PartnerFIRST
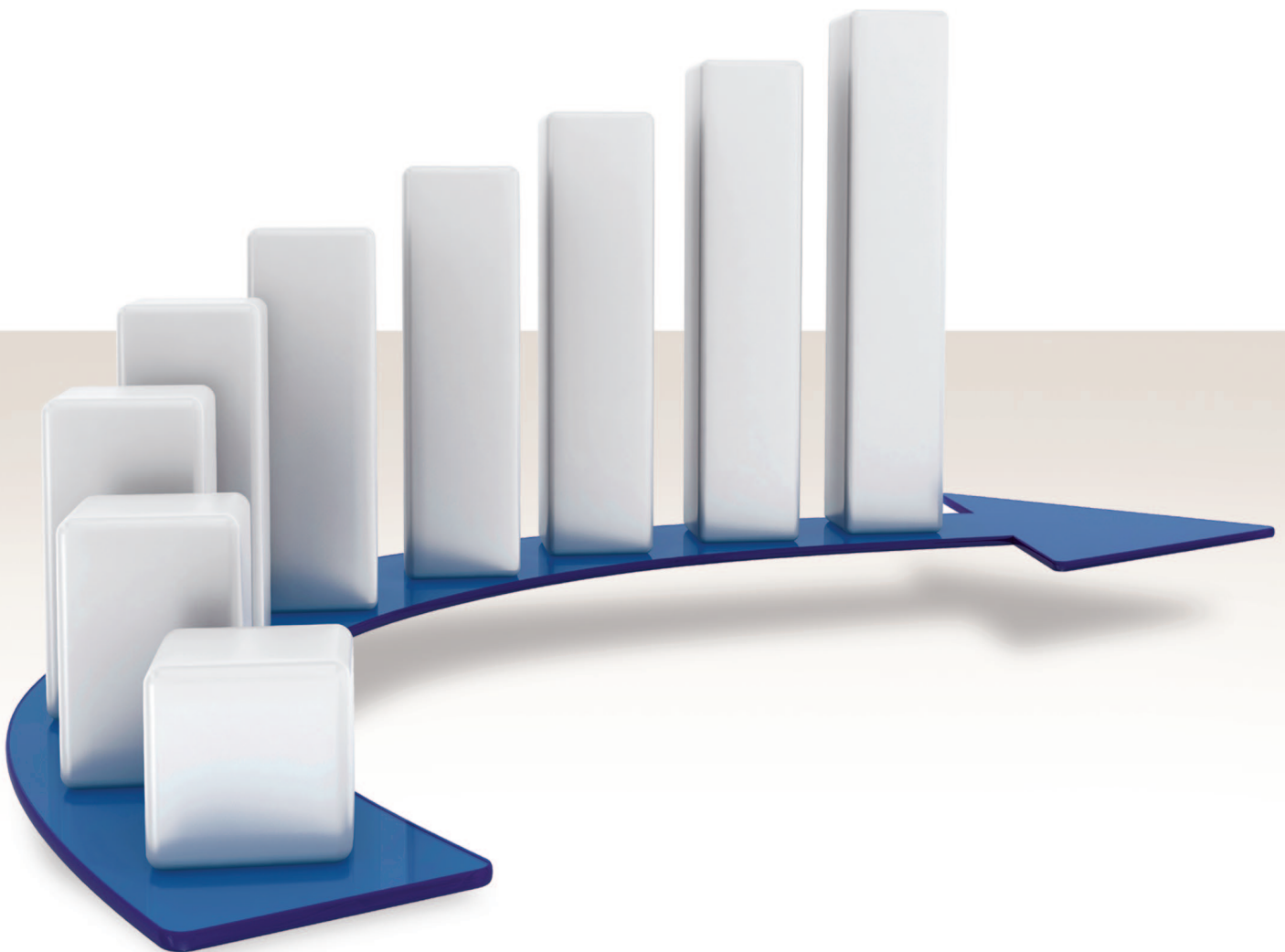
PARTNER PROGRAM

Enabling our Partners for Great Success

Why Partner With Mellanox

1   **Broadest portfolio of solutions.** Mellanox delivers the industry's most robust end-to-end InfiniBand and Ethernet portfolios. Our mature, field-proven product offerings include solutions for I/O, switching, and advanced management software — making us the only partner you'll need for high-performance computing and data center connectivity. Mellanox allows customers to choose the network that is right for them based on their application requirements and individual technology practices — without sacrificing scalability or performance.

2   **Mellanox is the InfiniBand leader.** Mellanox provides high-performance InfiniBand fabric for the world's largest supercomputers, the fastest financial trading platforms, and design and engineering clusters for global manufacturing, energy, life sciences and media companies. Mellanox Technologies is also the world's leader in RDMA technology. Mellanox RDMA allows the movement of network and storage data between virtual machines, with the highest bandwidth, lowest latency and least CPU cycles of any other interconnect technology on the market. Mellanox's interconnect technologies will also benefit cloud providers who are required to build scalable and low-cost IaaS clouds.

In fact, Mellanox powers:
- over 30% of the Fortune 100
- 9 of Top 10 automotive manufacturers
- 7 of Top 10 oil & gas companies
- 4 of Top 10 pharmaceutical companies
- 224 systems, 45% of the November 2012 TOP500 List*

3   **Mellanox is an Ethernet leader.** Mellanox's scale-out 10 and 40GbE products enable users to benefit from a far more scalable, lower latency, and virtualized network with reduced overall network costs, lower power consumption, greater efficiencies, and simplified management than traditional 10GbE networks.

4   **Mellanox is driving the converged data center fabric.** With its exclusive Virtual Protocol Interconnect® (VPI) technology and intelligent network management software, Mellanox is leading the market toward consolidated, end-to-end data center networks that unite server and storage protocols over a single transport layer. VPI flexibility enables any standard networking, clustering, storage, and management protocol to seamlessly operate over any converged network leveraging a consolidated software stack. Each port can operate on InfiniBand or Ethernet and supports multiple storage protocols as well as Ethernet over InfiniBand (EoIB) and RDMA over Converged Ethernet (RoCE). VPI simplifies I/O system design making it easier for IT managers to deploy infrastructures that meets the challenges of a dynamic data center.

5   **Mellanox is an active partner.** We prepare you for success with a free comprehensive education and training program, demand generation, templates, leads, regular promotions, and financial support for joint marketing programs focused on your specific customer base.

http://top500.org/lists/2012/11

The **PartnerFIRST Program** is predicated on the belief that a partner's expertise and offerings combined with Mellanox's unmatched technology and support, will present a winning combination for delivering solutions to our customers. At Mellanox, partnerships are our business and have been for the last 10 years. We work closely with our partners in order to help make them successful.
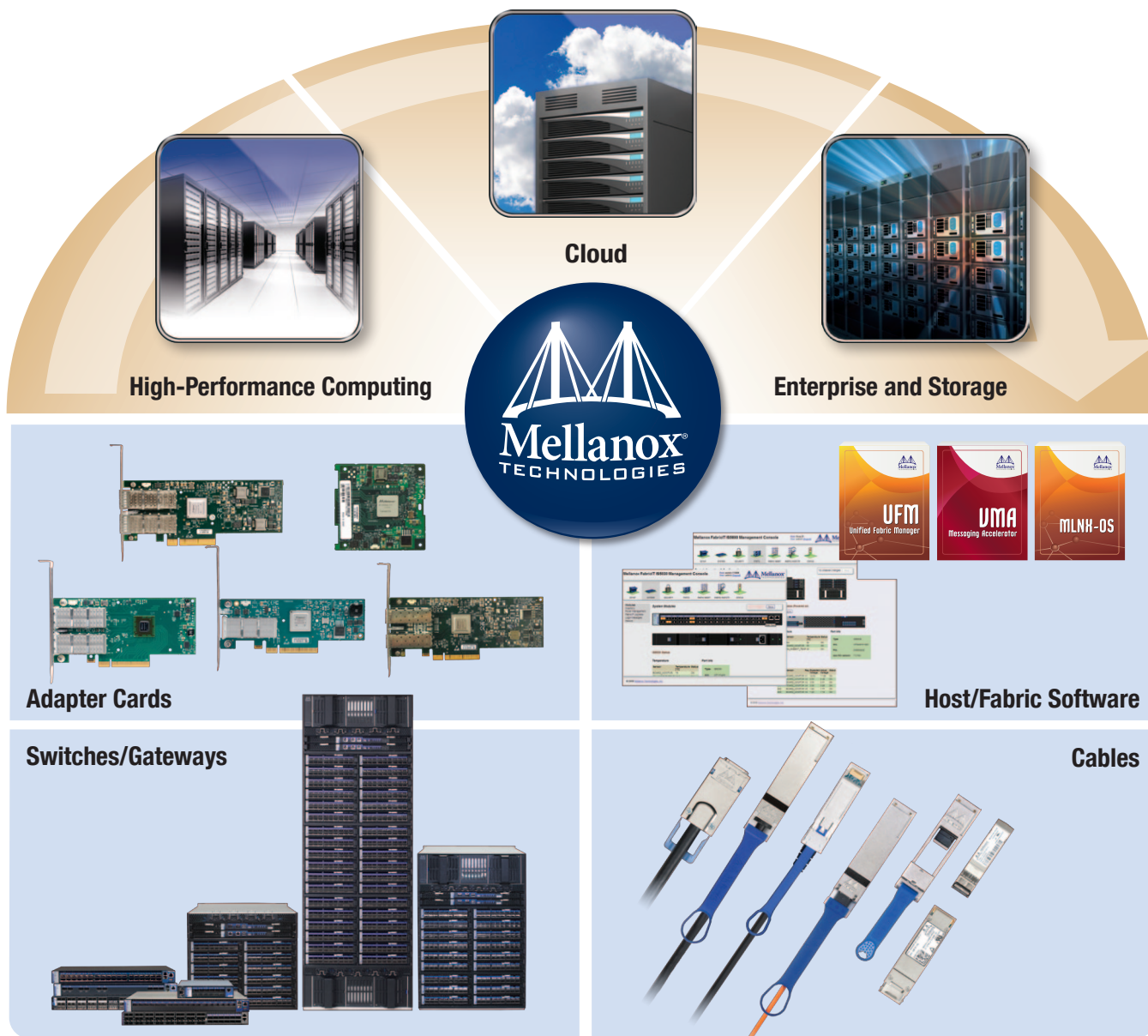
Our common work is based on the following principles:

- A margin-rich, purpose-built reseller program that capitalizes on reselling leading products in fast growing markets
- Growth of your professional services revenue, leveraging leading-edge high-density InfiniBand and 10 Gigabit Ethernet solutions for data centers, high-performance computing and cloud environments
- Increase the strategic value our partners bring their customers through innovative, forward-looking technologies

By working together, we can achieve business breakthroughs that maximize your sales opportunities and profitability while delivering an outstanding customer experience.

Broadest Portfolio of Solutions

Industry's Only End-to-End InfiniBand and Ethernet Portfolio

Cloud

High-Performance Computing

Enterprise and Storage

Adapter Cards

Host/Fabric Software

Switches/Gateways

Cables

The **PartnerFIRST Program** is a global program built with local business needs in mind and is designed to open the door to additional revenue opportunities that can enhance your company's bottom line. As an extension of our team, our partners play a key role in our go-to-market strategy and success. Lead sharing, early product information and technical/sales training curricula are just some of the many benefits of this program — all designed to give you a distinct advantage over your competitors.

Exclusive Benefits ONLY for Mellanox Partners

	Authorized Partners	**PartnerFIRST**
Comprehensive Demand Generation		– Priority Lead Allocation – Communication vehicles to targeted customer databases – Sponsorship of end-user development initiatives – Templates for end-user campaigns – Cooperative marketing planning
Revenue and Incentive Programs	Competitive Displacement Programs Quarterly Promotions	– Competitive Displacement Programs – Quarterly Promotions – Registration discounts up to 57% off MSRP for ConnectX & ConnectX-2 HCAs and NICs (up to 20% off disti cost), and up to 54% off MSRP for Switch products, Bridge products, Accessories, Software and Service (up to 15% off disti cost).
Product		– No-charge loaner program for customer presentations and/or evaluations – Early Access Programs for non-released products
Market Development Funds		– Market Development Funds are available for business development and revenue-generating campaigns
Branding	Listing in Partner Locator	– Prominent placement on the Mellanox web site – Business Card logo – PR and Editorial opportunities – Cooperative participation on end-user trade events – Cooperative collaboration on PR, quotes and endorsements
Tools & Collateral	Secure access to Partner Portal Co-branded collaterals	– Comprehensive Sales Kit - includes sales & technical presentations, competitive & benchmarking data, white papers, sample email blasts, call scripts, recorded webcasts – Secure access to Partner Portal – Co-branded collaterals
Mellanox Support	Pre-Sales Support	– Pre-Sales Support – Dedicated Sales & Marketing Resources – No-charge technical training and certification – No-charge sales training
Eligibility		– Minimum $100,000 per quarter of end-to-end IB and 10GbE technology based on MSRP – 2 Sales & Technical Certifications

Contact Mellanox to Learn More — resellers@mellanox.com

Mellanox Technologies (NASDAQ: MLNX, TASE: MLNX) is a leading supplier of end-to-end InfiniBand and Ethernet connectivity solutions and services for servers and storage. Mellanox products optimize data center performance and deliver industry-leading bandwidth, scalability, power conservation and cost-effectiveness while converging multiple legacy network technologies into one future-proof architecture. The company offers innovative solutions that address a wide range of markets including HPC, enterprise, mega warehouse data centers, cloud computing, Internet and Web 2.0.

350 Oakmead Parkway, Suite 100
Sunnyvale, CA 94085
Tel: 408-970-3400 • Fax: 408-970-3403
www.mellanox.com