



Thin Computing
Simple, Flexible, Client Driven



Program Overview

PartnerPLUS Introduction

PartnerPLUS is a Computer Lab International Authorized Reseller Program designed to provide value-added resellers, integrators and solution providers with sales, technical, and marketing support to foster collaboration and growth in their thin client efforts.

Objectives of the Program:

- To “package” the various sales, marketing, and technical benefits that we offer into an organized, professional support program for our resellers partners
- To focus our internal resources on partners having the most potential while still maintaining a reasonable level of support for all other partners.
- To encourage new resellers to market CLI thin clients
- To provide our resellers with support that will allow them to more effectively sell and close CLI thin client deals
- To provide an effective mechanism to communicate with our resellers

Why Should Resellers Join PartnerPLUS?

PartnerPLUS provides a framework of benefits giving resellers the tools necessary to help them sell, market, and support CLI thin clients. All product and program information is centralized on the PartnerPLUS web site. Exclusive member benefits include account protection, dedicated sales support, sales tools, product training, promotions, customized marketing programs, demonstration equipment, and much more.

Purchasing:

All PartnerPLUS members must have approved credit terms and/or the ability to purchase CLI products. Of course, Resellers may purchase CLI products without becoming a PartnerPLUS member.

Pricing:

The PartnerPLUS program enables members to register end user accounts and obtain special pricing for those accounts providing the opportunity meets the volume requirement. Registration is done by end user unless the Partner standardizes on one or two configurations in which case it would be done based on that parameter.

How Does a Reseller Become a PartnerPLUS Member?

To become a PartnerPLUS Member:

1. The reseller must fill out a PartnerPLUS Application Form found at <https://computerlab.com/index.php/become-a-reseller>.
2. Terms would need to be established unless the partner prefers utilizing credit card or wire transfer.
3. The application will be forwarded via email to the appropriate CLI VAR Alliance Manager (cc: to Marketing), for review. The VAM will evaluate the application and speak to the reseller contact to ensure that they meet the membership requirements.
4. If the VAM determines that the reseller has met the criteria, the reseller will be enrolled.

PartnerPLUS Benefits

The following benefits will be offered at each membership level:

<i>Sales Support Benefits:</i>	
Access to PartnerPLUS Web Site	X
Downloadable Data Sheets	X
Downloadable Sales Tools	X
Downloadable Price Lists	X
Access to sell CLI products	X
Web-Based Product Training	X
Dedicated VAR Alliance Manager Support	X
Sales Recommendations	X
Risk Free Evaluation Unit Program	X
Demonstration Unit Program	X
Account Protection for Registered Deals	X
Special Discount Pricing for Gov't, Education	2%
Lead Referrals	X
Joint Business Planning	X
Joint Selling Opportunities	X
<i>Marketing Support Benefits:</i>	
PartnerPLUS Logo Program	X
PartnerPLUS Certificate	X
Downloadable Graphics	X
Periodic Product and Promotion Updates	X
Success Story Bonus Program (\$50 per qualified story)	X
Printed Collateral	X
Joint PR Opportunities	X
Customized Marketing Programs	X
Marketing Manager Support	X
<i>Technical Support Benefits</i>	
Toll Free Pre-/Post-Sale Technical Support	X
Technical Recommendations	X
Web-Based Technical Support including our Answer Book Knowledge Base	X
Express Software & Firmware Updates	X
Priority Technical Support	X
Opportunity to participate in Beta Tests	X
Priority Technical Specialist Support	X

APPENDIX A: RISK FREE EVALUATION UNIT PROGRAM

Risk Free Evaluation Unit Program

All CLI resellers and end-users are entitled to receive CLI thin clients at no-obligation for evaluation purposes under the Risk Free Evaluation Unit Program. These units are available to evaluate, utilize, and test with the intention of purchase.

1. For evaluation request, reseller needs to submit either a purchase order, email order or a signed "Product Evaluation Request" form.
2. Reseller will be invoiced for the product at Reseller pricing and shipping.
3. Customer is responsible for freight charges for return.
4. CLI will ship evaluation "Ground", unless otherwise requested and the customer will be responsible for shipping charges.
5. Reseller/end user agree to evaluate, utilize, and test the product with full intention of purchasing it for reselling purposes or own use.
6. Each evaluation period is 30 days from the date of delivery unless otherwise specified. On or before the end of the evaluation period, Reseller needs to notify CLI of their final decision regarding this evaluation. Reseller will either accept the unit and pay for the open invoice or request a TTRA for return and return products to CLI within 2 weeks in whole and good condition in the same shipping box as it was shipped.
7. If the returned products are damaged due to negligence or mishandling, or if any product component is not returned to CLI, reseller will be responsible for the cost of the repair or replacement.
8. If returned products are in new condition, CLI will issue a credit memo for the amount of the product plus "Ground" shipping charge. If the order was not shipped ground, reseller will be responsible for freight.

APPENDIX B: DEMONSTRATION UNIT PROGRAM

Demonstration Unit Program

All PartnerPLUS members are entitled to purchase a CLI thin client for demonstration purposes under the Demonstration Unit Program.

Demonstration units are for resellers and should be used as customer demonstration, in-house, and for trade show displays. They are not for resale (NFR).

In order to obtain a demo unit, a reseller must first be a member of PartnerPLUS.

Price and Qualification:

- PartnerPLUS members will receive 20% off reseller price, restrictions apply*

* Partner is allowed to purchase (1) NFR's of each CLI thin client model however not multiples of the same model/same configuration

APPENDIX C: SUCCESS STORY BONUS PROGRAM

Success Story Bonus Program

PartnerPLUS that share a qualified CLI success story can qualify for a \$50 bonus if their story is used for publicity purposes. Success Stories not only help build CLI awareness and acceptance in the market; they also offer resellers an opportunity to feature their capabilities in centralized and cloud computing.

Qualified stories should include, but are not limited to, the following elements:

- ✓ Deployment of at least 50 CLI thin clients in the last three years
- ✓ Provides a well-known company name that is respected within their industry
- ✓ Provides a favorable quote from either the end-user or reseller

In order to qualify for the bonus, we must have permission for all endorsements by the person and/or company featured for publicity purposes. Stories can be submitted to your account manager to forward to CLI Marketing. Qualified stories will be determined at the discretion of CLI Marketing. CLI has the right to limit the number of bonuses awarded per company.

APPENDIX D: ACCOUNT PROTECTION

Account Protection

PartnerPLUS members may register their end-user prospects for account protection. It is our goal to avoid channel conflict and better serve our mutual end-user customers. Resellers who register their deals will receive priority sales and technical support to maximize their chances of closing the deal.

- There will only be one protected reseller per end-user account. If there are multiple requests for the same end-user, protection will be assigned on a first come, first serve basis, at the discretion of CLI.