



Partner Sales Program

KEYMILE's Partner Sales Program

Scope

The overall goal of KEYMILE's Partner Sales Program:

To apply a straight forward and standardized business procedure to external business partners, who are interested to offer KEYMILE products.

Benefits to the Sales Partner

- Lead to equal chances for all KEYMILE partners
- Enables him to resell KEYMILE products
- Support for joint marketing initiatives
- Compelling sales promotion programs to share the rewards of mutual growth
- Benefit from incentive programs to reward sales success

Mutual Interests

The partner as well as KEYMILE share mutual interests:

- Keep existing and new customers satisfied
- Retain profitability for both sides
- Improve shared business and margins
- Use common sense if any kind of problems occurs
- Win new customers by means of cooperating in offering products and/or complete solutions under best conditions and services

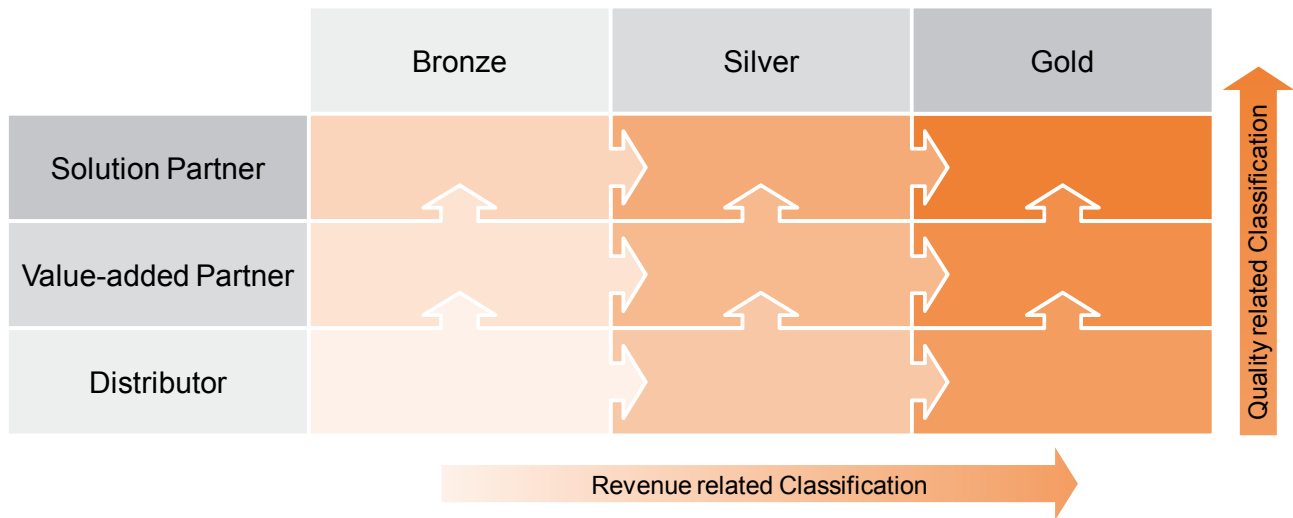
How to become a KEYMILE Partner

- Step 1: Find a KEYMILE sponsor (i.e. KEYMILE account manager)
- Step 2: Sign a Non Disclosure Agreement (NDA)
- Step 3: KEYMILE introduces the KEYMILE product lines and sales philosophy at the sales partner's premises
- Step 4: Sign a partner contract; classification to be agreed with KEYMILE representative
- Step 5: Qualification of the sales partner to sell KEYMILE products (trainings, sales guide, collaterals, Extranet access, etc.)
- Step 6: Start of technical trainings at the KEYMILE academy
Training schedule: http://www.keymile.com/en/services/training/Training_INTRO.html

Partner Classification

Partner Classification Matrix

The partner classification criteria is validated annually by KEYMILE and if necessary adapted.

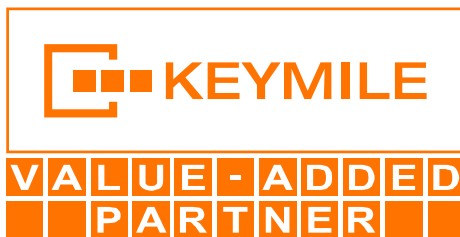


Quality related Classification



A KEYMILE Distributor is characterized by the following criteria:

- Authorisation to resell KEYMILE products
- Provides all necessary sales and logistic functions towards the end customer to fulfil a supply contract
- Submits offers on its own behalf and own responsibility
- Conducts own marketing activities with KEYMILE products (e.g. road shows, mailings, etc.)
- Acts as commercial and technical interface to the end customer
- Single Point Of Contact (SPOC) for all customer service requests



A KEYMILE Value-added Partner is characterized by the same criteria as a KEYMILE Distributor, plus:

- Provides 1st level support
- Provides some value-added services to customer (e.g. integration of 3rd party products to offer a turnkey solution, consulting, network rollout, or others)
- Keeps own stock of KEYMILE products
- Provides demo facilities with KEYMILE products to customers
- Offers on-site support, providing an optimized reaction time which results in minimal network outage times



A KEYMILE Solution Partner is characterized by the same criteria as a KEYMILE Value-added Partner, plus:

- Provides a 24 hours - 7 days hotline
- Provides 2nd level support with own Technical Assistance Centre (TAC) facilities
- Provides turn-key solutions to customers (e.g. managed services, consulting, network rollout, etc.)
- Ability to provide service contracts for KEYMILE products
- Generate documents for tenders incl. Statement Of Compliance (SOC) lists, network plans, bill of materials, etc. on partner's own behalf
- Installs, commissions, operates and maintains the KEYMILE products covered by the partner sales agreement in accordance with the technical manuals and any other instructions published by KEYMILE
- Offers an overall technical support for the complete network solution and locates subsystem faults

Processes and Guidelines

Partner Management and controlled Distribution

- Geographical restrictions:
A partner contract is restricted to a sales territory, which is geographically restricted (e.g. one/several countries or a sub-region within a country).
- Portfolio restrictions:
A partner contract covers one or several KEYMILE product lines.
- Selected accounts:
KEYMILE and the partner define a list of named customers in mutual understanding. For the products included in the partner contract, the named customers will not directly receive an offer from KEYMILE. Direct touch model:
Although all commercial activities should be controlled by the partner, KEYMILE is allowed to contact the end customer directly for (examples):
 - Personal networking,
 - Supporting marketing activities,
 - Planning other activities.

Obligations of the Partner

- Trainings: According to the achieved quality level the partner is committed to get his service- engineers trained by KEYMILE Academy. The courses will take place in Hannover (D), Berne (CH) or Hertford (UK) depending on attendance and language.
- The partner commits himself to keep the website and the sales collaterals of KEYMILE products up-to-date.

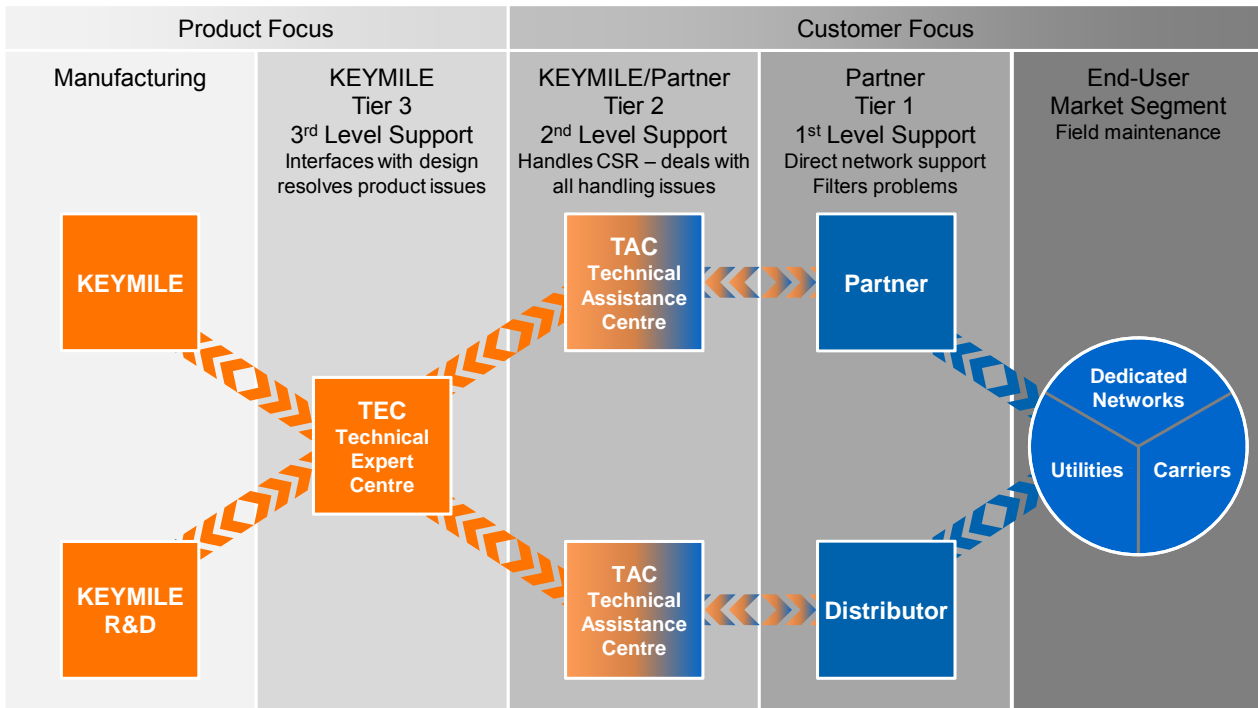
Partner Support

Sales and Marketing Support

- Extranet web access
- Sales training
- Access to a product line oriented sales guide
- Access to product documentation
- Utilisation of KEYMILE collaterals (brochures, ...)
- Access to KEYMILE give-aways (to be charged), incentive program

Technical Support

The responsibility which part of technical support is realized from either the partner or from KEYMILE is determined by the partner classification model and by the Service Level Agreement (SLA - to be purchased) between KEYMILE and the partner . The following diagram describes the generic technical support model.



Detailed information available on request.

Publisher

KEYMILE GmbH

Wohlenbergstrasse 3
30179 Hanover, Germany

Phone +49 511 6747-0
Fax +49 511 6747-450
Internet www.keymile.com
Mail info@keymile.com