



Frequently Asked Questions (“FAQs”)

What is the Neterion Xforce Alliance Program?

The Neterion Xforce Alliance Program is the program by which Neterion manages its relationships with Value-Added Resellers (VARs), System Integrators (SIs) and distributors (“Partners”). Based on the amount of Neterion or OEM-branded products a Partner sells, Neterion will assign the Partner to one of three ascending Program tiers – Silver, Gold or Platinum.

The Xforce Central web-based partner portal is Neterion’s primary mechanism for communication with its Partners. Xforce Central is a secure site for Partners to learn, work and get compensated - assisting Partners in growing their 10 GbE and Neterion sales.

Why would Resellers want to join Neterion’s Xforce Alliance?

Neterion’s Xforce Alliance program will provide resellers an excellent opportunity to successfully enter and participate in the fast maturing 10 GbE market.

As the market leader, Neterion is uniquely positioned to enable Partners to address new market segments that are deploying server virtualization, clustered workloads and high-end to mid-range server systems featuring 10 GbE. Xforce will make it easy for Partners to strengthen relationships with existing customers and capture new ones.

Xforce is structured to extend resources and benefits as Partners sell Neterion or OEM-branded products. While the entry-level Silver tier benefits include high margin product sales, helpful programs and access to important resources, Gold and Platinum levels are rewarded with increased benefits and incentives.

One increased benefit is qualified sales leads. Neterion invests in demand generation initiatives turning highly qualified sales leads to our Partners for fulfillment. Another benefit is deal registration, allowing Partners to price protect opportunities they are pursuing.

Neterion provides all Partners with sales education and training on markets, products and technology to help ensure our Partners success.

Who is eligible to join Neterion’s Xforce Alliance?

Xforce is open to Value-Added Resellers (VARs) and System Integrators (SIs) worldwide. Distributors should contact Neterion at partnership@neterion.com for Xforce membership consideration.

How do Resellers become an Xforce Partner?

It’s easy! Resellers must complete and submit the online Xforce partnership application on Neterion’s website. <http://www.neterion.com/partners/channel/reseller/application.html>.

Where can Xforce Alliance Partners find the benefits of their program tier?

The Xforce Overview and Xforce Program and Policy Guide documents provide benefit information by program tier.

After becoming a Neterion Xforce Alliance Partner, how do you move to a higher tier with increased benefits?

Partners must submit Point-of-Sale (POS) reports to Neterion detailing sales of Neterion or OEM-branded products. As Partners meet the sales threshold requirements of each tier, Partners will be promoted to the next program tier at Neterion's next quarterly assessment.

Where can Xforce Alliance Partners find sales threshold requirements by program tier?

The Xforce Program and Policy Guide provides information on current sales threshold requirements for Silver, Gold and Platinum program tiers.

Are Xforce Program tier benefits expected to change?

Neterion reserves the right to change elements of the Xforce Alliance program at its discretion. However, there are no current plans to change any benefits. If changes are made, Neterion will communicate the changes in our next 10 GbEdge newsletter and prominently highlight the change on Xforce Central.

Further questions?

Questions related to the Xforce Alliance program may be directed to the Partners sales representative, partnership@neterion.com or Neterion's Director of Channel Sales.

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