NEC Express Partner Program

Deliver true innovation. Enjoy the rewards.
As a value-added reseller, you’re under enormous pressure to grow rapidly, control costs and add value to your product lines in today’s fast-paced business climate. You worry about improving cooperation within the sales process, maximizing vendor relationships, creating and customizing promotions and marketing efforts to gain traction with customers. Finding the financial resources to expand your offerings might also pose a significant challenge.

Unwavering in its commitment to the value channel, NEC Solutions America simplifies and streamlines the process for VARs looking to increase margins and realize greater profitability by reselling NEC products. Partnering with NEC gives you access to top-tier technology and award-winning server platforms, allowing you to differentiate your product line and stand out from the crowd.

NEC delivers true innovation to value partners, providing the technology, expert consulting services, installation and post-implementation support required to ensure that your customers experience successful deployments of NEC products. Such success leads to increased customer satisfaction, repeat business and reduced costs, ultimately boosting your overall profitability.
Choose a Program

Program Levels
NEC Solutions America offers a three-tiered program that is designed to meet your specific business requirements. These levels are structured by different program benefits and margin opportunities. Each level offers a framework that may include business development, training, and sustainability.

Authorized — Authorized partners have access to demand generation services, sales support, and evaluation and demonstration units.

Gold — Gold partners have access to all of the Express Partner program benefits, including yearly business planning services, performance rebates, and co-op funds.

Platinum — In addition to the benefits enjoyed by Gold partners, Platinum partners receive quarterly business planning services, a higher co-op percentage, and extensive sales support.

The chart on the right outlines the components of the various partner levels.

Program Attainment Benefits

Partner Levels

<table>
<thead>
<tr>
<th></th>
<th>Authorized</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>CoOp</td>
<td>N/A</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Performance Rebate</td>
<td>N/A</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Business Planning</td>
<td>N/A</td>
<td>Yearly</td>
<td>Quarterly</td>
</tr>
<tr>
<td>Demand Generation</td>
<td>Limited</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Service Sales</td>
<td>Pass Through</td>
<td>Limited</td>
<td>Extensive</td>
</tr>
<tr>
<td>Evaluation/Demo Purchase</td>
<td>Evaluation Program</td>
<td>% Discount</td>
<td>% + Terms</td>
</tr>
<tr>
<td>Sales Support</td>
<td>Inside</td>
<td>Inside &amp; Field</td>
<td>Named Inside &amp; Field</td>
</tr>
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</table>
Enjoy the Benefits

Tiered accomplishment/reward program
NEC Solutions America’s Express Partner program offers tiered accomplishment rewards based on the business review included with your program level. When revenue goals are achieved, as an authorized gold or platinum partner, you are entitled to performance rebates.

Training
NEC provides your sales and technical professionals with periodic on-site training, at no extra charge. We offer a series of certification training classes to enhance your technical effectiveness and help you sell NEC products. The Technical track focuses on in-depth training for using NEC Express5800 servers, management software, storage devices and options, while the Sales and Marketing track provides information about how to differentiate NEC solutions from the competition and identify market opportunities. Upon completion of training, you’ll receive an NEC training certificate.

Demand generation
As an NEC Express Partner, you will benefit from the company’s targeted marketing, telemarketing, lead generation and promotional programs, including advertising, direct mail, trade shows and more. You will also have access to customer leads generated by our sales and marketing efforts via a state-of-the-art web-based lead-maintenance system.

NEC sales tools are also available, such as product handbooks, selling guides, marketing toolkits and competitive selling matrices. You’ll receive templates for ads and mailers that can be customized with your logo and contact information. Product collateral, such as data sheets, product guides, and launch kits are provided in hard copy and electronic files.

Demonstration hardware and resources
The ability to place evaluation units with a prospective customer is a powerful closing tool. NEC maintains an extensive selection of evaluation units that can be delivered to your customer’s site for evaluation. A system engineer can be present during the installation to resolve any potential technical issues.

NEC also provides demonstration units for the display and promotion of its hardware products. As a reseller, you can take advantage of our aggressive pricing model through our Demo Purchase program.

Business planning
Our express partner program representatives will meet with you either yearly or quarterly, depending on your program level, to discuss your business goals. We’ll work to understand your specific needs and establish a plan to help you grow your sales to meet realistic targets. Then we’ll help you define what’s required for you to execute that plan.

Co-op funds
Your organization can accrue marketing development funds (MDF) on a quarterly basis. These funds can be used to support marketing activities, such as trade shows, seminars, advertisements and training programs.

Financial programs (NEC Financial Services)
NEC strives to be your strategic business partner with financial services that enhance your business performance and create opportunity. NEC Financial Services offer tailored leasing options that provide the flexibility and support you need for selling NEC products to U.S. businesses.

Your lease can cover every component of the sale — software, integration, service and training services — boosting your transaction sales price and generating future sales. NEC Financial Services offer competitive capital leases, asset management, customized invoicing, flexible operating leases, technology rotation options and existing system acquisition and disposal. From straightforward terms such as 36 months with a 10 percent purchase option to multi-million dollar master business leases, NEC makes the leasing process easy and seamless for your customer.

Committed resources
NEC dedicates resources to meeting our Express Partners’ needs:

- Account Development Managers to help you set business goals and engage in the field
- Account Managers to help with configurations, logistics and processing orders
- Business Development Managers help you to sell to end users
- Systems Engineers to assist you and your customers in the field for configuration and channel assembly
High Performance Computing Servers

Itanium 2-based Servers
NEC's Itanium® 2-based servers provide higher computing power at affordable price points, performing up to 30% faster than other competitor servers at about one-third the cost. Based on Intel’s® IA-64 processors, the NEC Express 5800/1000 server series employs innovative crossbar switch and high-speed memory access technology to provide massive power and increased scalability for superior price/performance. The series includes options ranging from 8 to 32 processors and up to 512 GB of memory. The NEC’s Itanium 2 servers are bundled with NEC GlobalMaster Professional server software. The provisioning and failover features of Global Master Professional enables dynamic reconfiguration of processing elements as well as hardware-enabled high availability features. It is ideal for large scale, data intensive applications such as computing databases, mechanical computer aided engineering (MCAE), electronic design automation (EDA) or data warehousing applications.

High Availability Servers

Fault Tolerant Server
The Express5800 FT servers combine Intel’s Xeon® processors with NEC’s next-generation fault tolerant technology to provide optimal performance in a small footprint. The servers are designed to deliver continuous availability for mission-critical applications based on Linux® or Windows®, along with high performance and simplified management. Featuring Dual Modular Redundancy (DMR) and hot-swappable components, NEC’s FT servers offer one of the highest levels of system availability for computing environments where business continuity depends on system reliability. Integrated EXPRESSBUILD® software simplifies setup and configuration while EMS/PRO® SNMP-based management software offers remote monitoring, analysis and management of all NEC servers, even in a lights-out environment.

Clustering Solution Software:
Integrated application failover and data mirroring solution
NEC ExpressCluster® is a powerful solution for application failover and data mirroring in both Windows and Linux cluster environments. It ensures near-instant recovery after system failure for full data protection, even over distances of up to 200 miles. Unlike competing solutions, ExpressCluster simplifies shutdown procedures and provides robust cluster startup processes, reducing maintenance and support. With ExpressCluster’s intuitive web-based GUI and remote management capabilities, administrators benefit from streamlined cluster control and improved visibility. Enhanced monitoring agents for databases, web servers and LANs are also available.

Three versions of ExpressCluster are available to meet the needs of LAN, WAN and SAN environments. ExpressCluster LAN offers full clustering capabilities in local networks of two to 16 nodes, eliminating the need for a shared disk. Users can mirror up to eight local disks, depending on performance needs. In a large-scale WAN environment that spans geographical distances, ExpressCluster WAN enables cost-effective load distribution and the ability to scale to meet business growth. Finally, ExpressCluster SAN provides high-availability clustering capabilities for servers connected to external shared data storage arrays on the same local network.

ExpressCluster SRE, included with all NEC FT server models, provides automated application restart and added OS protection, resulting in greater uptime and peace of mind that mission-critical applications are available.
The Power of a World Leader in Technology Behind You

For more than a century, NEC has been dedicated to technology innovation and delivering solutions that solve critical business needs. NEC is a global Fortune 500 company with nearly 130,000 employees worldwide.

An affiliate of NEC, NEC Solutions America, Inc. delivers computing platforms, storage solutions and cutting edge technology to North America-based companies. That NEC consistently receives best-in-class awards from the industry's top authorities is testimony to our commitment to creating innovative computing solutions that address business drivers in today’s fast-changing high-tech industry.

Get Started Now with NEC’s QuickStart Program

Our Express Partner QuickStart Program is designed to help you experience the program benefits without delay. In our kit you will receive:

- Sales kits with info on how to find, target and close sales opportunities
- Technical training guides to prepare your staff and ensure customer satisfaction
- Customizable collateral and product presentations that communicate our joint value to prospects
- Access to demand generation programs to quickly fill the pipeline with viable leads
- Information regarding additional NEC resources

Need more information?
For more details about the NEC Express Partner program, call 1 (888) 632-8701 or visit http://www.necsam.com/ExpressPartners.