



"The Enterprise Management Solution leading in Value, Implementation, and Functionality."

Interested in becoming a Partner:

Overview

The ConsoleWorks Channel program is designed to maximize your profits and leverage our mutual resources to deliver incremental revenue and satisfied customers. Our channel partners not only work with TDi's Partner Management team, but they also work closely with our Regional Sales Managers in order to increase our mutual success.

Value Proposition

- High Margins by selling or referring ConsoleWorks to your customers.
- No Channel Stacking – We want you to succeed and that is why we are careful about whom we select as a channel partner. In addition, our Regional Sales Managers work closely with our channel partners.
- Industry Leading Device and Application Monitoring & Management Solutions
 - i. Reduce total cost of monitoring and managing the enterprise
 - ii. Increase productivity
 - iii. Gain visibility to events not seen by monitoring tools
 - iv. Guard against catastrophic loss
 - v. Faster implementation and easier to use than the competition

This means

- Greater returns on investment for your end-users
- More satisfied customers for you
- Shorter sales cycles

TDi channel partners are armed with all the tools they need to help achieve success including:

Sales & Technical Training

TDi Channel Partners receive extensive sales and technical training, ensuring that our partners enjoy an advantage in today's competitive environment. In addition, to on-site training, we offer on-going web-based technical and sales training to ensure our partners are up to date on ConsoleWorks' Value Proposition and Industry trends.

Marketing and Sales Support

TDi will help you develop successful Go to Market strategies to help increase business. The go to market strategies include integrated marketing & sales campaigns that comprise of the following:



- direct mail,
- telemarketing,
- seminar,
- web seminar, and/or
- advertising components.

TDi offers our partners a variety of pre-developed and custom sales & marketing tools in order to help maximize the relationship with TDi.

TDi Partner Website

Our Partner Website includes everything needed to help achieve success, including:

- Technical spec sheets
- Marketing materials
- Education schedule
- FAQ's
- Soft copy brochures & data sheets
- Product configurator, and
- Much More!

TDi Partner Designation, Requirement & Benefits

Fee Based Relationships

Agent

Agents refer sales to TDi, receive a fee, and have limited involvement in the sales cycle. After referring an opportunity to TDi:

1. TDi manages the sales cycle.
2. Benefits
 - ✓ Access to ConsoleWorks education
 - ✓ Access to TDi Partner Website
 - ✓ Fee on software revenue for registered leads
3. Requirements
 - ✓ Completed Agent application
 - ✓ Signed contract
 - ✓ Payment to Agent upon receipt of end user payment
4. To qualify as a fee agent:
 - ✓ Register a specific opportunity with TDi
 - ✓ Introduce a TDi Representative to the prospective customer via conference call or live meeting

Certified Agent

Certified Agents refer sales to TDi, receive a fee, and remains involved in the sales cycle. After referring an opportunity to TDi:



1. TDi & the Certified Agent jointly manage the sales cycle and the ConsoleWorks' account relationship.
2. Benefits
 - ✓ Access to ConsoleWorks education
 - ✓ Access to TDi Partner Website
 - ✓ Higher fee on software revenue for registered leads
3. Requirements
 - ✓ Completed Agent application
 - ✓ Sales certification for 1 sales personnel

VAR Based Relationships

Certified Partner

Certified Partners resell and support ConsoleWorks' installations. Certified Partners manage the sales cycle with the assistance from TDi.

1. Benefits
 - ✓ Discounted product for in house use
 - ✓ Discount on ConsoleWorks, Maintenance & Support for resale
 - ✓ TDi matched Market Development Funds
 - ✓ Access to TDi Partner Website
 - ✓ Access to marketing templates
 - ✓ Review of proposals by Certified Technical TDi system engineers
 - ✓ Sales assistance by Channel Executive and Regional Sales Managers
 - ✓ Sales Kit
2. Requirements
 - ✓ Completed Partner application
 - ✓ Partner business plan
 - ✓ One Sales Certified Professional
 - ✓ One Technical Certified Professional
 - ✓ Annual sales attainment
 - ✓ Signed and approved Reseller Agreement

Certified Premier Partner

Certified Premier Partners are those Certified Partners who have invested heavily in ConsoleWorks sales and are rewarded with higher discounts and benefits. Certified Premier Partners manage the sales cycle with the assistance from TDi.

1. Benefits
 - ✓ Discounted product for in House Use
 - ✓ Higher discount for ConsoleWorks licenses, for Resale



- ✓ Discount on maintenance & support Agreements
 - ✓ TDi matched Market Development Funds that will be matched by TDi
 - ✓ Access to TDi Partner Website
 - ✓ Access to Marketing Templates
 - ✓ Review of Proposals by Certified Technical TDi System engineers
 - ✓ Sales Assistance by Channel Executive and Regional Managers
 - ✓ Sales Kit
 - ✓ Joint Marketing Events
 - ✓ Joint Press Releases
 - ✓ Leads
2. Requirements
- ✓ Completed Partner Application
 - ✓ Partner business plan
 - ✓ Quarterly review
 - ✓ Two Sales Certified Professional
 - ✓ Two Technical Certified Professionals
 - ✓ One Certified Training & Installation Professional
 - ✓ Annual sales attainment
 - ✓ Updated sales pipeline
 - ✓ Signed and approved Reseller Agreement

Systems Integrator Relationships

System Integrator

System Integrators are firms who are authorized to deliver ConsoleWorks technical services.

1. Benefits
- ✓ Discounted SLA for in house use
 - ✓ Discount for ConsoleWorks licenses sold
 - ✓ Fee for sales where System Integrator influenced
 - ✓ Access to TDi Partner site
 - ✓ Authorized ConsoleWorks Technical Services delivery partner
 - ✓ May act as an Associate/Certified Partner
2. Requirements
- ✓ Completed Partner Application
 - ✓ One Certified Technical Professional
 - ✓ One Certified ConsoleWorks Training & Installation Professional
 - ✓ Signed & Approved System Integrator Agreement
 - ✓ Annual Sales Commitment of ConsoleWorks

