



ACCELERATE
PARTNER PROGRAM

Partner Program Guide

January 2016

Get acquainted with Kaminario's global partner program

Welcome to the January 2016 edition of Kaminario's ACCELERATE Partner Program Guide — your introduction to profitable partnering with Kaminario.

At Kaminario, we are not only expanding business opportunities for our partners through the ACCELERATE partner program, we are also setting new standards for partnering in the storage industry.

This is your guide to partner-specific training, sales and marketing resources, go-to-market tools, and support contacts.

NAVIGATING THIS GUIDE

3 WELCOME

Introduction to the Kaminario ACCELERATE partner program.

10 MEMBERSHIP

How to get started with the Kaminario ACCELERATE partner program, including program structure, core benefits, requirements, and policies.

14 MARKET & SELL

Sales tools and marketing resources designed to help you profitably scale your business.

24 ENABLEMENT

Certification and training to ensure your customer project success.

26 SUPPORT

A dedicated channel management team to maximize your partnership with Kaminario.



Welcome to the

Kaminario ACCELERATE

Partner Program Guide

Welcome!

Kaminario was founded to bring the benefits of solid-state storage to the enterprise market with unparalleled scalability, ease-of-use, and cost efficiency. And, just as we set out to transform the modern data center with products that set the standards for advanced software and flash storage arrays, we are committed to advancing a channel partner program that sets the standard for profitability and ease-of-engagement.

With the support of our partners, we passed several milestones in 2015, including:

- Developing effective selling relationships with leading resellers, system integrators, and strategic technology partners.
- Establishing a track record of successful selling, implementation and support for our technology with a global customer base.
- Assembling a world-class team of over 200 technology professionals with experience from market leading companies like EMC, HP, Pure Storage, Violin, and Oracle.
- Support for 3D NAND TLC flash on our K2 array delivering industry leading cost efficiency.
- Receiving numerous awards and recognition including placement as a Visionary in the 2015 Gartner Magic Quadrant for All-Flash Arrays.

It is with great excitement that we re-emphasize our commitment to our channel partners with increased investment and momentum in our ACCELERATE Channel Partner Program.

We know that our success ties to technology resellers like you who are trusted customer advisors. This program is built and optimized for the transparency and simplicity you require by delivering the revenue incentives, support, and tools you need to succeed.

We look forward to joining with you for a prosperous 2016.

Good Selling,

Dani Golan, CEO
Kaminario



“Kaminario will be one of our preferred solutions to assist organizations in reshaping their approach to storage in the data center. As a Kaminario partner, we are able to deliver a complete flash storage solution backed by Kaminario’s sales, technical and marketing teams – this drives exceptional value for our customers and positions our firm to meet increasingly demanding performance SLAs.”

– Nolan Smith Director of Engineering, Tego Data

Collaborating With Partners To Make The All-Flash Data Center A Reality

In 2010, Kaminario set out to lead the all-flash storage revolution. That began with the release of the Kaminario K2 all-flash array. Today, working with our partners, Kaminario is the top provider of midrange enterprise-class all-flash storage.

The K2 storage array offers IT managers an unbeatable combination of performance and value. They are no longer forced to compromise on performance, reliability or flexibility. In addition, Kaminario brings the cost of all-flash storage significantly below legacy and hybrid prices making the K2 All-Flash Array one of the fastest growing and award winning all-flash storage arrays on the market. With high praise from the likes of Gartner and CRN, and through collaboration with leading partners, we continue to grow our global customer base.



The Solid State Market Is Growing Fast

5x

Gartner believes that the solid state array (SSA) market will grow 5 times by 2019

50x

IDC claims the volume of data stored will increase by 50x over the next few years.

Disk-based storage cannot deliver the speed and responsiveness required to serve up vast quantities of data quickly. A 50x increase in data requires more performance, flexibility and scalability, reliably delivered at lower cost.

It is precisely these market trends that are creating new opportunities for Kaminario and our partners in K2 Storage deployments.

Introduction

At Kaminario, partner collaboration and support are critical to our growth strategy and mutual success providing valuable enterprise solutions to our customers.

We are pleased to introduce you to the ACCELERATE partner program. Together, we can open new business opportunities and deliver increased value to customers by taking advantage of all that the Kaminario ACCELERATE program has to offer.

Why Partner with Kaminario?

The ACCELERATE Partner Program will help differentiate your business by providing your company with the resources and tools to help you develop new business opportunities, expand relationships and maximize revenue. We are committed to help you deliver innovative storage solutions, world-class services, and exceptional customer value.

The Four Pillars

I. Membership

When you join the ACCELERATE partner program, you are welcomed to a unique engine of collaboration with an innovative technology vendor that will support your business growth through highly competitive economic benefits.

II. Market & Sell

Kaminario will help you scale your business with a broad set of sales and marketing tools that create demand and differentiate you in the marketplace.

III. Enable

You will gain proficiency in selling, implementing, and supporting Kaminario products through our comprehensive on-line training and certification programs.

IV. Support

You are provided access to a dedicated partner management team who will assist and support you through the entire sales cycle.

Why Flash?



Less power consumption



Higher performance



Easier to manage



Fewer ports to manage



Less datacenter real estate



Less cooling required



More server consolidation



MEMBERSHIP

Getting started with the ACCELERATE partner program

Program Structure & Requirements

Kaminario ACCELERATE is a unique partner program providing excellent benefits designed to meet partners' needs.

The streamlined architecture offers participation at levels that best match partner business goals and objectives. Two membership levels, Certified and Authorized, have specific commitments, benefits, and tools corresponding to each level.

Program Requirements	Authorized	Certified
Revenue Commitments	N/A	800K
Sales Certification	1	2
Pre-Sales Certification	1	2
Business Plan		•
QBR		•

Table 1: ACCELERATE partner program membership requirements

Requirement Details

All Partner Requirements

Sales Enablement and Certification

To ensure success, all ACCELERATE partners must establish and maintain sales enablement and technical training according to program requirements.

Partners have the ability to grow their business with Kaminario through higher levels of membership.

Certified Partner Requirements

Business Plan and QBR

In collaboration with their regional channel managers Certified Partners will develop business plans and participate in quarterly business reviews that align mutual business goals and plans.

Annual Sales Commitment

Certified partners are subject to specific revenue commitments.

Core Benefits

In return for greater commitment, Kaminario offers members increasing benefits, resources, and margin opportunity as they advance from Authorized to Certified. These benefits are discussed in more detail in subsequent sections.

Program Benefits	Authorized	Certified
High Margin Opportunity	•	•
Partner Portal	•	•
Deal Registration	•	•
Sales & Technical Training	•	•
Marketing Campaigns	•	•
Partner Program Logo	•	•
Newsletter	•	•
Dedicated Channel Manager		•
Demo Equipment Program		•
MDF Eligibility		•
Volume Rebate		•
New Account Rebate		•
Joint Marketing Programs		•
Partner Advisory Board		•

Get Started with Kaminario Today!

[START HERE](#)



MARKET
AND SELL

The ACCELERATE Partner Program is designed to help differentiate your business by providing your company with resources and tools to help develop new business opportunities, expand relationships and maximize revenue.

The Partner Portal

Kaminario partners gain access to all of the ACCELERATE sales tools and resources through the Kaminario Partner Portal – www.kaminario.com/partners

Partners can join ACCELERATE from the home page.

The partner portal provides full access to sales resources, sales certifications, and training to promote the growth of your business with Kaminario.

The partner portal is organized by the following sections:

	<h3>Membership</h3> <p>How to get started with the Kaminario ACCELERATE partner program including information on the program structure, core benefits, and requirements.</p>
	<h3>Enablement</h3> <p>Access on-line training materials required for partner certification.</p>
	<h3>Market and Sell</h3> <p>Access to Kaminario partner logos, brand guidelines, marketing campaigns, MDF programs, and sales tools and resources including deal registration and sales presentations.</p>
	<h3>Support</h3> <p>Access to dedicated partner management contacts ready to assist and support you through the entire sales cycle.</p>

Sales Programs

The Kaminario ACCELERATE partner program offers members a compelling sales opportunity and economic value proposition.

Compensation Model

Kaminario partners have access to special pricing that ensures they can effectively compete while retaining industry-leading profit margins. At Kaminario, we recognize that scaling business requires time and investments to penetrate new accounts, educate customers, and close deals. To this end, Kaminario ACCELERATE partners achieve high margin opportunities, additional discounts, and incentives for registering deals and generating net-new business.

Deal Registration Program

The ACCELERATE Deal Registration Program is a comprehensive channel engagement strategy that provides partners maximum opportunities to increase revenue with Kaminario, including:

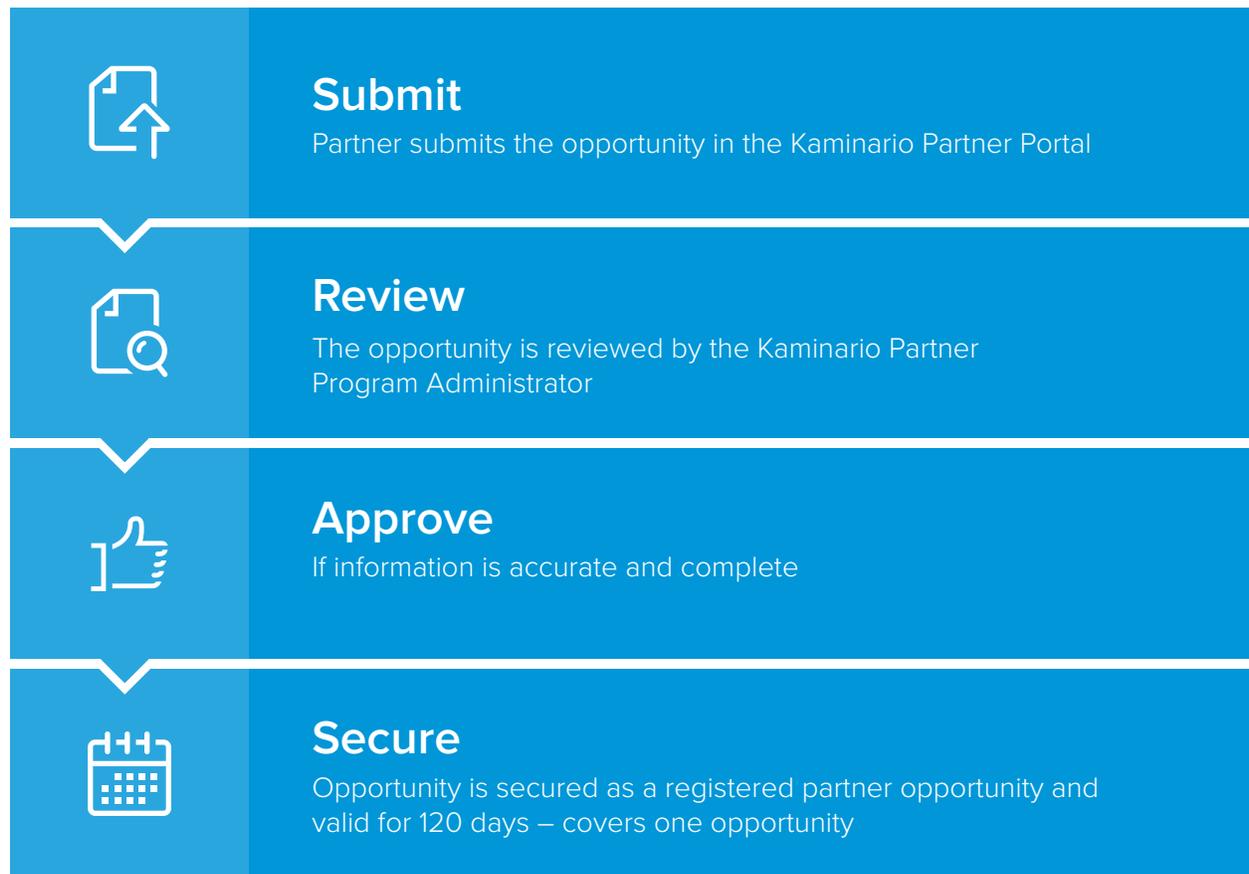
- Early cooperation with the Kaminario sales organization
- Superior pricing flexibility on all eligible transactions

Rules of Engagement*

- Registrations are opportunity based, not customer based and valid for 120 days
- Kaminario sales will not introduce competing partners into deal registration opportunities
- Once a deal is approved via the deal registration process, Kaminario will not compete directly in the registered opportunity nor provide direct pricing for the registered opportunity
- Only the registered partner/deal is eligible for additional special pricing
- The Deal Registration Approval SLA is 48 hours

*Partners are NOT permitted to register deals where they are also positioning solutions from competitors.

Deal Registration Process



Additional Sales Rebates for Kaminario Certified Partners

Volume Rebate*

As a further incentive for reaching sales targets, the volume rebate program provides additional compensation opportunities for partners.

Net-new Account Rebate*

This rebate is designed to encourage partners to expand their business into net-new accounts or markets and is provided in the form of an additional discount.

Demo Equipment Program

Certified partners can showcase the latest Kaminario products using the ACCELERATE demo program to rent or purchase demo units through the “Not for Resale” (NFR) demo. Talk to your Channel Account Manager to learn more.

*Certified Partners should speak to their Channel Account Manager regarding qualification requirements.

Marketing Programs

Partner Logo's and Brand Guidelines

The Market and Sell section of the Kaminario Partner Portal contains downloadable partner logos and brand usage guidelines. Partners should feel free to use these assets to promote themselves as Kaminario partners.



Co-brandable Content and Content Syndication

Certain content is made available for co-branding and production by ACCELERATE partners. Datasheets and certain whitepapers may be modified by ACCELERATE partners in accordance with the brand usage guidelines. All design and production costs for producing the co-branded materials are the responsibility of the partner unless MDF funds have been specifically allocated through the MDF process.

The Syndicated Kaminario Showcase is Kaminario's partner content syndication program to automatically provide frequently updated content and assets that your customers need – saving you valuable time, resources, and cost. Kaminario Certified partners can take advantage of this service and begin syndicating Kaminario content (at no additional cost) directly to their websites immediately providing customers with timely, compelling and rich web content that reinforces your expertise and the power of Kaminario storage solutions.

Partner Communications

The Kaminario ACCELERATE partner program uses several communications vehicles to share important information and partner updates. These include a newsfeed and a quarterly newsletter. Partners may opt-in for communications on the partner portal homepage – www.kaminario.com/partners

The Kaminario newsfeed is the primary form of regular communications to Kaminario partners. It is used to make announcements, share important wins, provide analysis, and general industry commentary of interest. Partners may sign up for alerts based on preferred frequency (daily or weekly).

The Kaminario Partner quarterly newsletter serves to provide you summaries of new developments in the industry as well as important Kaminario initiatives. We also include a wrap-up of information you may have missed.

Marketing Campaigns

The Portal's Market and Sell section contains demand generation "campaigns-in-a-box" that can be independently executed by partners with minimal customization. The campaigns are designed as a 2-part integrated email and telemarketing activity. Each campaign kit includes marketing assets (e.g. whitepaper, case study, and analyst report), sample HTML emails, sample telemarketing scripts, and a campaign overview.

Partners can choose to execute these campaigns independently or coordinate execution with Kaminario marketing and our inside sales teams. Channel Account Managers will help coordinate campaigns leveraging our demand infrastructure to develop new leads for you.

Regional Events

The Market and Sell section also contains information to help execute customer events such as a breakfast, dinner or cocktail event. The event kit includes designs for signage, a sample promotional email, and general overview presentations for use at the event. Whenever possible, Kaminario will provide an executive or subject matter expert to be the keynote speaker. Work with your Channel account manager on coordinating a speaker.

While partners may choose to apply for MDF funding for an event, it is not required for use of event kits and recommended strategies.

Content

The Market and Sell section of the Kaminario Partner Portal includes an extensive set of resources and sales content for use by partner sales teams. These tools include Sales Presentations with the latest set of Kaminario customer facing decks as well as partner strategies and documentation for prospecting and developing sales approaches for the most common Kaminario use cases.

Joint PR and Marketing Communications Guidelines

ACCELERATE Certified Partners work with their Channel Account managers to develop marketing communication plans that may include press releases and joint success stories published for external promotion.

ACCELERATE partners should make their best efforts to position Kaminario in relevant PR and marketing communications activities associated with being a member of the ACCELERATE partner program.

All external press releases mentioning Kaminario should be reviewed and approved by the Kaminario marketing communications team prior to release. Kaminario reserves the right to prioritize PR and Communications activities as well as enforce company PR policies and product positioning strategies.

Marketing Development Funds

The Kaminario ACCELERATE Marketing Development Fund (MDF) program is designed to assist our partners to grow and expand profitable business with Kaminario technology and products.

Working with Kaminario, partners have the opportunity to plan, develop, and execute targeted marketing activities that expand Kaminario solution visibility in the marketplace with a measurable return on investment.

Qualifying activities, guidelines, and samples of marketing activities utilizing MDF, including qualifying and non-qualifying expenses, are listed below. Approval is at the sole discretion of Kaminario and additional documentation and materials necessary for reimbursement may be requested.

Common Uses of MDF



Advertising



Events (seminars, trainings, road shows, etc.)



Marketing Collateral



Telemarketing / Telesales Campaigns



Advertising

Advertising provides partners a great opportunity to leverage Kaminario's reputation as an industry leader and technology innovator. Any form of advertisement must feature the Kaminario solution, Kaminario logo, approved copy, and must not mention a Kaminario competitor.



Events

Partners have the opportunity to engage and participate with Kaminario in activities and events at local, regional and national levels to jointly promote Kaminario solutions.



Marketing Collateral

Marketing collateral includes sales support materials and corporate or partner brochures designed to communicate and promote integrated solutions with Kaminario. Such collateral could include joint customer success stories, video testimonials, etc.



Telemarketing / Telesales

Includes telemarketing/ telesales activities developed for the purpose of qualifying leads, driving attendance to joint events and creating pipeline.

It is important to keep in mind that all activities for which partners will be requesting MDF must be approved by Kaminario in writing prior to commitment. In addition, all requests must be submitted a minimum 1 quarter prior to the activity date.

MDF Application Process

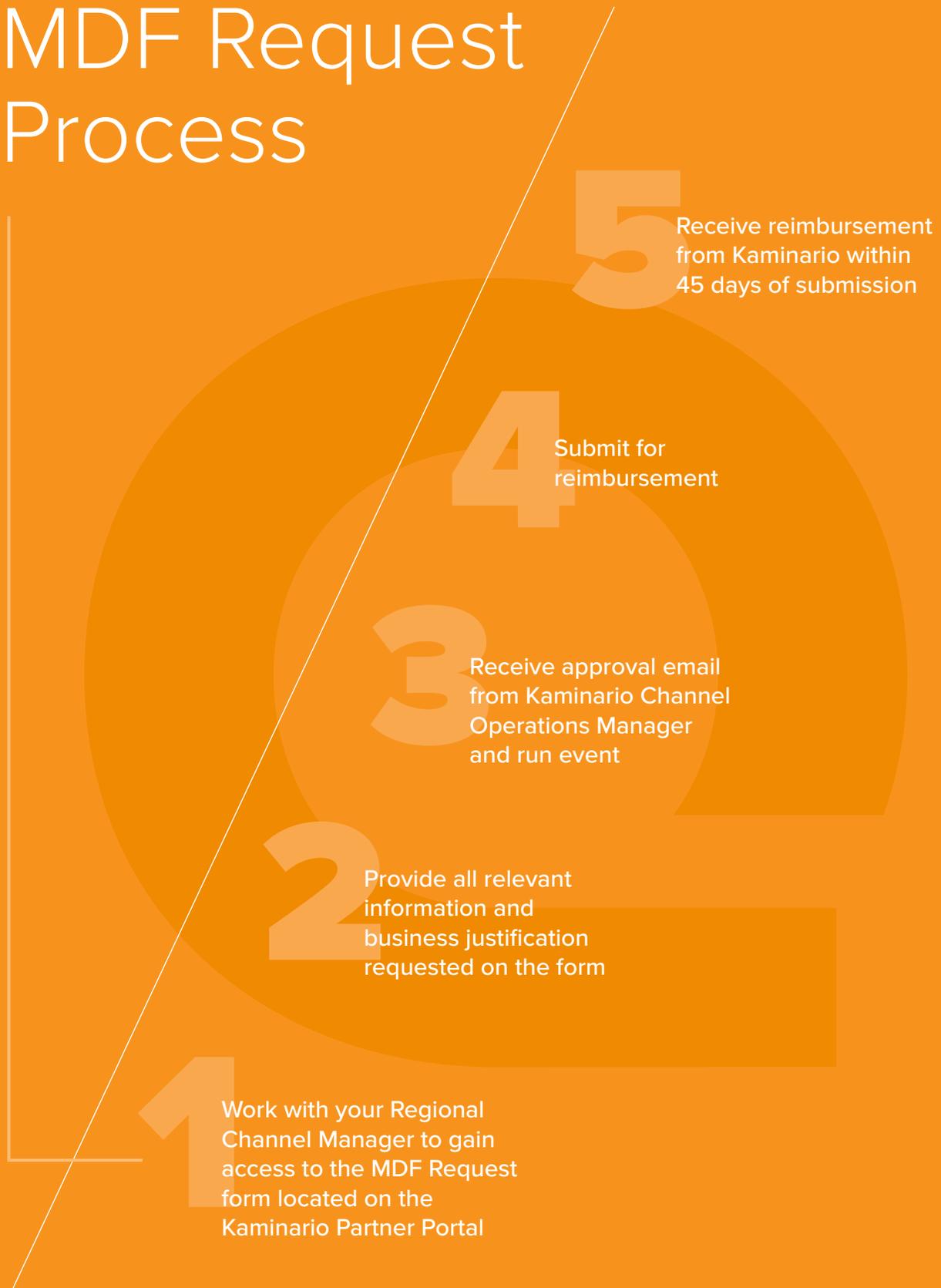
Partners may apply for MDF using the online MDF request tool located on the Kaminario partner portal — www.kaminario.com/partners. Application for MDF activities must be applied for following a process led by your Kaminario Channel Account Manager.

Each application is evaluated by the channel operations team based on qualifying criteria including:

- Amount being requested
- Availability of MDF dollars for the proposed time period
- General performance of partner's sales
- Historical use of MDF and return generated by partner
- Number of leads expected
- Promotion and execution plan

The channel operations team may contact partners directly to clarify elements of the event plan and negotiate level of funding based on a variety of factors.

MDF Request Process





ENABLEMENT

The training and enablement of our partners is foundational to Kaminario ensuring customer project success.

The Kaminario training program has been built to ensure partner proficiency in selling, implementing and supporting Kaminario products and enterprise storage solutions. This program gives our customers confidence when selecting Kaminario partners and Kaminario confidence when teaming with partners. It also provides partners with a way to differentiate themselves from the competition in the marketplace – a win-win-win for all.

Kaminario's ACCELERATE Partner Enablement Program is designed to quickly prepare partner sales professionals and pre-sales consultants to sell and implement Kaminario solutions. It is a highly accessible, self-paced on-line training system that combines key concepts with a comprehensive assessment.

Qualifying Criteria

The criteria required to qualify for the Kaminario ACCELERATE Certified vs. Authorized partner, in addition to the business criteria, includes having a minimum number of Certified Sales Professionals and Pre-Sales Consultants. Please refer to the ACCELERATE Program Structure and Requirements on page 11 of this guide.

Upon the successful completion of the training modules and associated online training assessments, certification will be acknowledged and awarded. Individuals successfully meeting the requirements for certification will receive a separate acknowledgment from channel operations.

Training Resources

Training is available 24x7 on the Kaminario partner portal and can be accessed at kaminario.com/partners > Enablement section.



SUPPORT

Make the most of your partnership and benefits!

With the Kaminario ACCELERATE partner program, you'll get connected to the resources you need—including direct access to technical experts, a dedicated support team, and training outlined in the Enablement section of this guide.

In addition, our dedicated partner management team is here to assist and support you through the entire sales cycle. Key Kaminario ACCELERATE partner program contacts are outlined for your reference below.

Key Contacts

Dror Friedman
Sr. Director Channel Sales
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