



Ascend Resellers

What Does the “NavisAccess \$30 Million Offer” Mean for You?

Ascend is happy to let you know that we’re offering free software now so you can lock in profits for the future.

What is Ascend offering?

We’re giving away the NavisAccess™ software option for any Ascend device shipped by May 31, 1998, to customers who purchase one or more of our specially-priced NavisAccess suites.

The NavisAccess software option is a hash code that provides a license for NavisAccess to manage the device. You cannot use NavisAccess on an Ascend device if the software option is not loaded. This means that if your clients want to use our new management software, they must have the software option.

Current users automatically upgraded

If you have sold NavisAccess version 4.0 to any customers, you will automatically be sent free upgrades to the NavisAccess Suite, which includes the latest release of NavisAccess. The upgrade will include access to the free hash code generator.

BIGGER COMMISSIONS

Name	What it is
NavisAccess:Console	The premier network management system for Ascend MAX™, MAX TNT™, Pipeline® and GRF™ products.
NavisAccess:Trend	The NavisAccess reporting option. Provides over 40 pre-defined reports in three categories (remote access reports, network performance and configuration). Includes Web-based reports.
NavisAccess:IP	The NavisAccess multivendor option, which provides support for managing Cisco, Bay, 3Com and/or Digital Equipment routers. A full suite of management tools is available for these devices.
NavisAccess Suite	A bundled set of all three of the above selling at a reduced price: contains one copy each of NavisAccess:Console, NavisAccess:Trend and NavisAccess:IP.
NavisAccess software option	Hash codes set on the device to allow NavisAccess to manage the device. Without the software option, NavisAccess cannot manage the device. Required for MAX, MAX TNT, and GRF products. Provided free on Pipeline products (except for the Pipeline 220).

How do I profit from giving away the software option?

The goal of this offer is to reach 100% penetration into the Ascend customer base with NavisAccess management software. An ambitious goal? Perhaps, but when you combine the unique power of NavisAccess software with the *incredible value* being offered, the number starts to look easy.

Once you’ve sold NavisAccess, your clients will want to order the software option for all future device purchases. What does that mean to you? *An enhanced commission for every Ascend device you sell.* The software option is sold on a per-device basis, according to the following price list:

MAX 200Plus	\$ 250	MAX 4000 series	\$ 995
MAX 1800	\$ 395	MAX TNT	\$3,995
MAX 2000 series	\$ 550	GRF 400	\$4,995

Instead of selling ports, you’re now selling “managed ports,” and that means a nice premium for every device sold.

So how do I convince my customers?

NavisAccess is the management solution Ascend users have long been waiting for. The feature set will practically sell itself. We've enclosed a data sheet, and software demos are available from the Ascend Web site.

In addition, *the unprecedented savings available through this offer* allow your customers to upgrade their entire networks to managed devices for the cost of only the console software.

This one-time-only offer can easily save your clients tens of thousands of dollars. A client with only two MAX TNT units and eight MAX 4000 units will save *more than the cost of the NavisAccess software*.

Sell it once and sell it forever

Once a customer uses NavisAccess to manage their network, every device sale means extra dollars: next week, next month, next year. With NavisAccess in place managing the net, the software option is a "must have," adding value to every sale.

The software option is also available for Pipeline 220 (\$250) and GRF 1600 (\$7,995) devices although they are not part of this offer. You can start selling them *right now*, and we will have a software option corresponding to any new MAX, MAX TNT or GRF product that Ascend releases.

Additional reseller profits

Because upgrading hash codes is a manual process, resellers can make additional profits by offering to install/upgrade hash codes at any fee agreed upon by the reseller and the client.

How the deal works

- Customers must purchase one or more NavisAccess Suites by May 31, 1998, to be eligible. Available suites are as follows:

NavisAccess Suite for Windows NT	ANC-SU-NT	\$ 9,995 ¹
NavisAccess Suite for Solaris standalone	ANC-SU-SOL	\$11,995 ¹
NavisAccess Suite for HP OpenView on Solaris	ANC-SU-SOL-OV	\$13,995 ¹
NavisAccess Suite for HP/UX standalone	ANC-SU-HP/UX	\$11,995 ¹
NavisAccess Suite for HP OpenView on HP/UX	ANC-SU-HP/UX-OV	\$13,995 ¹

- When the software is delivered, a special access code will be included in the box. This code will allow the customer to access a hash code generator on the World Wide Web. From there, they can generate the hash codes needed to enable the NavisAccess software option on their devices.
- The hash code generator requires device serial numbers. To make the process easier, we will provide instructions on how NavisAccess can be used to automatically retrieve a list of serial numbers from all Ascend devices on the network.
- VARs can offer to perform the above processes for the client at any fee agreed to by both parties.

¹U.S. pricing. International pricing may vary based on region. Standard reseller discounts apply.

Device software considerations

Ascend devices require a minimum software level to install the software option.

IMPORTANT! *Even if your customers have not yet upgraded their devices to these software levels, they need to order now to qualify for this special offer.*

Device	Software Level
MAX family	6.0 or higher
MAX TNT	2.0 or higher
GRF	1.4 or higher
Pipeline Family	Software option provided at no cost in 6.0 or higher.

With these software levels, if the customer does not have a software option installed, he will not be able to manage the device with NavisAccess.

What do I do next?

1. Please thoroughly read the enclosed client offer letter and Purchasing Guide for full details on the \$30 million promotion. The offer letter and datasheet are also being mailed to Ascend clients – they may call you before you can call them!
2. Contact your clients today to sell them NavisAccess software. This offer will end on May 31, 1998, and will not be repeated. You don't want your clients calling you in June asking why they missed out on upgrading their networks for next to nothing.
3. Make sure all future device orders include the NavisAccess software option and begin enjoying the easiest commissions you've ever made.

Great! Where can I find a demo and more details?

Demos are available from the Ascend Web site at the following URL:

www.ascend.com/navisaccessdemo

Please contact your Ascend VAR for your upgrade. If your original purchase was through an Ascend Sales Representative, your upgrade will be shipped to you automatically. For details, see **www.ascend.com/accelerator**