

# FACT SHEET

## THE FUJITSU ACCELERATOR CHANNEL PARTNER PROGRAM

PROVIDING POWERFUL CHANNEL PROGRAMS FUJITSU FOSTERS STRONG COLLABORATION WITH PARTNERS TO SELL AND DELIVER WORLD-CLASS HARDWARE, SOFTWARE, AND SOLUTIONS.

### WHY FUJITSU?

- Global Brand Strength
- Best-in-class Enterprise product line and solutions
- Strong commitment to your success
- Deep access to technical support and award winning customer service
- Simple, profitable business model focused on your business growth



### THE FUJITSU DIFFERENCE

Fujitsu Channel Partner Programs are designed to help companies like yours, better serve their customers. Fujitsu is not one of those massive impersonal monoliths that “bestow the honor” of selling their products and services. In trying to sell everything to everybody, these faceless giants tend to lose sight of why they provide a partnership program in the first place—to help you.

Though Fujitsu is one of the 10 largest companies in the world, you would never know it when working with our team of experts. The North American contingent was developed to run like a small, highly motivated and highly efficient organization. Lean and mean, the Fujitsu staff works extremely hard to supply you with the technology solutions you need to ensure that your customer will reap maximum benefits by investing their faith in you.

### THE BENEFITS OF ALIGNING WITH FUJITSU DEDICATED SALES AND PROFESSIONAL SERVICES TEAMS

The Fujitsu channel team provides strong regional pre and post sales support including product training and on-site sales calls. Our professional services team works closely with your team to deliver solid, world-class solutions.

### COMPENSATION NEUTRAL SALES FORCE

The Fujitsu direct sales team is compensated identically for direct and channel sales, so we are motivated to leverage reseller capabilities and relationships to push Fujitsu preference.

### Executive Briefings

We host several briefings every month at our executive briefing center—TRIOLE Center—in Sunnyvale, California, and can assist with your sales efforts by providing briefings and introductions tailored to address your customers’ specific needs.

### Sales Incentive Programs

There are built-in incentives to partnering with Fujitsu. You can participate in earned rewards programs through deal registration and regional programs throughout the year. The more deals registered—the greater the incentives.

### Deal Registration

Looking for that final push to close a deal? You will be provided additional sales support for qualified opportunities and earn additional incentive rewards.

### Sales Lead Referral

Our partners enjoy the benefit of receiving qualified sales opportunities within their regions from Fujitsu.

### Joint Marketing Programs

Our partnership programs provide co-marketing opportunities at regional and national field events. This can give customers the confidence they need before embarking on a complex mission critical initiative.

### Alliance Advisory Council

You will be able to meet and plan strategic sales objectives with Fujitsu executives, plotting a course that exploits the strengths you bring to the table.

### Global Customer Support Organization

Fujitsu provides access to our Product Help Desk as well as access to field and sales engineers for pre and post sales support. As an authorized reseller you will also be given access to the Fujitsu technical solutions knowledgebase.

### Expert Installation and Configuration

With over 30 years of always-on data center experience, Fujitsu has the expertise to install, configure, and validate some of the most complex systems in the world. Fujitsu installation and configuration programs provide a way to expand your services in this arena, allowing you to grow your service revenue.

### Become a Solution Services Reseller

Rapid deployment fast-tracks your customers' (as well as your) return on investment. There are "tried and true" turnkey solutions that eliminate much of the design phase of an implementation. Fujitsu provides many such solutions enabling you to deliver complete, turnkey solutions to your customers.

### Solution Services Provider

Fujitsu provides a non-competitive program that can augment your current solution service offerings. Fujitsu experts seamlessly join your team to provide your customer an expanded service base, enabling you to grow your solution services revenue.

### Technical Training and Authorization

Training classes and authorization programs are available for qualified partners. Certification of critical skills is vital to delivering on promises. You know it and so do your customers.

### Demo/ Eval Program

Fujitsu provides evaluation programs as well as demonstration installations at key customer sites. This is a vital step in any successful implementation.

### Partner Portal

You will be provided a secure one-stop-shop for all your resource needs. This includes a wealth of materials like: product information and sales collateral, programs/promotions, and training/ authorization information.

### On-Line Configuration Tool

As a partner, you will have access to our step-by-step guide to developing and pricing solutions that best meet your customers' requirements.

### Partner News

As a member of our Accelerator Partner community you will receive a newsletter that is tailored specifically for you and your business. Learn what cutting edge technologies Fujitsu is working on or upcoming trends you need to be aware of.

## Your Success Is Our Success

"We believe that your success is our success and we are committed to accomplish that together."

Matt McManus, Vice President,  
Channel Sales

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### WHICH RELATIONSHIP WORKS BEST FOR YOU?

We understand that no two businesses are alike and that choice and flexibility are critical to achieving your business goals. The Accelerator Partner Program has a track that's right for you.

#### Mobile

The Mobile program is designed for notebook and tablet PCs resellers who promote, market, sell, and support the Fujitsu LifeBook® family of notebooks, tablet PCs, and accessories.

#### Servers and Storage

**The SMB Program** is designed for storage and server resellers whose goals do not include providing full turnkey solutions, and does not require highly integrated professional services capabilities

**The Enterprise Program** is designed for resellers with proven expertise in developing and delivering complete storage and server solutions. These partners have personnel who are able to sell, design, and implement high-end solutions and professional services.

#### Retail

**The Retail Point of Sale (POS) Reseller Program** is designed for resellers with proven expertise in developing and delivering Point-of-Sale (POS) and/or Self-Service solutions. These partners have personnel who are able to sell, implement and service retail solutions.

**The Retail Point of Sale ISV Program** is designed for ISVs that have validated their software application with retail hardware from Fujitsu. These ISV's have completed the Fujitsu RetailReady™ porting process and been approved by Fujitsu as an approved RetailReady ISV.

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### LET'S GET STARTED

If you are looking to join a team that is dedicated to building your success—then look no further than the Fujitsu Accelerator Partner Program. Offering a rich set of tools and methodologies, our program will put you on the fast-track to becoming your customers' number one IT resource.

PROGRAM REQUIREMENTS					
	Mobile	Servers & Storage		Retail	
Program Requirements		SMB	Enterprise	POS Reseller	POS ISV
Annual Sales Commitment	No	\$250k per year	\$500k per year	No	No
Annual Business Development Plan	No	No	Yes	No	No
Website Link	No	No	Yes	Yes	Yes
Partner Page	Yes		Yes	Yes	Yes
Sales & Technical Training	Yes		Yes	Yes	Yes
Technical Authorizations	No		No	No	Yes
Program Participation					
Installation & Configuration	No		Yes	Yes	No
Authorized Service Provider	No		Yes	Yes	No
Solution Services Reseller	Yes		Yes	Yes	No
Solutions Services Provider	No		Yes	Yes	No
Program Rewards					
MDF	Yes		Yes	Yes	No
Financial Incentives	Yes		Yes	Yes	Yes
Sales Engagement Support	Yes		Yes	Yes	Yes
Channel Development Support	Yes		Yes	Yes	Yes
Program Tools					
Partner Portal	Yes		Yes	Yes	Yes
Leads & Joint Selling Opportunities	Yes		Yes	Yes	Yes
Discounted Demonstration Equipment	1 unit/product family/quarter		20% discount 55% ETERNUS® -NFR - 1/quarter 40% PRIMERGY® - NFR -1/quarter	Yes	Yes
Sales & Technical Support	Yes		Yes	Yes	Yes
Executive Briefing Center	Yes		Yes	Yes	Yes
Sales & Technical Pricing	Distributor		Distributor	Distributor	Distributor
Field Sales Engagement	Yes		Yes	Yes	Yes
Rules of Engagement	Yes		Yes	Yes	Yes
Special Pricing	Available via Distributor. Deal reg. required.		Available via Distributor. Deal reg. required.	Available via Distributor	Available via Distributor

**ABOUT FUJITSU AMERICA**

Fujitsu America, Inc. provides a complete portfolio of business technology services, computing platforms, and industry solutions. Fujitsu platform products are based on scalable, reliable and high-performance server, storage, software, point-of-sale, and mobile technologies. Fujitsu combines its renowned platform offerings with a full suite of onshore, near shore and offshore system integration, outsourcing, and datacenter services covering applications, operations, infrastructure, customer service, and multi-vendor lifecycle services. Fujitsu provides industry-specific solutions for retail, manufacturing, healthcare, government, education, financial services, and telecommunications sectors. For more information on Fujitsu America’s business scope, visit <http://solutions.us.fujitsu.com>.

**FUJITSU AMERICA, INC.**

1250 East Arques Avenue  
Sunnyvale, CA 94085-3470, U.S.A.  
Telephone: 800 831 3183  
or 408 746 6000  
Fax: 408 764 5060  
Web: solutions.us.fujitsu.com  
Email: solutions@us.fujitsu.com

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<sup>2</sup> Not applicable to Retail POS partners.