



PARTNER SALES PROGRAMS

August 2010



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Sales Programs



Brocade Marketing Development Funds

Overview

- Overview: Marketing Development Funds (MDF) are designed to support and encourage sales and marketing activities, as well as to assist you in developing your internal sales and technical personnel. The goal of this program is to provide partners a means to promote Brocade products and services, emphasizing the accompanying value that you bring to Brocade solutions.
- Eligible Partners: Distributor, Elite and Premier
- Details:
 - MDF payouts equals 2% for all products (OEM included)
 - Use of MDF funds is divided into 2 categories and allocated by percentage
 - **60%** Brocade-branded hardware and software product acquisition
Brocade Education course registration
 - **40%** Demand generation and marketing activities
 - Expires six (6) months after date accrued
 - MDF is utilized and managed via an online tool (www.ccionline.biz)



Brocade Demo Equipment Program

Overview

- Overview: The Brocade Demo Equipment program is designed to provide Brocade Label equipment for marketing, demonstration labs and testing facilities
- Eligible Partners: All Brocade APN partners worldwide (OEMs are not eligible)
- Eligible Products: Brocade-branded SAN and IP Networking hardware and software
- Each Partner may purchase up to two units of each product per each geographical lab location
- Demo units must remain in the partner location for six months, after six-months period is over, the Partner may continue to use the equipment at their facilities or resell it to an end user
- Support contracts must be purchased at full price and are not included with the hardware



Brocade Demo Equipment Program

Discounts

IP Networking Product Set

- IP Networking Chassis Based (50%)
 - NetIron MLX and XMR
 - BigIron RX
 - FastIron SuperX and SX
 - ServerIron ADX 4000, 10000
- IP Low to Mid Range (70%)
 - All other FastIron Products (FES, FESX, FLS, FWS, FGS, FCX)
 - Mobility Products
 - NetIron CES / CER
 - Turbolron
 - ServerIron ADX 1000
 - Brocade 8000 Switch (CEE)

SAN Product Set

- SAN Chassis Based (50%)
 - DCX
 - DCX-4S
- SAN Low to Mid Range (70%)
 - Switches
 - Adapters HBAs / CNAs

Product Category	Discount off MSRP
SAN & IP Networking Chassis Based	50%
SAN & IP Networking Low to Mid Range	70%



Thank You

