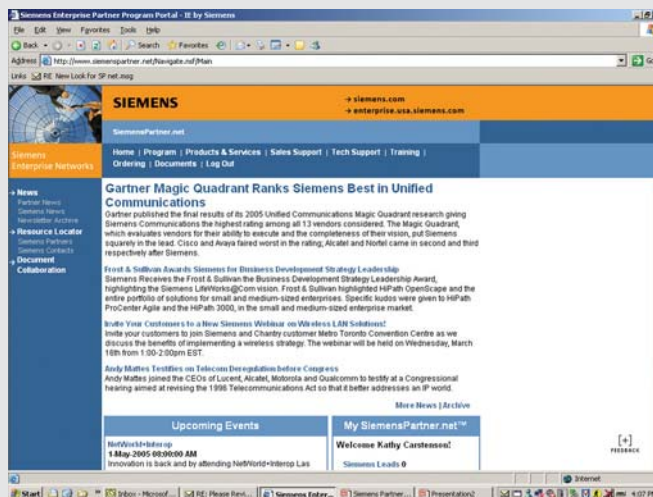


Your Direct Link to Siemens World of Resources!

You are in business to sell solutions, service your customers and make money – not to spend time struggling to get information from your suppliers. As an Authorized Partner, you have full access to SiemensPartner.net, our password-protected reseller website. Log on to the site and link directly to information and tools you need to grow your business, expand your customer base and increase your bottom line.

Siemens Enterprise Partner Program

SiemensPartner.net™



Sales Support

Siemens offers a full portfolio of on-line and live assistance options to help increase your selling efficiency and profitability. Our extensive network of tools and resources are readily available to help you become a successful Siemens Authorized Partner.

Marketing Support

Siemens is committed to providing our Partners with top quality marketing support. SiemensPartner.net is a resource for Partner marketers and sellers to find all of the latest marketing and multi-media presentations, success stories, white papers, sales programs, style guide and logos, online collateral catalog, proposal and RFP templates and much more!

Technical Support

Find help for optimizing the solution with online installation and troubleshooting assistance for the Siemens HiPath portfolio. Connects you to alerts, technical guides, documentation, software downloads and configuration notes.

Products and Services

Help your customers communicate better and operate more profitably. Explore and easily access information on Siemens HiPath Services and Solutions. Compare our platform models and link to sophisticated configuration tools and wizards.

Training

Links you to a full range of Siemens Education course offerings and a detailed sales training curriculum. Review qualification requirements, download self-paced training materials and complete online testing.

Ordering

A quick reference for ordering information for Siemens entire HiPath Portfolio.

Fast and Easy Access!

The less time you spend searching for information on Siemens solutions, the more time you can spend selling and servicing your customers. That's why we designed our website to be fast, easy to use and loaded with value. We're here to help you build your business, expand your customer base and increase your bottom line. Log on to SiemensPartner.net today and reap the benefits of a world of resources available only to our Authorized Partners.

SIEMENS

Global network of innovation

Lead Generation & Referral Programs



Lead Generation Program

Siemens' Lead Generation Program is designed to deliver pre-qualified leads to Authorized Partners. This program runs throughout the fiscal year with targeted mailers & telemarketing efforts in all geographies where Siemens has presence through Siemens Authorized Partners. Leads are qualified through a comprehensive questionnaire, and are classified according to the stage of the sales cycle, funding and timeline. Our objective is to provide documented information relevant to the prospect and the project at hand, so partners have a better opportunity of success.

Automated Lead Distribution

Once screened, qualified and classified, leads are assigned via an automated distribution engine that operates on a round-robin basis. This system matches partner and prospect geography, project requirements and partner skills and capabilities. This guarantees equitable treatment, based on geography, authorization status and core competencies. Leads are automatically distributed through an on-line portal, with e-mail notification to the appropriate contact(s) at the Partner Company. This portal is secure and friendly, making it easy for partners to manage and update the status of leads provided by Siemens.

In general, Siemens extends to Authorized Partners new business leads that come from advertising, mailers, telemarketing, tradeshows and the Siemens website.

Eligibility

All Siemens Authorized Partners reside in our Partner database and are eligible to receive qualified leads in their geographical area, according to their skills, competencies and capabilities.

Lead Referral Program

The Siemens Lead Referral Program pays Siemens Partners for qualified leads that result in sales. By sharing lead information, our Partners and their sales organization can earn a commission when a fellow partner or the Siemens direct sales organization closes the sale.

Likewise, our Partners can increase their business opportunities by becoming the recipient of a Lead Referral from Siemens direct sales organization or a fellow Partner. The benefits go both ways. The Siemens Lead Referral Program is a systematic way for Siemens Partners to obtain rewards from sharing leads.

Specifically, the program encourages the sharing of sales leads among Siemens Authorized Partners as well as Siemens Enterprise Networks direct sales team. The program recognizes a teamed approach between Siemens Direct Sales Force and our Siemens Authorized Partners, is the optimal way to serve the customer and foments team building to discover and refer sales opportunities to the most appropriate channel by rewarding and compensating all parties involved.

Siemens Sales representatives and Regions are motivated and compensated to manage their assigned territory utilizing partners, especially for new business opportunities. Similarly, Siemens Authorized Partners may uncover leads that fall outside their supported geography or their core competency. This program encourages Partners to refer the prospect, so it can be served by another partner or by Siemens directly, and still partake in the revenue generated by the sale.

www.SiemensPartner.net

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Order No.: G1002-X1247-00

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