



WildPackets Middle East and Africa Partner Program

Middle East and Africa Partner Program Description:

Corporations of all sizes rely on system reliability, data integrity and information delivery. Protocol analyzers, as network management tools, have to keep pace with evolving network demands as they must be able to diagnose problems associated with the common protocols and applications running on today's networks. Customers must have access to the best network analysis tools to help them troubleshoot and analyze their network. As our partners confront situations daily in their interactions with their customers, they require the products and services WildPackets provides. What makes establishing a relationship with us the right thing to do? The answer is simple: It is the quality of our products, the commitment to our partners, the dedication of our support and sales staff, and the passion and superior expertise of our training and consulting teams.

WildPackets partners are given the opportunity to:

- Increase sales opportunities and revenue
- Establish new business relationships or further existing ones
- Enhance customer and market visibility
- Enjoy the recognition that comes from working with an industry leader
- Differentiate themselves by demonstrating expert knowledge in the field of network analysis.

The Middle East and Africa Partner Program consists of 4 different partner categories:

- Solutions Partner
- Reseller Partner
- Services Partner
- Strategic Partner

Solutions Partner

A WildPackets Solutions Partner is defined as one that sells WildPackets products as core components of a total network management solution to address specific customer requirements.

Benefits of Participation at the Solutions Partner Level:

- Ability to provide comprehensive, well-respected network management solutions to the professional IT community
- Association with a strong network management vendor and business partner
- Active business and marketing development assistance
- Ongoing product training for key sales and systems engineer staff
- Dedicated WildPackets Professional Services staff for pre- and post-sales support
- Access to WildPackets Academy's "Train-the-Trainer" programs
- Significant discounts providing revenue opportunities
- Availability of NFR product licenses
- Access to Evaluation software to qualified prospects as required
- Web-delivered product presentations by WildPackets
- Input into Product Development Process
- WildPackets Certified Solutions Partner Logo for use on web site, collateral, etc.
- Access to "Partner Only" pages of WildPackets web site (include competitive analyses, marketing materials, etc.)
- Qualified leads delivered on a regular basis
- Media assistance and PR
- Quarterly Channel Newsletter
- Featured Solutions Partner listing on WildPackets web site

Requirements:

- Minimum of 2 Support Engineers certified through WildPackets Academy
- Minimum of 1 Sales Engineer certified through WildPackets Academy
- Demonstrated sales, technical and business competence
- Focus on positioning Enterprise Network Analysis Solutions
- Focused product manager dedicated to WildPackets' products
- Ongoing, timely delivery of rolling 30/60/90 day forecasts along with pipeline view
- Leads follow-up reporting on a timely basis
- Continuous Market Development Activities
- Prominent web site presence for WildPackets products with all appropriate links, technical references, etc.

Reseller Partner

A WildPackets Reseller Partner is defined as one that sells to end-users.

Benefits of Participation at the Reseller Partner Level:

- Ability to provide comprehensive, well-respected network management solutions to the professional IT community
- Association with a strong network management vendor and business partner
- Revenue-making discount structure
- Qualified leads
- Dedicated WildPackets Professional Services staff for pre- and post-sales support
- Active business and marketing development assistance
- Ongoing product training for key sales and systems engineer staff
- Access to evaluation licenses for qualified prospects
- Sales incentives
- Access to "Partner Only" pages (competitive analyses, marketing materials, etc.)
- Media assistance and PR support
- Quarterly Channel Newsletter
- Featured Reseller Partner listing on WildPackets web site
- Access to WildPackets' Academy "Train-the-Trainer" programs
- Web-delivered product presentations by WildPackets Academy instructors
- Availability of NFR product licenses

Requirements:

- Prominent web site presence for WildPackets products with all appropriate links, technical references, demo download capabilities, etc.
- Pursue and close leads provided
- Leads follow-up reporting on a timely basis
- Ongoing, timely delivery of rolling 30/60/90 day forecasts along with pipeline view
- Continuous Market Development Activities
- Regular training seminars and conferences for resellers

Services Partner

A WildPackets Services Partner is defined as one that includes WildPackets products as part of their own service offering to their customers.

Benefits of Participation at the Services Partner Level:

- Ability to provide comprehensive, well-respected network management solutions to the professional IT community
- Association with a strong network management vendor and business partner
- Active business development assistance
- Ongoing product training for key sales and systems engineer staff
- Dedicated WildPackets Professional Services staff for pre- and post-sales support
- Access to WildPackets' Academy "Train-the-Trainer" programs
- Use of WildPackets Services Certification Logo for web site, collateral, etc.
- Input into Product Development Process
- Product Discounts
- Access to Evaluation software to qualified prospects as required
- Access to "Partner Only" pages of WildPackets web site (include competitive analyses, marketing materials, etc.)
- Media assistance and PR support
- Sales incentives
- Featured Services Partner Listing on WildPackets web site
- Quarterly Channel Newsletter

Requirements:

- Minimum of 2 Support Engineers certified through WildPackets Academy
- Minimum of 1 Sales Engineer certified through WildPackets Academy
- Demonstrated sales, technical and business competence
- Focus on positioning Enterprise Network Analysis Solutions
- Ongoing Market Development Activities
- Prominent web site presence for WildPackets products with all appropriate links, technical references, etc.

Strategic Partner

A WildPackets Strategic Partner is defined as one that OEMs or bundles WildPackets products as complementary tools with their own solution.

Benefits of Participation at the Strategic Partner Level:

- Ability to provide comprehensive, well-respected network management solutions to their customer base
- Association with a strong network management vendor and business partner
- Product training for key sales and systems engineer staff
- Dedicated WildPackets Professional Services staff for pre- and post-sales support
- Significant discounts providing revenue opportunities
- Availability of NFR product licenses
- Evaluation licenses for qualified prospects
- Co-marketing activities
- Featured Strategic Partner listing on WildPackets web site
- Collaboration with WildPackets' Development Team

Requirements:

- Market Development Activities
- Prominent web site presence for WildPackets products with all appropriate links, technical references, etc.

How to apply to become a WildPackets Partner?

Step 1: Complete and submit the appropriate on-line application forms from WildPackets web site

Step 2: WildPackets International Team will review partner application and will be in contact within 7 business days

Step 3: Agreement signed by both parties

Step 4: Meet all Certification Requirements

Step 5: Partner places WildPackets logo on their web site

Step 6: Partner logo placed on WildPackets website

Step 7: Partner receives e-welcome kit that includes:

- Welcome e-mail
- Sales and Marketing information-logo information for website
- Access to the "Partners Only" pages
- Partner kit sent via mail

For further information, please contact emeasales@wildpackets.com