Intel® Technology Provider:

Helping you grow your business, build trust and earn rewards

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Channel Program Manager, Vertical Segments

Intel Confidential

Intel® Technology Provider

Helping you Grow your business, Build Trust and earn rewards

GROWTH

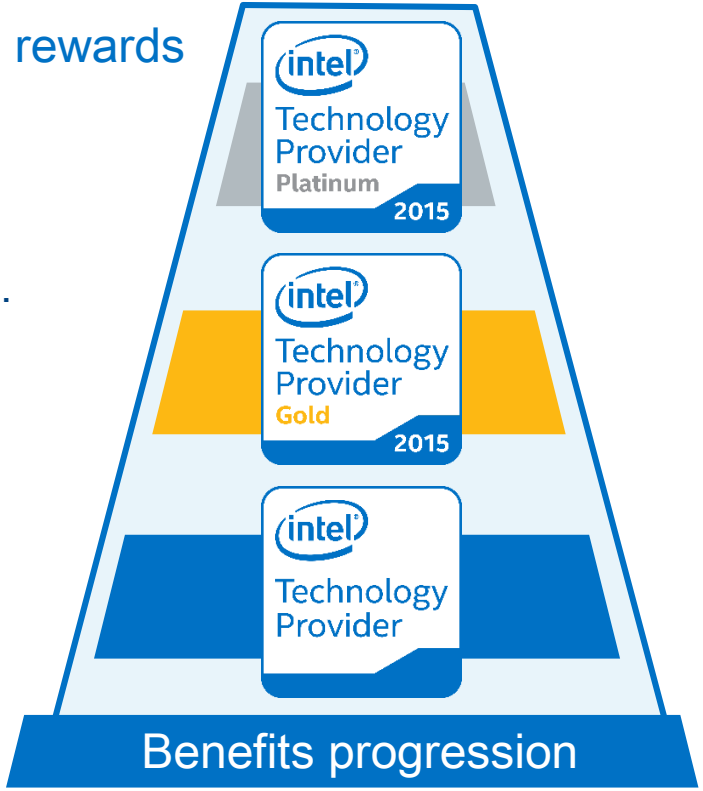
Make more money and accelerate your business.

TRUST

Be the trusted expert on the latest technology.

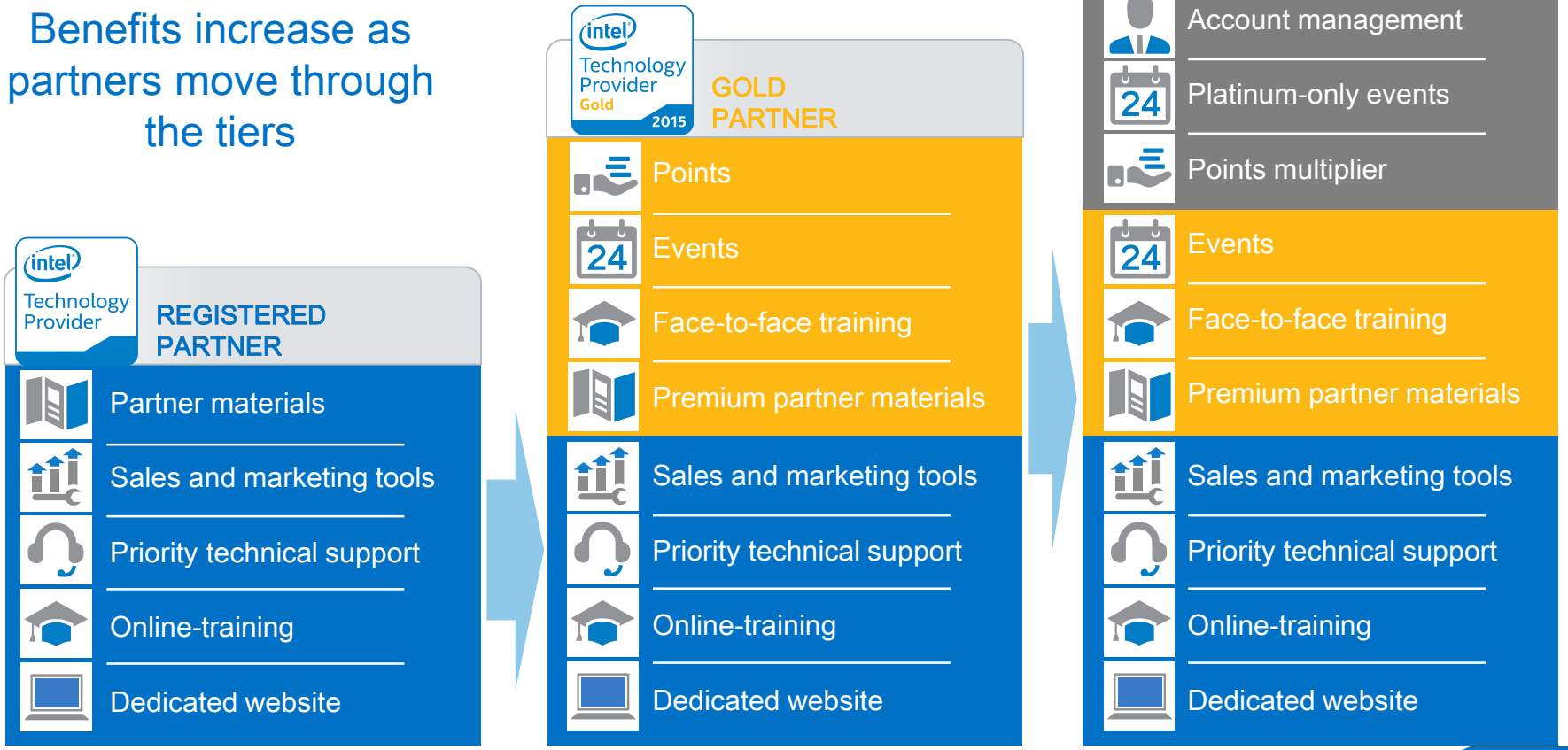
REWARDS

Earn points and receive exclusive partner-only promotions.



Three membership tiers

Benefits increase as partners move through the tiers



Introducing: Specialty Benefits

Tailored for these key market segments:

EDUCATION

IoT RETAIL SOLUTIONS

DATACENTER- HPC

Sept 30, 2015

....and more to come.

Enhance your opportunity to gain a competitive advantage in your specialty

Benefits include…

Training for **Intel® Specialist designation**

Access to **Architects** to build solutions to help win bids

Access to **premium resources**: e.g.: research papers, analytics, and case studies

Earn **more points** that can be spent like cash on Intel products, events, and travel

… and much more!

Specialty benefits for Education

Meet criteria to unlock Education Specialty Benefits:

- GOLD or PLATINUM membership status
- IA platform sales of 3000u+ per year
- Achieve 25 Intel Education training credits with 3+ reseller employees completing a minimum of 3 education training classes each

Education Specialty Benefits

- Access to an Intel Education Technical Specialist for deals 3000u+
- “Education Specialist” designation
- Educator professional development resources
- Eligible for Education partner success story initiative
- Intel learning resources

* Benefits may vary by geography

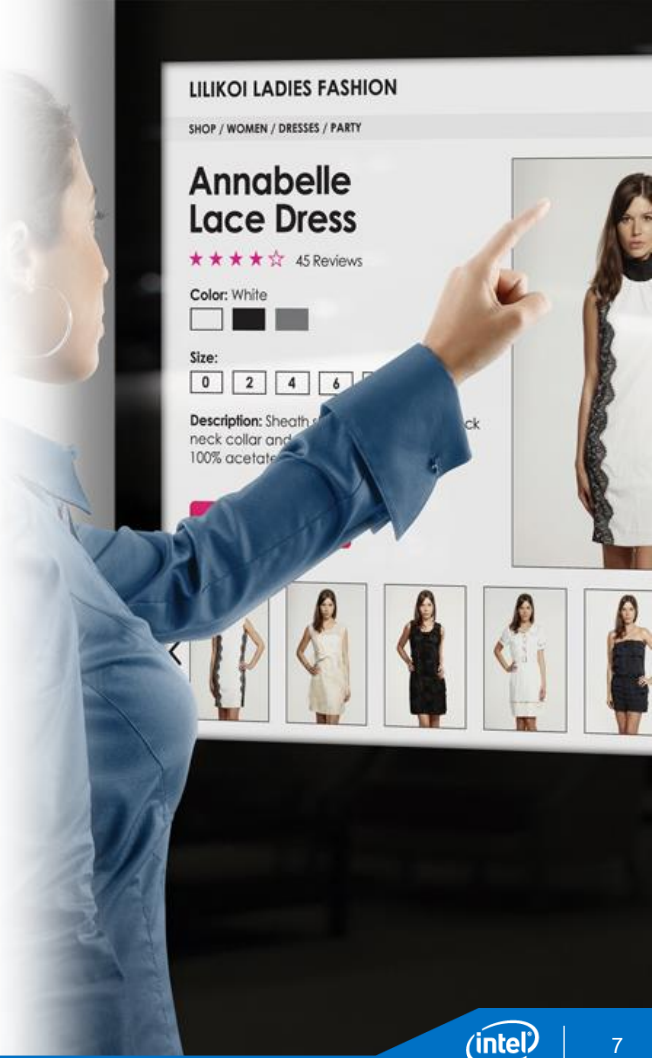
Specialty benefits for IoT Retail Solutions

Meet criteria to unlock Education Specialty Benefits:

- GOLD or PLATINUM membership status
- 2+ IA retail solutions offers published on Solution Finder
- Achieve 25+ TRAINING CREDITS (specific IoT retail solution courses)
- 1 solution or case study that provides a customer win

Education Specialty Benefits

- Access to presale IoT technical support
- IoT Retail Solutions Specialty designation
- Special access to analyst studies
- Partner promotion opportunities in Solution Finder



* Benefits may vary by geography

Specialty Benefits for HPC Data Center

Meet criteria to unlock HPC Data Center Specialty Benefits:

- GOLD or PLATINUM membership status
- Minimum $200K of Data Center Portfolio through Intel® Authorized Distributors
- Minimum one IA (whitebox) HPC solution offer published on Solution Finder
- Minimum one verified HPC deployment with 12 nodes
- Achieve 25 Intel Technical Computing (HPC) training credits

HPC Data Center Specialty Benefits

- Access to Intel HPC Specialists
- HPC Data Center Specialty designation
- Intel HPC Resources
- Eligible for HPC case study and co-marketing opportunities
- Add'l Points for sales of Data Center Portfolio
- Enhanced benefits for Intel® Server Products for HPC Compute Blocks**
- Special FTF invite to tech training/events & guest blogging
- Access to early Data Center samples

**Note: Exclusive access to Intel® Server Product architects, HPC engineering resources and the Intel® Modular Test Architecture Tool

What can we do together?

- Jointly **engage** reseller accounts and leads
- Introduce new **categories** to the market
- Create **demand** in the channel

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