

## **RESELLER CERTIFICATION**

SevOne offers a Reseller Certification Program. Certification ensures that end customers receive appropriate pre- and post-sales support on all SevOne products. Certification also entitles our resellers to purchase SevOne products on a more aggressive discount schedule. Discount tiers can be discussed with your regional or territory manager. SevOne's certification requirements include:

A SevOne resource will provide certification training to each reseller

SevOne will provide appropriate training materials and documentation that will enable a person to become knowledgeable in the operations and features of our products

The reseller will assign at least two individuals to become the SevOne Product Experts

The Product Experts must be trained at least once every six months

SevOne will provide appropriate testing materials to validate that the Product Experts meet proficiency in SevOne products. Training materials and testing may be provided through:

- The Web
- Hardcopy materials
- Softcopy materials
- Video Tape
- CD/DVD

In the event the product expert leaves the reseller, a new product expert will be appointed and will "self train" until such time that a SevOne trainer is available at that location to provide in person training. At that time, additional training will be provided and a proficiency evaluation will be conducted.

### **Reseller Technical and Product Support**

Reseller shall provide support services to End Users, and SevOne shall provide support services to the Reseller. Reseller shall inform End Users in writing that all support is provided by the reseller and not by SevOne.

Problem escalation will be as follows:

- End User to Reseller
- Reseller to SevOne Support

Reseller will provide to the SevOne Support team:

- A support questionnaire and diagnostic report has been properly filled out that reports the system, revision number, problem description, platform used with product, video source, video content, etc.
- Any supporting information about the installation or problem that will more quickly resolve the problems encountered. Communications between the Reseller and SevOne will be primarily through email.

### **Demo Units**

SevOne Certified Resellers are required to have at least (1) demo unit available at all times. A standard demonstration appliance is defined as either a SevOne PAS10K appliance and/or a DNC50 or a SevOne vPAS5K virtual appliance installed on reseller provided hardware that meets SevOne's minimum requirements.

### **Demand Generation and Promotional Programs**

SevOne Networks encourages Resellers to conduct demand generation programs and will support such activities as follows:

#### Local Trade Shows

- SevOne will provide loaner products and literature to Resellers for local trade shows where the dealer is providing booth space and other efforts to promote SevOne products

#### Large Trade Shows

- In addition to loaner products and literature, SevOne will make SevOne employees available as schedules permit, when SevOne determines that demand generation would be significant Support for Local and Large Trade shows assumes that credit is in good standing

### **Access to SevOne to Create Materials for Collateral / Literature**

SevOne recognizes the need for localization of materials and encourages Resellers to provide translation services for collateral.

SevOne will make available logos and other product artwork for promotional purposes. SevOne will provide electronic files of our data sheets, brochures, and other files appropriate for translation and local printing

SevOne requires final approval for any customized / localized materials