

Preferred Partner Welcome Kit



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Welcome Letter

Dear Preferred Partner,

The Isilon Preferred Partner Program is designed to provide tools for our partners to maximize their Isilon selling power. Our Preferred Partner Program offers competitive margins while offering industry-leading products and solutions for scale-out storage. The following guide contains beneficial information that will direct you through the early stages of your partnership with Isilon. Creating your Partner Portal account will give you access to our unique tools and programs available exclusively for our partners. Isilon program benefits include aggressively discounted bundles, potential rebates, and other attractive opportunities.

With the recent launch of our new generation X200 and S200 products, Isilon is continuing our tradition of simplicity while transforming the big data industry. We are committed to the growth of our collaborative business as we aim to achieve our goals. Isilon's channel vision is to work together to build a channel program and partner portfolio that extends our customer reach, intensifies our customer presence, and takes share from our competition. We look forward to establishing a profitable business together.

Thank you for joining the Isilon family.

Sincerely,

Phil Crocker
Director of Channel Marketing



Getting Started

Partner Portal Account

Isilon's Partner Portal contains hundreds of important documents and files that are added daily and updated frequently. The portal is also where partners register deals, access quote template training, and find information on our certification program. It is vital that our partners utilize this to stay current on bundle prices, product information, and training tools.

To create an account in the portal, you can click [here](#). Please keep in mind that it will take between 24 and 48 hours for your account to activate. You will receive an email when your account has been activated and you can log in by clicking on the "Preferred Partner Portal" tab at www.isilon.com. You can also login using www.salesforce.com.



As you can see above, the Partner Portal homepage has numerous links that allow partners to register a deal, view content, and access the Isilon learning center. In addition to these and other valuable tools, our Isilon Connected box will keep you up-to-date on our latest news.

If you need any assistance with the Partner Portal please email preferredpartner@isilon.com.



TRAINING COURSE/LEVEL: → → → → → →	Sales	Sales Engineering	Administration	Integration	Support
TRAINING LEVEL SPECIFICATIONS:					
COURSE INFORMATION:					
Official Course Name:	Isilon Sales Training	Isilon Sales Engineering Training	Isilon Administration Training	Isilon Integration Training	Isilon Support Training
Alias:	Sales Training				
Course Cost: (Pricing listed is for Partners; customer pricing may differ)	Free	free	free	\$1,500/person	\$2,500/person
Delivery Type:	Self-paced; online	Self-paced; online	Instructor-led; classroom	Live, instructor-led; Classroom instruction; Hands-on labs; White-board presentations	Live, instructor-led; Classroom instruction; Hands-on labs; White-board presentations
Duration:	3 hours	4 hours	2 days	3 days	5 days
Course Location (if applicable): (Click on 'Locations/ dates' for more info)	Online	Online	Locations/ dates	Locations/ dates	Locations/ dates
Audience:	sales professionals interested in a high-level overview of Isilon products and solutions (Isilon Partners)	sales engineering professionals (Isilon Partners)	engineering professionals who want learn more about the Isilon Scale-out Storage Platform (Isilon Partners & Customers)	system engineers interested in advanced knowledge for configuring and supporting Isilon solutions (Isilon Partners)	storage & engineering professionals with basic understanding of traditional storage who are ICSP certified (Isilon Service Partners)
Prerequisites: (Click here to view details on course prerequisites)	None	None	None	ICSP certification	ICSP certification
Objectives:	Click here to see detailed course objectives	Click here to see detailed course objectives	Click here to see detailed course objectives	Click here to see detailed course objectives	Click here to see detailed course objectives
EXAM/CERTIFICATION INFORMATION:					
Certification: (Obtained upon successful completion of the course & passage of the associated certification exam)	Isilon Certified Sales Associate	Isilon Certified Sales Engineer	Isilon Certified Storage Professional	Isilon Certified Integration Engineer	Isilon Certified Support Engineer
Certification Acronym:	ICSA	ICSEA	ICSP	ICIE	ICSE
Certification Exam:	ICSA exam	ICSEA exam	ICSP exam	ICIE exam	ICSE exam
Cost of Exam:	Free	Free	\$150	\$150	free
Exam Location:	Online	Online	A Pearson VUE testing facility (more info)	A Pearson VUE testing facility (more info)	Visit Isilon Learning Center for more info
Will Isilon help <i>Partners</i> pay for the cost of the <u>exam</u>?	Not Applicable	Not Applicable	Yes, by voucher (for first attempt only!!!)	Yes, by voucher (for first attempt only!!!)	Not Applicable

- Certifications are valid for **two years** from the date of the exam
- Certification is tied to the person not the company. If person leaves company, certification follows the person and the company may need to certify additional employees to remain compliant
- Only the ICSP (Administration) & ICIE (Integration) certifications will be administered by Pearson; all other certifications will be administered via Isilon too

Deal Registration Application

The Goal – More closed DRA’s = more revenue. Isilon’s Preferred Partner Deal Registration (DRA) process is a revenue generating vehicle for our partners to earn extra discounts for registered deals that successfully close. As significantly more of our business goes through the reseller/partner channel, managing DRA’s effectively becomes crucial to our success. More closed DRA’s = more revenue. At Isilon, DRA’s are used in North America, APAC and EMEA.

Isilon Preferred Partner Deal Registration - External Process

How it works – Isilon’s Preferred Partner deal registration (DRA) process allows partners to earn extra discounts for registered deals that successfully close. The principle behind deal registration is to reduce channel conflict, to reward and protect partners so that they can identify in advance, and successfully close opportunities incremental to Isilon. In order to be eligible for the Preferred Deal Registration bonus, Preferred Partners must perform the following steps.

1. Complete the Deal Registration Application via the Preferred Partner Portal. By completing the form, the partner notifies Isilon of its intention to “own” this piece of business. The Preferred Partner must disclose to Isilon all information included in the form to the greatest degree possible.
2. Receive approval via email from Isilon that the deal is approved as registered. Isilon will evaluate the application and, in its sole discretion, make the determination that this piece of business is incremental, that no other partner has registered this opportunity and that Isilon is not already working with this account on this deal.
3. Isilon strives to address all DRAs within 48 hours and therefore approves or denies within this time frame.

In order to maintain status as a registered deal, the Preferred Partner also agrees to the following:

1. The Preferred Partner will lead the engagement, stay active, maintain progress and drive each step of the sales cycle.
2. The Preferred Partner will regularly update the Isilon sales rep (minimum. once every two weeks) regarding the progress on the deal.
3. Deal registration has a 90 day limit. Extensions will be at the sole discretion of Isilon sales and/or channel management.
4. Dual proposals on the part of the Preferred Partner, i.e., offering competing alternatives, will disqualify the deal registration.



Submitting a Purchase Order

How to Submit a Purchase Order to Isilon Systems

There are two ways to submit a purchase order or (PO):

- **Fax PO to:** Sales Fax # 206-315-7640 – **Attn:** Sales Operations
- **Email PO to:** salesops@isilon.com

Please include the following information on the Purchase Order:

- Purchase order number
- "Bill-To" Address
- Complete "Ship-To" address which must include a contact name and telephone number
 - Install address
- Ship information
 - Using Isilon's carrier
 - Partners carrier, please provide the following
 - o Account number
 - o Ship method
 - o Service Level
 - o Bill to address for account number
 - Special shipping instructions for delivery
- F.O.B or "Freight on Board" must be stated as "Factory" or "Shipper"
- Terms Net 30
 - Note on the PO if extended terms have been approved
- Required Delivery by date
- Email address is required for any order which requires software license keys to be sent



Contacts

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