



# **Xiotech Xcel Channel Program North America**

Opportunity, Benefits, and Requirements

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## Table of Contents

Introduction.....	4
Xiotech Partnering Opportunity.....	5
Xcel Partner Program Overview.....	7
Program Benefits.....	11
Program Requirements.....	17
Benefits & Requirements Matrix.....	19
Xcel Channel Partner Program Contact.....	20
Xiotech At-A-Glance.....	21

## Introduction

Xiotech Corporation is pleased to introduce the Xcel Partner Program!

Xcel—"Xiotech Channel Expansion Launch"—is a symbol of Xiotech's commitment to grow significantly and quickly by employing best practices in channel partnering. We're building a network of high impact value-added resellers and solution partners that share our goal to bring leading technologies to market and into the data centers throughout North America.

As an innovator and industry leader of data storage and data protection solutions, Xiotech addresses information management with an approach like no other. For more than 13 years, the company has consistently set the bar for bringing products to market with the highest levels of reliability, flexibility, ease of use, and ROI compared to other DAS, NAS, or SAN products. Xiotech solutions yield measurable business value and the results that dynamic organizations demand.

At Xiotech, we recognize that channel partners like you are critical to our success. The solutions you provide play a significant role in our expansion—broadening our reach and increasing our opportunities. With this philosophy as our guide, we are offering the Xcel Partner Program. We are committed to delivering a benefits-rich program with the resources you need most to boost revenues and achieve your objectives.

Partnering with Xiotech affords several important advantages including:

- Leading, innovative solutions
- A direct-assist territory sales model that fosters a cooperative selling environment with Xiotech professionals
- A best-in-class channel program
- Compensation plans with substantial upside **and** margin protection

This Program Guide details the opportunities, benefits, and requirements to participate. The Xcel Partner Program ensures you will be well-resourced to market and sell Xiotech solutions, which continue to define our market leadership and brand. We appreciate your business and look forward to a successful and lasting partnership!

Scott Winkler  
Executive Vice President, Sales & Marketing  
Xiotech Corporation

## Xiotech Partnering Opportunity

The Xcel Partner Program presents significant opportunities for you to sell into the many companies looking to adopt new, better architectures and technologies to solve real business problems at the lowest possible cost. With a long list of technology firsts and more coming, and a best-in-class partner program, Xiotech positions you to succeed where other vendors are just beginning to tread.

### Aggressive Growth Strategy

In the seemingly crowded market of data storage products, your clear advantage is selling solutions based on technology that dramatically improves the way customers use, manage, and maintain their data. Xiotech is recruiting a strong channel partner community, the best of the best, to achieve the company's aggressive growth plan over the next three to five years. Be a part of something exciting, poised for explosive growth, and truly unique!

### Leading Technology

Xiotech is the FIRST vendor to build its storage management interface on an industry-standard Web Services platform, enabling automation and customization never before seen in the industry.

In addition, Xiotech's Intelligent Storage Element (ISE) technology changes everything by eliminating storage-related service events for up to five years! And it does not sacrifice performance, scalability, or ease of use to do so. Emprise™ storage solutions based on ISE technology offer record-breaking performance, scalability from 1 terabyte to 1 petabyte, and the industry's easiest storage management with Xiotech's ICON Manager interface.

Lucrative opportunities are also available to partners who target VMware server virtualization projects, which drive the adoption of SANs. Two Xiotech® innovations—TimeScale® GeoRAID™ software and Virtual View for ICON Manager—dramatically ease storage implementation and administration in these environments. Xcel Partners with VMware VIP and VAC certifications will be particularly positioned for success in this area.

Xiotech is paving the way for partners to use these solutions and more to meet the business challenges customers regularly face.

## Channel Ready Products

Fundamental to Xiotech's channel partner success is ensuring "channel readiness" in all areas—beginning with the Xiotech products you'll sell. Xiotech delivers on the promise to build truly channel-ready products from the ground up. Easier to configure, sell, and support, and offered at the correct price point, Xiotech's products present you with the real potential to achieve a consistent revenue stream from your data storage business. With that strong foundation, growth through services opportunities can be added to increase your margins and keep your business healthy. These are the building blocks for defining a strong, robust partnership with Xiotech.

## Direct-Assist Territory Management

Xiotech's evolution to a direct-assist territory management model means the company views and treats Xcel Partners as a true extension of its sales, support, and services teams. Xiotech's account executives focus on supporting the company's channel partners' sales efforts vs. competing with them. Xiotech's compensation models, together with a Code of Business Conduct and enforced Rules of Engagement, are critical to successful teaming and building trust between Xiotech and Xcel Partners.

## Xcel Partner Program Overview

As an innovator and market leader primarily serving midsize businesses, Xiotech has achieved the brand recognition and installed base to get solutions marketed, sold, and supported throughout North America. Xiotech's channel partners leverage that success and help the company GROW wider and deeper. Xiotech believes that its continuing commitment to a best in class channel partner program to support you, positions you for great success.

Xcel Partners enter the program meeting base level requirements and having demonstrated success in selling data storage or related products and services. In exchange, partners receive access to the Xiotech resources that will help grow business the most. Xiotech will help you broaden your reach and lay a foundation for ongoing business. It is not just about the leading technology and products Xiotech provides. It's about demand creation, sales assistance, and a compelling compensation model that drives sales—to get solutions into the hands of your customers when they need them.

### Role of Xcel Partners

Xcel Partners play a critical role in the customer relationship and take on the following responsibilities:

- Lead the sales cycle and the customer relationship
- Take title (ownership) to Xiotech products and license to Xiotech product software
- Set end-user pricing, provide quotes, and sell products and/or services directly to the customer
- Maintain a Xiotech price list specific to their program level

## Program Criteria

Xcel Partner Program levels and compensation are based on the value-add you deliver to customers and to the Xiotech partnership. As your achievements increase, compensation and rewards to your business also increase. Examples of performance criteria Xiotech measures include:

- Sales Performance and Revenue achievement
- Staffing – The number of sales and technical resources supporting your Xiotech business
- Marketing – Promotion and demand creation
- Expertise – Completed industry and Xiotech certifications
- Financial Strength

## Xcel Partner Program Levels

### Premier Partner (US and/or Canada) and Preferred Partner

Premier and Preferred Partners invest in the Xiotech partnership through sales, technical, and support resources as well, and are rewarded with the associated Premier or Preferred level support and benefits. These partners may choose to sell some or all of the Xiotech product line, completing sales and technical certification course requirements.

Premier and Preferred Partners are eligible for several Xiotech incentive programs with associated Premier and Preferred level benefits awarded. Incentives are paid in addition to standard discount compensation. These programs yield financial rewards that can be passed to customers or invested back into the business.

#### **Benefits**

- Authorization to resell one or more of the award-winning Xiotech data storage product lines at discount levels that mean attractive margin potential
- Eligibility for demonstration hardware units with free Not-for-Resale (NFR) Software for marketing and sales support purposes
- Access to Beta versions of new Xiotech products for internal and customer trials
- Joint demand creation campaigns
- Access to Marketing Funds

- Access to Xiotech support incidents on customer systems
- Direct-assist Xiotech sales support from local Territory Management and Systems Engineering teams
- An assigned Regional Channel Manager
- Sales promotions and spiffs

### **Elite Partner (US and/or Canada)**

Elite Partners have made a commitment to invest in the Xiotech partnership through dedicated sales, technical, and support resources. Accordingly, Xiotech rewards Elite Partners with the highest level of support and benefits.

Through certification, Elite partners can be authorized to sell Xiotech's full product line from entry level to complex. With a solutions approach that includes product sales, installation services and professional services, Elite Partners overcome the most complex data storage challenges their customers face. Skill sets and expertise span a variety of technology applications and industries.

## Program Benefits

### Train, Ramp and “Xcel”!

As a valued Xiotech partner, the opportunity for lucrative benefits is yours. The support and tools you need are available every step of the way to get your organization on board, ramp your business, and excel!

### Sales Support and Teaming

The relationship between Xiotech and its Xcel Partners is vital to mutual success and at the field level, requires open communication regarding potential and existing customers. Xiotech’s direct-assist territory management model, complete with a corresponding best practices compensation model, paves the way for true cooperative selling. When you notify Xiotech of opportunities you’ve identified, you lead the sales effort and leverage the local Xiotech sales, technical, and support teams as you need. Xiotech is there to support your efforts to bring deals to closure.

### Local Sales Teams

The Xiotech Territory Manager (TM ) is your primary Xiotech contact. Other members of the account team include the systems engineer (SE), who provides pre- and post-sales support, and the field engineer (FE), who generally handles installation, installation support and on-site field support. You may bring in the local Xiotech field sales team of AE/SE/FE as needed on individual opportunities. Proactive, consistent joint account planning at the local level determines which opportunities to target, the role each team member will play, and the sales strategy to win.

### Relationship Manager

Each Xcel Partner is assigned a Xiotech relationship manager. These Regional Channel Managers are teamed with the local Xiotech territory teams and your assigned Xiotech corporate support team, dedicated to your success. The Regional Channel Manager also regularly works with your executive team and is responsible for:

- Business planning, forecasting, and marketing planning
- Coordinating partner training activities, translating product features into customer value propositions, and ensuring appropriate certifications are achieved

- Participating in seminars, executive briefings, etc., as requested
- Serving as the liaison to other resources at Xiotech to support Xcel Partner activities
- Effectively training Xcel Partners on the positioning, sales strategies, and technical superiority of Xiotech products
- Providing comparative education about competitive offerings

## Inside Sales Support

Xiotech also offers regionally focused inside account managers (IAMs) and sales development representatives (SDRs) to assist our partners with prospecting, lead generation, and day-to-day process assistance.

Xiotech's combination of local territory sales support, relationship management, and inside sales teams provides a strong foundation to all Xcel Partners which is second to none!

## Partner Portal

Xiotech's Partner Xone is a website portal designed exclusively for Xiotech partners accepted into the Xcel Partner Program.

This Web-based resource center provides the information you need to get ramped up and grow your Xiotech business, providing everything you need to move quickly and efficiently through the sales process with Xiotech. Partner Xone provides:

- Online Opportunity Registration to secure additional discounts
- Online quotation tool and live quote assistance
- Product resources for sales and technical audiences
- Sales tools, including market data, messaging, competitive positioning, TCO/ROI, and configuration tools
- Training, such as videos, audio recordings, and class registration
- Tools that facilitate the customer buying process for storage
- Marketing support materials
- General Xiotech Xcel Partner Program and process information

Xiotech's commitment is to provide the most useful, up-to-date information to help generate leads and close sales.

## Rules of Engagement

Xiotech has established a clear code of conduct for supporting partners as they work through sales opportunities. Xiotech's commitment is to communicate every step of the way as you identify and register opportunities, and work to effectively assist you as you bring those opportunities to closure. Your most important questions about how Xiotech sales teams support you in a variety of circumstances are clearly addressed in Xiotech Rules of Engagement. Guidelines include:

- How do Xiotech teams work to support partners when multiple parties pursue the same opportunity?
- How do Xiotech AEs work in a direct-assist model to support partners who have registered opportunities and those who have not?
- Under what circumstances would Xiotech do business directly with a customer?

Xiotech is dedicated to your success and a mutually profitable relationship. A clearly communicated Rules of Engagement policy, practiced and enforced, provides a strong foundation that builds lasting trust.

## Partner Empowerment

### Opportunity Registration

Xiotech believes in the importance of lucrative opportunity registration rewards and delivers a best practices program to prove it. Xiotech values the view into your Xiotech funnel that opportunity registration provides. We understand that it is a qualified pipeline that assists Xiotech with forecasting, planning and resource appropriation. In exchange, the Xcel Partner who first notifies Xiotech about a new qualified opportunity receives several benefits:

- Opportunity Registration Bonus (ORB) is factored into your Xiotech quotes immediately, once you've received ORB notification
- Opportunity Registration Bonus is awarded as additional discount points at the time your order is placed with Xiotech. ORB discounts are based on your partner level in the Xcel Partner Program and provide a clear financial advantage to partners holding the ORB.
- Customer-facing support from Xiotech personnel during face-to-face sales meetings or telephone conference calls is exclusively provided to the partner who is awarded ORB.
- Xiotech sales teams will not pursue the opportunity as a direct sale.

## Margin Protection - “Deals Desk”

Xiotech believes a best-in-class program must put policies in place to protect reseller margins. With margin protection, Xiotech demonstrates its commitment to helping partners win business in highly competitive deals. Minimum margin thresholds are based on your Xcel Partner Program level and whether you hold the ORB. In highly competitive situations, having a “go to” Deals Desk function streamlines deal analysis and decision making so you can respond to your customers as quickly as possible.

## Demonstrations - Online, Remote, and Xcel Systems

Xiotech recognizes the importance of effective demonstrations to support the sales process. The company offers several methods for conducting product and solution demos to match your needs and the needs of your prospects. As you begin your training with us, feel free to leverage online and remote demos with Xiotech’s technical sales personnel.

For greater flexibility and control, leverage the Xcel Demonstration Equipment Program to purchase complete hardware systems at significant discounts for your internal use. Leasing options are also available. These systems come standard with Not-for-Resale (NFR) Software and can be used to showcase Xiotech solutions at your location for briefings and events, internal staff training, testing with other products, and more.

Xiotech also provides NFR Software at no additional charge with these systems. All Xiotech-branded products are eligible under the Xcel Channel Partner Program.

## Sales and Technical Training

### ***On-Boarding***

Once your partnership is activated, the local Xiotech team, together with your Xiotech Regional Channel Manager, begin on-boarding your sales and technical groups with an in-person session at your location. This session launches the partnership and provides orientation to product, program, and process. Additional on-boarding resources are available through Xiotech’s partner portal, Partner Xone, available at <http://partners.xiotech.com>.

### ***Training and Certification***

Several methods for sales and technical training are available to match your needs. Instructor-led technical certification training is held at Xiotech locations for a hands-on experience. Web-based training and certification courses are also available. Courses cover everything from technical administration of Xiotech’s storage solutions to training on how to identify and qualify the best opportunities, present Xiotech solutions, and industry education. These certifications

## Marketing Support

Marketing support for Xcel Partners spans many areas to assist you with demand creation, promotion, sales materials, event support and more. Xiotech provides access to demand creation campaigns that can be customized to fit your local and regional needs. Marketing tools and templates are also available to customize campaigns, press releases, sales collateral and success stories.

A variety of marketing resources are located on Partner Xone:

- Demand Creation Support – For events and campaigns
- Email Campaign and Press Release Templates
- Sales Collateral
- Joint Press and Editorial Opportunities

## Operational and Technical Support

Unmatched service is consistently cited as a reason why customers enjoy such high levels of satisfaction with Xiotech and its innovative products. Xiotech Worldwide Services encompasses coordinated support, services, and training for Xiotech hardware, software, device drivers, operating systems, and applications.

### ***Xiotech Support Center***

Staffed 24x7x365, the Xiotech Support Center takes all first calls for service and support issues involving products sold by Xiotech and its Xcel Partners. The Support Center features:

- Collaborative problem solving
- Online services, including support requests
- KnowledgeBase and user documentation

### ***Xiotech Field Engineering***

Xiotech Field Engineering provides quality service and support, focused on maintaining successful, long-term customer relationships. Field Engineering Services include:

- Installation of Xiotech solutions
- Post-sale support, including break-fix issue resolution
- Fee-based Professional Services

### ***ExpertCare ActiveWatch***

Active Watch provides remote monitoring and diagnostics for Xiotech's storage systems, automatically sending system status alerts to Xiotech's Support Center.

### ***Xiotech Maintenance***

In addition to offering Xiotech hardware and software, Xcel Partners may sell maintenance extensions, upgrades, and renewal contracts. Partners receive advance notification about their Xiotech customer renewal dates and quote assistance from Xiotech's team to develop customer proposals, even with the more complex coterminous situations.

## Program Requirements

To participate in the program, several base requirements must be met. As partners move up through program levels, corresponding benefits and requirements increase.

If your company is considering partnership with Xiotech, please review the Partner Program Guide and complete an application form available through your local Xiotech channel manager (see "Xcel Partner Program Contacts" below) or at [partners@xiotech.com](mailto:partners@xiotech.com). The Xiotech management team will review the program application and credit, and notify you of acceptance.

### Xiotech Partner Agreement

A fully executed Xiotech Legal Partner Agreement is required to join the Xcel Partner Program. Once completed and approved, you will receive access to Xiotech's partner portal (Partner Xone) for the resources needed to begin. Your Xiotech channel manager is your main contact as you plan the on-boarding and development activities your sales, technical, and operations teams need to gain a solid foundation with Xiotech.

### Sales and Technical Staffing

Xiotech Xcel Partners are required to have minimum levels of staff to support the partnership. Staffing requirements for sales professionals and technical sales engineers are determined by your program level and are a reflection of your company size, geographic coverage, and sales model.

### Training & Certification

Sales and technical staff at each major selling location are required to complete training beginning with on-boarding to become familiar with the Xiotech value proposition, products and process fundamentals. Throughout the partnership you'll have access to the specialized training you need and optional training you may want. Depending upon your program level, some number of sales staff must complete certification or technical product certification. Additionally, online training and tools are available to assist with basic selling strategies and product positioning.

## Relationship Contacts

Through the application process, Xcel Partners are required to provide Xiotech with a relationship manager, the person responsible for the day-to-day activities with Xiotech. At least one contact is required.

## Annual Business Plan

All Xiotech partners are required to develop an annual business plan together with the assistance of a Xiotech channel manager. Business plans focus on establishing annual and quarterly goals and identifying revenue and growth attainments, resource requirements, marketing plans, and the corresponding investments to be made. Xiotech channel managers will coordinate with you to develop a plan and monitor progress to identify gaps and make course corrections if necessary.

## Benefits & Requirements Matrix

Program Benefits	Preferred	Premier	Elite
<b>Sales and Technical Training</b>			
Free on-boarding	√	√	√
No charge Sales Training – product basics	√	√	√
No charge Sales Training- sales process, prospecting, positioning, objection handling	√	√	√
Discounted Technical Certification Training	√	√	√
<b>Partner Support</b>			
Assigned Partner Manager	√	√	√
Direct-assist Sales Support	√	√	√
Inside Account Manager Support	√	√	√
Access to Xiotech 'Partner Xone' Portal	√	√	√
Code of Conduct/Rules of Engagement	√	√	√
<b>Partner Compensation &amp; Empowerment</b>			
Opportunity Registration & Bonus	√	√√	√√√
Margin Protection	√	√√	√√√
Demonstration Equipment Program	√	√	√
Access to Promotions & Incentives	√	√	√
<b>Marketing Support</b>			
Demand Creation programs	√	√	√
Leads from Xiotech	√	√	√
Joint Marketing Ask-for Funds	√	√√	√√√
Jointly Logo'd Success Stories and Press Releases	√	√√	√√√
Marketing Templates & Logos	√	√	√
<b>Technical Support</b>			
Knowledge Base	√	√	√
Product & Technical Documentation	√	√	√
Priority 24x7 Technical Support	√	√√	√√√

Program Requirements	Preferred	Premier	Elite
Application Approval	√	√	√
Partner Agreement	√	√	√
Sales and Technical Staffing	√	√√	√√√
Xiotech-trained Sales Professionals	√	√√	√√√
Xiotech-certified Technical Professionals	√	√√	√√√
Annual Business Plan	√	√	√
Annual Marketing Plan	√	√	√
Assigned Relationship Manager	√	√	√

# Xcel Partner Program Contact

Contact us to discuss partnership arrangements and participation in the Xcel Partner Program.

## **Email**

[partners@xiotech.com](mailto:partners@xiotech.com)

## **Corporate Headquarters**

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## **Phone**

1-866-472-6764

952-983-3000

## Xiotech at-a-Glance

Come, grow with us! Xiotech is large enough to have achieved a substantial market footprint, and just the right size to provide you with the personalized support and attention you need to win. You are viewed as a true extension of the entire Xiotech team.

### Value Proposition

Xiotech provides innovative data storage and replication solutions that feature greater ease of use, reliability, and performance/adaptability than any other DAS, NAS, or SAN option, resulting in a lower total cost of ownership and a faster return on investment.

Xiotech's Emprise family of products is built from the ground up using Intelligent Storage Element (ISE) technology, a revolutionary storage foundation designed to improve reliability, performance and scalability. In addition, Xiotech's Magnitude® line includes flexible, easy-to-use SAN systems optimized for midsized organizations. Both families include a comprehensive set of data protection solutions.

### Company Metrics

Headquarters	Eden Prairie, MN
Date Founded	1995
Total Head Count	400+ worldwide <ul style="list-style-type: none"><li>▪ Eden Prairie, MN</li><li>▪ Norwich, CT</li><li>▪ Colorado Springs, CO</li><li>▪ Hyderabad, India</li><li>▪ Vancouver, WA</li><li>▪ Ventura, CA</li><li>▪ Field Sales</li></ul>
Business Structure	Privately held
Customer Base	2,000+ storage customers. Target market is primarily midsize organizations with a focus in government, education, medical, finance, and application development.