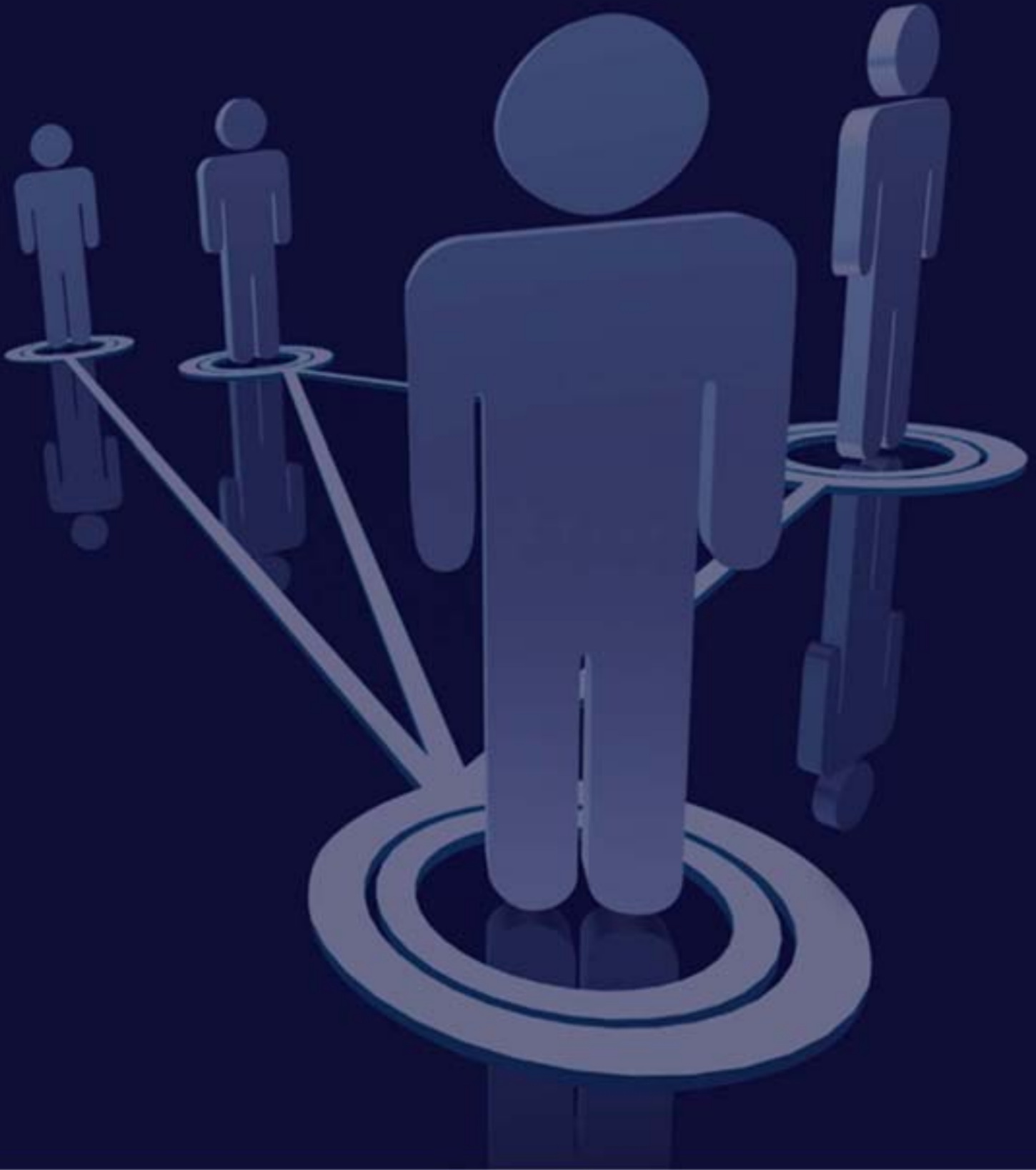


SSSPL Channel Partner Programme

GREAT Benefits. BE Partnered.



Working with you. Growing with you.

A successful company is only as successful as its partners and customers.

Why SSSPL or AnexGATE?

SSSPL is more than just another networking vendor! SSSPL is one of the top security and surveillance equipment suppliers in India. AnexGATE not only provides a full portfolio of networking products but also offers free technical support, free product firmware upgrades and support packs to suit your needs. When you partner with SSSPL and AnexGATE it is for a long term partnership based on trust, listening, growth and commitment. By joining SSSPL's Partner Programme you will be working with a leading network security vendor who will take the time to understand your business and offer you instant benefits.

Great time for our partners

When you join SSSPL's Partner Programme we want you to get the most from the Partnership. It is quick, easy and free to join the SSSPL Partner Programme and you can immediately start to take advantage of these great benefits:

- New family of appliances
- World class product features
- Indian product for Indian information security
- Fantastic customer references
- Great margin opportunity
- Package of support provided by SSSPL
- Special incentive schemes
- Marketing support
- Demo support
- Better margins through value offering
- Partnership with channel oriented company
- Technology / solution approach rather than box
- Mutually beneficial long lasting relationships
- Upfront discounts on selected SMB products
- Free technical support with a dedicated Partner support phone line
- Free AnexGATE training to enhance product and solution knowledge
- Online Partner Portal with Partner exclusives and free marketing materials
- Dedicated Account Management

The structure is a simple one. There are three levels of recognition – Premium, Gold, Silver – based on revenue contribution and certification criteria. A fourth level, Authorized; has been introduced for new entrants.

SSSPL Channel partnering programs

SSSPL Channel program goes beyond providing best prices and necessary discounts in a number of ways. Marketing funds are available to those with great ideas and who meet the Premier, Gold and Silver criteria. Heavily discounted NFR samples are provided; regular training is provided to your technical and sales personnel; business promotion campaigns are carried out together.

SSSPL Channel Partnering Benefits

Benefits	Premier	Gold	Silver
Access to pre-sales support	√	√	√
Marketing development funds	5%	3%	Nil
Access to SSSPL Account Manager	Priority	√	Phone/Mail
Lead distribution	√	√	√
NFR Sample at special prices	√	√	Nil
Access to latest marketing materials, sales tools, images and information	√	√	√
Access to confidential information in reseller centre	√	√	√
Technical training and certification	√	√	√
Free sales training	√	√	√
Eligible for press references and participation in customer success stories	√	√	Nil
Partner newsletter	√	√	√
Access to technical support knowledge base	√	√	√

Become an SSSPL Channel partner today

To become an Authorized AnexPartner simply fill out the on-line channel partner registration form available at this link:

<http://www.sssl.co.in/contactform2/contactform/>

Training Support

SSSPL offers a range of training courses to AnexPartners to ensure you develop the necessary breadth and depth of expertise to achieve maximum sales growth. This includes Sales & Solutions training to introduce you to the AnexGATE products and solutions; ACNE (AnexGATE Certified Network Engineer) training which is an in-depth, hands-on technical training and online training offering supplementary sales and technical product training.

Sales Support

Sales Training: All AnexPartners will have access to online sales training materials via <http://www.anexgate.com>. On-site training is also available for large groups.

Regional Technical Training: AnexPartners are welcome to attend scheduled regional events hosted by SSSPL throughout the country. These events cover new product launches, product updates, "how to sell" tools, and competitive advantages.

Inside Sales Team: Our inside sales team will be available to host live online demos for potential end users, and help you with product information.

Field Sales Team: Our field sales team is available for major opportunities to join you in presentations and help you close deals.

Lead Referral: Qualified leads are sent to AnexPartners when they are available in your area.

Marketing Support

Web Portal: You can use our sales tools such as white papers, sales brochures and datasheets to help close sales. You can also submit requests for marketing events and literature by mailing to us at support@sssl.co.in or support@anexgate.com.

Newsletters and E-mail Channel Notifications: AnexPartners receive email notifications and other correspondence on product launches and other valuable information.

NFR samples

AnexPartners can purchase demo units at a discounted rate. These units are intended to be used for product demonstrations. AnexPartners can choose to purchase 1 entry-level and/or 1 mid-level category product for AnexGATE. The discounted price for the hardware for entry-level model AG-25 will be INR 20,000 and for mid-level model AG-100 will be INR 65,000. The software license will be valid for 3 months and can be extended 3 more times – i.e., for up to one year. After one year, the license will have to be purchased. AnexPartners will be allowed to sell the demo unit, at which time, they will have to pay the difference of the TP and get a formal new one year license and further have to make a new full price purchase for a new demo unit.

Technical Support

Phone Support: Phone support will be available 9:30 am to 5:30 pm IST Monday through Saturday. Extended support is available for critical situations. Partners as well as end users are offered free technical support. In order to deliver the best support we will escalate issues to a team of advanced support personnel when problems need special attention.

Technical Updates: New firmware releases for AnexGATE will be made available on <http://www.anexgate.com>.

Access to high level technical support personnel: If a serious situation can not be handled by our staff, the problem will be escalated to top-level support and engineering for all of our partners.