

Ascend

FAQ

Co-op/How To Start

1. What is the purpose of Ascend's Co-op Promotional Program?

It gives Ascend partners an opportunity to share the costs to develop marketing campaigns and promotional activities (up to 50%) and up to 100% for promotional display equipment and training CDs. The program is designed to assist Ascend partners increase product sales and promote brand awareness and preference worldwide for Ascend products.

2. Who is eligible to participate in the Co-op Promotional Program?

Authorized international resellers and distributors. Contact your local Ascend Account representative or marketing manager to make sure you're on the list and to obtain the correct "bill to" customer ID number for your company.

3. How does the Co-op Promotional Program work?

When Ascend receives your monthly paid invoice, 2.5% is put in a Co-op fund for your company. This fund accumulates on a six month rolling basis. The oldest month's funds are forfeited if you haven't used them, and the newest month's funds are then added. Refer to Table.1 on page 4 of the Co-op Program Guidelines for an example. For each type of Ascend promotion, you will receive a credit for up to 50% of the costs. (Exception is promotional display equipment and training CDs.)

4. What type of promotions qualify?

Promotions that prominently position Ascend products. For example, advertisements, direct mail, trade shows, seminars and conferences, web site banners and catalogs. Promotional display equipment (to display in your office or at an event) and training CDs are also available through the Co-op program.

5. How do I order Promotional Display Equipment?

Refer to page 5 of the Co-op program guidelines for specific instructions, then fax the Promotional Display Equipment Form C and a regular purchase order to 312.243.2531. (Refer to the sample purchase order Ascend provided in the Co-op Starter Kit.)

6. What products can I order?

Refer to the eligible product list.

7. Can I order MAX TNT or GRF products as promotional display equipment?

Yes, you can order the MAX TNT, GRF 400 and GRF 1600.



8. How do I get started with my marketing campaign?

We recommend that you contact your Ascend Account Representative or Marketing Manager first to discuss your marketing campaign plans. Once you know what you're going to do and have cost estimates, send in the Pre-Approval/Claim Form to the Co-op Promotional Coordinator via fax 312/243.2531.

9. How long does it take for the Co-op pre-approval?

It usually takes up to one to two business days for pre-approval provided you have attached the promotional concept, cost estimates and a completed Pre-Approval/Claim Form. If you haven't attached all the necessary information, processing will be delayed.

10. How do I know if I have enough Co-op funds?

Contact your Ascend Account Manager. Once a month all Ascend account managers receive a Co-op Fund report from Ascend's accounting department. It lists your company's invoice payments and accrued Co-op amount for the last six months. Beginning January 1998, you will be able to access your Co-op Fund activity report via the Sales Accelerator Web Site.

11. Do I have to complete a Pre-Approval/Claim Form for each type of promotion?

Yes, submit a Pre-Approval/Claim Form for each type of promotion. Refer to page 5 in the Co-op Promotional Program Guidelines for further detail.

12. What kind of marketing materials are available from Ascend?

Camera-ready logo artwork, marketing literature, photos of the GRF and MAX TNT, and other miscellaneous materials. On the CD Accelerator Toolkit (in the source files under the Co-op section) there are templates for direct mail, tradeshow posters and electronic photographs of Ascend products.

13. Do I send an invoice to Ascend to collect my Co-op funds?

No, you do not send an invoice to Ascend. Send all completed claims to CoAMS at the address on page 5 of the Co-op program guidelines.

14. Who is CoAMS?

CoAMS is a third party administrator contracted by Ascend to administer the Co-op program for authorized International resellers and distributors.

15. How do I "receive" my Co-op funds?

After you've finished your promotional campaign and received all invoices, complete the appropriate claim forms. Send the forms, invoices, other supporting documentation and a sample of the promotional piece (in English!). Once we've received everything, a credit memo will be sent to you that can be applied to a future invoice. Refer to page 5 of the Co-op program guidelines for specific instructions.

16. When will I receive my credit memo?

Typically, the credit memo will be issued within 30 days and sent via U.S. mail to your company by Ascend's accounting department.

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