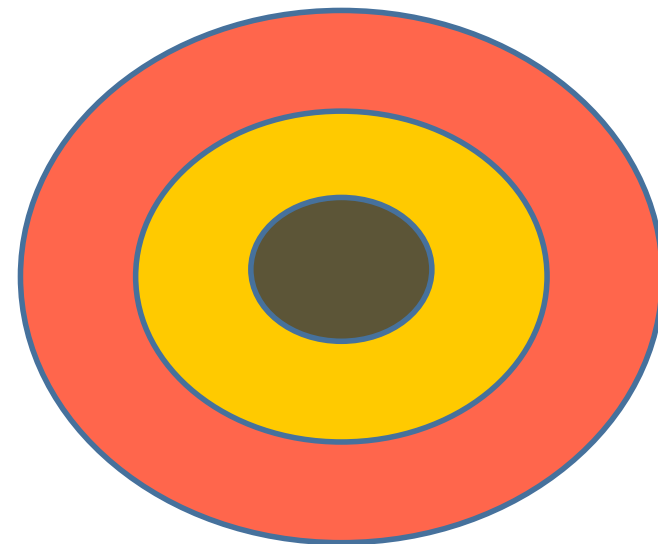




- **Get Partner Sales People to create biz opps through Appointments**
- **Increase knowledge and experience through education and training**
- **Automates DRA Process**
- **Easy to use 'self service portal'**



- **Vendor**
- **VAD**
- **VAR**

- Existing Customers
- New Margin Rich Products
- Lower Cost of Sale
- Ability to Differentiate
- Zero Impact to Existing Business

Exist	New
Exist	Exist
Exist	New
New	New

- Invests in Partner sales people
- Simple
- Win/Win/Win
- Partner Company's get equal rewards for investing in Demand Generation Campaigns
- Points can be used for cash vouchers, smart phones or experiences
- Partners can cash in their points for training or demo/eval kit
- It's a win win for all !



- Sample 'Call to Action'
- Individually Coded
- Easy to understand 'Qualifiers'
- Select Criteria
- Limited Timeframe
- Points Value



VADition Drive PROMOTION
Campaign code: C01246



Attention All CISA Sales Professionals

Book 5 end user meetings for Infoblox and receive 1000 pts!
End User Criteria

2000 plus seats
3000 plus IP Addresses
100+ Network Devices (Switch/Firewall/Router)

Meetings need to be held in Sept/Oct/Nov

1200 points gets you an Ipad!



Isn't it about time you rewarded yourself?

© 2010 VADition, Alresford House, Mill Lane, Alton

- Vendor Accreditation
- Generates attendance
- Sales and Pre Sales qualify
- Workshops
- TOI

Campaign Code: C002001236

2010

FORTINET PARTNER
 Technical & Sales Training

FortiWeb and FortiDB Technical and Sales Training

Wednesday 27th October, VADition, Alton

VADition have teamed up with Fortinet to offer this unique opportunity for its new and existing Partners to get a closer look and update on our latest Sales strategy and Product offering.

This **free and comprehensive** session will be split into a Technical and Sales stream and will offer you a great insight into the new Fortinet products.

Attend the training and receive 200 Drive Points!

Content will cover:

Sales Session:

- Detailed overview of Fortinet's latest product features (FortiDB/ FortiSwitch/ FortiWeb)
- The opportunities and benefits of selling Fortiweb and FortiDB
- Increase annual annuity business with Fortinet managed services
- Overview of the full Fortinet product portfolio
- Fortinet market position fit and information on key verticals
- How to effectively sell Fortinet products including business benefits, objection handling and competitor comparison

Technical Session:

FortiDB

1. DB Security and Controls overview
2. FortiDB overview
3. PCI DSS and FortiDB
4. Install FDB from Fortinet Website on own laptop
5. Scan the network and connect the product to MS SQL

Register NOW

AGENDA

09.30-10:00
Arrival/Coffee

10:00 - 10:15
Introduction

10:15 - 10:45
Technical/ Sales Streams

10:45 - 11:00
Coffee Break

11:00 - 11:45
Technical/Sales Streams

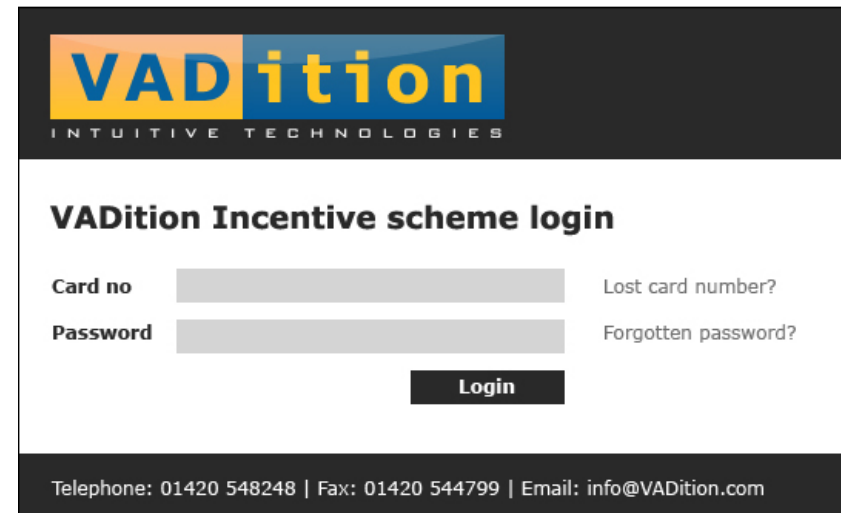
11:45 - 12:00
Q&A - Sales Close

12 - 13:15
Technical Stream

13:15- 14:00
Lunch

14:00 - 15:30
Technical Stream

- Secure Login (Vadition Website)
- Driving traffic through Website
- Agreement to T's & C's at first login



VADition
INTUITIVE TECHNOLOGIES

VADition Incentive scheme login

Card no [Lost card number?](#)

Password [Forgotten password?](#)

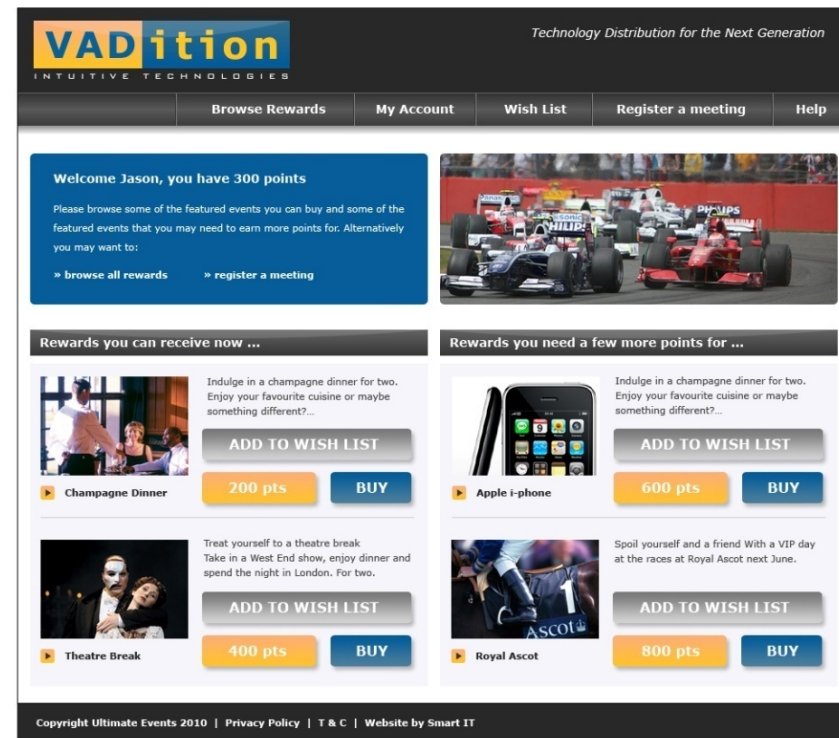
Login

Telephone: 01420 548248 | Fax: 01420 544799 | Email: info@VADition.com

- Personalised
- VAR Sales Details
- VAR Sales Input
- VAD Approval
- Each call to action worth £100 or more to individuals

The screenshot displays the VADition website interface. At the top, the VADition logo and tagline 'Technology Distribution for the Next Generation' are visible. Below the logo is a navigation menu with links for 'Browse Rewards', 'My Account', 'Wish List', 'Register a meeting', and 'Help'. The main content area features a blue notification box stating 'Welcome Jason, you have 300 points' and explaining that meetings submitted will appear on a 'provisional points balance'. To the right is a promotional image of Formula 1 cars. Below the notification is a 'Register a meeting ...' form with the instruction 'Please fill out the form below...'. The form includes input fields for Reference, End User, Contact name, E-mail address, Meeting date, Who's attending, and Notes/comments, followed by a 'Register Meeting' button. To the right of the form are two promotional cards for 'ultimateevents': 'Champagne Dinner 17/2' and 'Ultimate Weekend in New York'. At the bottom of the page, a footer contains the text 'Copyright Ultimate Events 2010 | Privacy Policy | T & C | Website by Smart IT'.

- Wide selection of rewards
- Cash Vouchers
- Experiences
- Create your own Wish List



The screenshot shows the VADition website interface. At the top, the logo and tagline 'Technology Distribution for the Next Generation' are visible. A navigation bar includes links for 'Browse Rewards', 'My Account', 'Wish List', 'Register a meeting', and 'Help'. The main content area features a welcome message for 'Jason' with 300 points and a list of rewards. The 'Rewards you can receive now ...' section includes 'Champagne Dinner' (200 pts) and 'Theatre Break' (400 pts). The 'Rewards you need a few more points for ...' section includes 'Apple i-phone' (600 pts) and 'Royal Ascot' (800 pts). Each reward card has an 'ADD TO WISH LIST' button and a 'BUY' button.

- PARTNER BENEFITS
- New Business Acquisition
- Eval or Demo kit
- Marketing campaigns
- Sales/Technical Training
- Corporate Entertainment



**Go for NEW – NEW with
Mktg Funds!**

Exist

New

Exist

Exist

Exist

New

New

New



Email

Bdesmond@vadition.com

For more information!

Or speak to your account manager/CRM

