registered trademarks or trademarks respectively. Models may vary for each country. Please refer to your local NEC representatives for further details.