



EMC[®] Velocity² SMB Reseller

Building partnerships to meet the needs of SMBs

The EMC[®] Velocity² SMB Partner Program is a worldwide program designed for solution providers serving small and medium businesses (SMBs). By empowering, supporting and rewarding you for selling EMC Insignia software and hardware products, the EMC Velocity² SMB Partner Program helps you grow your business and build a strong, long-term partnership with EMC.

Equipped for success

The EMC Velocity² SMB Partner Program equips your sales and technical teams to deliver highly valued IT solutions to your SMB customers. The Program offers our partners benefits in the areas of marketing, business development, and competency. In addition, EMC Velocity² SMB partners get access to the award winning EMC Insignia line of software and hardware products that enable SMBs to store, manage, protect, and share vital business data. The product family provides solutions in several key areas:

- Dependable storage
- Backup to disk
- High availability for critical servers
- Desktop and notebook protection
- Data distribution and consolidation
- Collaboration

Online training modules provide your sales and technical staff with the knowledge needed to be successful, while allowing them to ramp up at their own pace. Sales tools help your team to recognize customer opportunities and position product solutions effectively. Not for Resale (NFR) software and demo programs help you and your customers experience first hand the power of EMC Insignia products. And lucrative marketing funds help us jointly build our revenue opportunity pipeline.

Ongoing partnership with you in the driver's seat

The EMC Velocity² SMB Partner Program is based on the principle that the solution provider owns the customer. No matter how large the sale, the sale stays with our partners. We're with you every step of the way, beginning with dedicated sales support and priority pre-sales technical assistance. Our streamlined processes expedite sales. Our partner-ready marketing tools help you reach more prospects. And to keep sales flowing, we will send you quality leads from EMC Insignia advertising and marketing activities.

Generous benefits

EMC Velocity² SMB partners receive a host of benefits.

Account Management	Named Inside Sales
Access to EMC Insignia Product	Yes
Marketing Funds	Proposal-based funding
EMC Insignia Partner Locator listing on EMCInsignia.com	Yes
Sales and Marketing Tools	Yes
EMC Velocity ² SMB Partner Logo Usage	Yes
Lead Referral	Yes
Access to Promotional Offerings	Yes
Demo Program	Yes
NFR Software	Available
Pre-sales Assistance	Priority Support
Technical Support	Yes
Free Online Training	Yes

Join the EMC Velocity² SMB Partner Program today and grow your business in the SMB market.

Become an EMC Velocity² SMB Partner

If you do business in the SMB market and want to increase sales and customer satisfaction, become an EMC Velocity² SMB partner. It's a simple three-step process. Partners have a set of requirements based on EMC Insignia product sales, partner marketing activities, and training as noted below:

EMC Velocity² SMB Partner Program Annual Requirements

Partner Agreement	Required
Minimum 25% of partner business from SMBs	Required
Minimum commitment of \$30K in EMC Insignia Revenue within first year	Required
Annual Planning	EMC Velocity ² SMB Business Plan
Marketing Activities Examples <ul style="list-style-type: none"> • Lead generation campaigns • Seminars and events • Advertisements • Case studies • Joint white papers 	Minimum two activities annually in conjunction with authorized EMC Velocity ² SMB Distributor
EMC Insignia Overview Training <ul style="list-style-type: none"> • Sales • Technical 	2 2
EMC Insignia Product Training <ul style="list-style-type: none"> • Sales • Technical 	One product CBT minimum 2 2
Compliance Review	January 1 and July 1

Go to <http://www.emcinsignia.com/partners/> to begin the easy, three-step sign-up process:

- 1) Set-up a purchasing relationship with an authorized EMC Velocity² SMB distributor.
- 2) Complete on-line EMC Insignia partner profile form.
- 3) Complete EMC Insignia Reseller Agreement and return to EMC Insignia.