



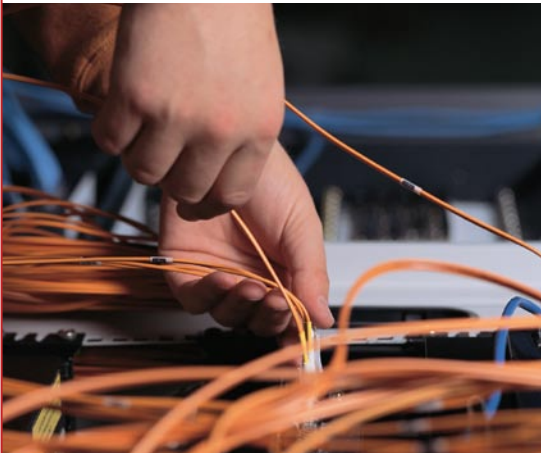
## **StorageTek's TekSelect Partner Program**

Standardized StorageTek® resale of third-party non-branded products

# TekSelect Partners

## TEKSELECT SUMMARY

The TekSelect Partner Program provides a standard and efficient method for StorageTek® to resell your third-party hardware, software or service. By joining forces, StorageTek and participating program partners work together to enhance account control, time to market, awareness, consideration, hit rate and market share. The TekSelect Partner Program helps fulfill your customers' information lifecycle management (ILM) solution requirements for key, best-in-class technologies by leveraging the partnership with a StorageTek single point of contact. The TekSelect Partner Program enhances your ability to sell information lifecycle management solutions by:



- Minimizing the continuous and inefficient one-off and accommodation sales
- Using StorageTek as the direct customer interface for all of your products and service needs.

With one-stop-shopping, the single point of contact supports the customer's integrated hardware, software and services with proven interoperability, blueprints and methodologies.

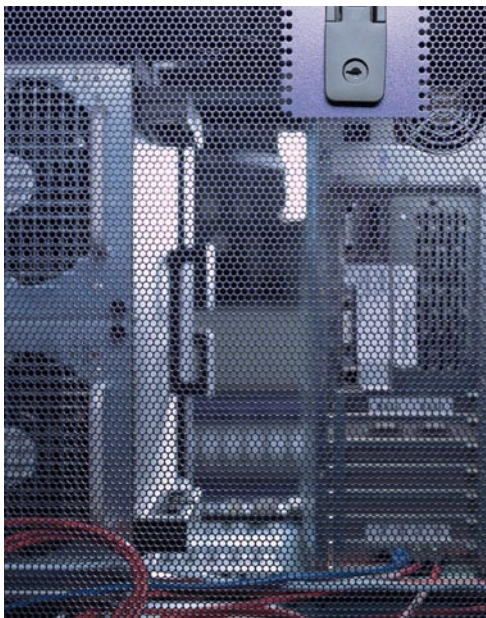
These special, but selected, partnerships are formed for best-in-class solutions with leaders in special areas of expertise. StorageTek minimizes the customer risk associated with implementing emerging ILM technologies. Treating data according to its changing value, StorageTek and our TekSelect Partners protect the customer's investment, while providing the latest in technologies, high scalability, rapid deployment and security.

## Customer problems solved using a TekSelect solution

Global customers are often forced to manage inexperienced support vendors and disparate technologies. The resulting problems include poor interoperability, inefficient storage utilization and rising IT and operational costs due to unforeseen “work-around” purchases.

To address this customer pain, StorageTek’s TekSelect Partner Program:

- Tests integration and implementation to provide quality installations that minimize risk and cost as well as increase storage utilization and efficiency
- Provides customers with a single-source of contact — one order, one uniform process and one phone number to call
- Enables you to help customers understand the trade-offs that leverage infrastructure while taking advantage of newer technologies, without being concerned with vendor reliability or technical interoperability
- Provides customers with a strategic competitive advantage through a faster, more stable infrastructure
- Serves global customer requirements with quality, reliability and specific service expertise.



## StorageTek TekSelect Partner value

StorageTek has been a leader in storage for more than 35 years. Joining forces with StorageTek to sell your product is a winning proposition. For their critical solution needs, customers frequently request one single accountable vendor with a proven track record. In addition, it is a daunting task for customers to understand their overall information lifecycle management needs. With StorageTek’s proven storage infrastructure and your proven expertise, together, we will help to fulfill customers’ current and future needs.

Expand credibility with StorageTek endorsement and resources. You’ll have access to:

- StorageTek’s customer base
- Enterprise-class direct channel marketing
- Indirect channel marketing
- Support services including 2,300 service professionals and call center.

Together, we offer our customers higher service levels for greater customer satisfaction.

### **Leverage the strong TekSelect brand.**

Information lifecycle management is a complex customer issue. By becoming a TekSelect Partner, you will have immediate credibility as an integral player in the information lifecycle management ecosystem and customer solution. An added value is the fact that you will also have the ability to leverage the TekSelect symbol of quality, reliability, service and support. You will have the customer mind share while your competitors will be at a disadvantage.

### **Build cooperative marketing exposure.**

In addition to the use of the TekSelect Partner logo in your materials, joint marketing and promotion opportunities are also available. Joint exposure will include:

- TekSelect Partner customer brochures
- A TekSelect Partner press release
- Customer testimonials and success stories
- Your logo on StorageTek’s and participating partners’ internal and external Web sites
- The ability to link to your company’s Web site from [www.storagetek.com](http://www.storagetek.com)
- Various co-branded sales collateral
- Plus more!



**Make joint “four-legged” sales calls when needed to close deals.** Since both StorageTek and TekSelect Partners receive commissions, you can work together to implement training, cooperative marketing efforts and special joint promotions and/or programs. The TekSelect staff are also available to assist on those tricky competitive situations.

**Get interoperability testing preference.** While testing resources are limited, customers demand enhanced interoperability to minimize their risk. Your products will be given a preference over those not from TekSelect or TekAlliance™ Partners (see below).

**Gain visibility for possible exclusive OEM opportunity.** The normal process is to become a TekAlliance Partner first. This includes basic interoperability testing and marketing. However, only a selected number of TekAlliance Partners actually become TekSelect Partners. This is the foundation to becoming an exclusive OEM as we both gauge our joint revenue opportunity.

Partner programs are tiered.

1. TekAlliance Partners’ products must pass interoperability tests.
2. TekSelect Partners’ products pass interoperability tests and are sold unbranded.
3. Exclusive OEM Partner products pass interoperability tests and are StorageTek-branded.

<b>TEKALLIANCE™ PARTNER</b>
Interoperability tested
<b>TEKSELECT PARTNER</b>
Interoperability tested Products sold unbranded
<b>EXCLUSIVE OEM</b>
Interoperability tested StorageTek re-brands products

**Utilize a uniform process and standard rules of engagement.** Replace one-off accommodation sale agreement hassles with a responsive uniform process. The standard rules of engagement make it easier for us both to administrate, especially in the field.

The StorageTek TekSelect Partner requirements:

- TekAlliance prerequisite (includes interoperability, cooperative support agreement and limited marketing).
- Standard TekSelect Partner third-party reseller agreement. Abide by the business terms and conditions.

The TekSelect Partner Program does not:

- Compete with the StorageTek-owned or OEM products
- Consume valuable direct channel mind share at the expense of higher margin StorageTek-owned or OEM products
- Compete with the TekAlliance Partner program (must be a TekAlliance Partner before becoming a TekSelect Partner).

If your customers are not satisfied with having to depend on and manage multiple vendors, consider becoming a StorageTek TekSelect Partner.

For more information about StorageTek’s TekSelect Partner Program, go to [www.storagetek.com](http://www.storagetek.com).

The StorageTek TekSelect Partner Program Web site includes

- Participating TekSelect Partners
- Additional information on TekSelect Partners’ expertise and products as well as contact information
- Phone numbers to call to resolve your customers’ specific solution needs.

For more information regarding TekSelect, please contact Sales Support Services at 1.800.ASK.4STK or 01.303.673.2800. Or e-mail [SalesSupport@louisville.storstek.com](mailto:SalesSupport@louisville.storstek.com).



#### ABOUT STORAGETEK®

Storage Technology Corporation (NYSE: STK) is a \$2 billion global company that enables businesses, through its information lifecycle management strategy, to align the cost of storage with the value of information. The company’s innovative storage solutions manage the complexity and growth of information, lower costs, improve efficiency and protect investments. For more information, visit [www.storagetek.com](http://www.storagetek.com), or call 1.800.275.4785 or 01.303.673.2800.

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