

CHANNEL SERVICE PROGRAMS

In a competitive marketplace, service and support is often the differentiating factor from one vendor's solution to another. The reseller that meets a customer's network technology requirements and provides a comprehensive support solution significantly improves the odds of winning the sale.

Ascend's service programs let resellers offer a single-vendor network solution, regardless of the reseller's direct service capability. These programs let resellers offer customers the ideal service solution:

- **Authorized Service Provider (ASP):** This program enables the reseller to deliver superior service and support to its customers by providing priority access to technical services.
- **Ascend's Advantage Executive Partner:** This program is for resellers that do not have direct service capability. It allows solution selling through resale of Ascend Advantage Services.

Authorized Service Provider

Ascend's Authorized Service Provider (ASP) program helps resellers deliver superior service and support to customers. Resellers are given priority access to technical support services, the software maintenance and upgrade plan, hardware support programs and other technical services that are essential to delivering high-quality service and support. Two levels of Authorization are available to allow resellers to select a level of commitment that fits their unique business model.

ASP Benefits

- *Total single-vendor network solution*
- *Reseller differentiation*
- *Enables successful delivery of reseller service offerings*
- *Flexible support options*
- *Expanded geographic scope*

Tier 1 ASP Requirements

- *Be an Ascend authorized reseller*
 - *Support all Ascend products resold*
 - *Have a minimum of two Ascend Certified Engineers (ACE) on staff*
 - *Provide reseller packaged service offerings*
 - *Provide first level technical support*
 - *Provide eight hour support center staffing, and offer 24x7 emergency standby.*
 - *Invest in necessary data communications tools and test equipment*
 - *Have documented service delivery processes*
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PROGRAM DELIVERABLES

In return for the resellers' effort, ASPs are entitled to participate in ASP support programs, discounts on Ascend services and other service delivery support options. The following are available to the ASP:

- Priority Technical Assistance
- Ascend On-line Services (as available)
- Software Support Plan
- Discounted ASP Service & Support Options
(Service Spares Program, Overnight Replacement, On-site Services , Repair Services)

Priority Technical Assistance

Authorized Service Providers deliver first level support to end users of Ascend products. While Ascend Certified Engineers (ACEs) typically handle routine service activities, occasionally a difficult problem can require the expertise of an Ascend Level II product expert.

To ensure timely resolution of problems, Ascend provides all Authorized Service Providers a Priority Access Support Set (PASS). The PASS is used to make 20 priority support calls to the Level II TAC annually. ACEs can use the PASS for major system problems or for those occasions when immediate assistance is needed.

All PASS calls are monitored by an Ascend Call Director (ACD) to ensure PASS support is provided within 10 minutes of a call. Non-PASS calls can be made for minor problems and/or questions. They are queued for the next available Level II engineer, who will return the call within two business hours.

PASS refills are available to ASPs who have higher than normal support requirements. Refills are available to handle 10-call, 20-call or unlimited call packages.

Software Support Plan

Ascend's Software Support Plan (SSP) enables ASP's to provide timely Ascend software diagnostics, maintenance support and update releases as a part of the total service solution.

Under the SSP, ASP's have on-line access to Ascend's hash code generator. This lets them effectively manage their investment in spare parts, and efficiently deliver on-site and remote services. The SSP also provides a limited, nonexclusive license to copy and distribute software maintenance releases and software updates to maintenance customers.

Two methods of payment for SSP services are offered—an annual payment plan or a pay-per-use plan. Either plan can be effective, depending on the resellers' unique business model.

Discounted ASP Service & Support Options

Ascend's service and support options lets ASPs deliver a broad set of services using their resources where appropriate and Ascend's where it is more cost-effective. This allows ASPs to offer support services that match their customer's specific support requirements.

Ascend offers the following discounted ASP service and support options:

- Service Spares Program
- Ascend Advantage Services
- Per Incident Services
- Educational Services

Discounted Service Spares Program

Ascend recognizes the necessity to have sufficient spare parts available for same day on-site support requirements. The service spares program lets ASPs purchase Ascend products to use as spare parts at a preferred discount rate of 55% off. The quantity of local service spares needed varies based on service obligations and service delivery strategy. Spare parts purchases are limited to 5% of the total reseller purchases annually.

ASCEND ADVANTAGE SERVICES DISCOUNTS

Ascend Advantage is a comprehensive portfolio of offerings that include installation, remote support and on-site maintenance services. The Ascend Advantage services may be contracted by the ASP to complement their service offerings and to provide service availability outside the normal service areas. All Authorized Service Providers receive a 20% discount on Ascend Advantage Services.

PER INCIDENT SERVICES

Ascend offers depot repair, overnight exchange and time and materials service assistance on an “as available, best effort” basis. While these services are offered without priority, the ASP receives a discount of 15% for all per-incident services.

EDUCATIONAL SERVICES

Once certified, ASPs are entitled to a 15% discount on all regularly scheduled Ascend courses delivered in Ascend’s corporate or regional training facilities.

Tier 2 Authorized Service Provider

The Tier 2 Authorized Service Provider meets all of the requirements of the Tier 1 ASP and receives all of the benefits of the Tier 1 ASP. The main difference is that Tier 2 ASPs must meet additional requirements and are entitled to unlimited access to certain support services.

Tier 2 ASP Benefits

- *Total single-vendor network solution*
- *Reseller differentiation*
- *Enables successful delivery of reseller service offerings*
- *Flexible support options*
- *Expanded geographic scope*

Tier 2 ASP Requirements

- *Meet all ASP requirements*
 - *Have four Ascend Certified Engineers on staff*
 - *Minimum one ACE² on staff.*
 - *Post-sales support lab*
 - *Offer 24 x 7 on-site maintenance services*
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PROGRAM DELIVERABLES OF THE TIER 2 ASP PROGRAM

Unlimited PASS Entitlement

The Tier 2 ASP has unlimited priority technical assistance from the Level II technical support group under the ASP PASS.

Annual Software Support Plan

The Tier 2 ASP has unlimited usage of the Software Support Plan on an annual basis.

Additional Support Discounts

Tier 2 ASPs receive a 60% discount on Service Spares, and a 25% discount on all Ascend Advantage Services. Additionally, Tier 2 ASPs receive a 20% discount on all per incident and educational services.

Tier 2 ASP Plan Annual Pricing

The Tier 2 ASP receives all of the benefits of the ASP, as well as the additional benefits associated with the Tier 2 status for a fixed annual fee. The annual fee is based on the Tier 2 ASP’s installed base, which is determined by the most recent past three years product sales. This simplifies administration for the ASP while ensuring delivery of essential services, regardless of the end-users maintenance status with the ASP.

Advantage Executive Partner

Authorized resellers without direct service delivery capabilities can meet the service requirements of their customers by offering Ascend Advantage Services as part of the total solution.

Advantage Executive Partner Benefits

- *Total solution selling*
- *Product pull through /increased revenue*
- *Commission earning*

Advantage Executive Partner Requirements

- *Be an Ascend authorized reseller*
 - *Complete Ascend Advantage Services overview training*
 - *Quote Ascend Advantage Services with each product sale*
 - *Obtain customer sign-off on all Advantage Service agreements*
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PROGRAM DELIVERABLES

Ascend provides support and assistance to the Advantage Executive Partner as it penetrates the marketplace with Ascend direct services:

- Advantage Services training
- Services sales collateral
- Service marketing support
- Contract administration
- Service delivery
- Commission plan

Advantage Services Training

Ascend provides all Advantage Executive Partners overview training on the services that are part of the Ascend Advantage portfolio. Training consists of individual service offering review of features and benefits, program pricing overview, quote preparation and administrative procedures.

Initial training is provided to the Advantage Executive Partner sales team as agreed by the Advantage Executive Partner and Ascend. Subsequent training sessions are provided as new Advantage services are introduced.

Service Sales Collateral

The Advantage Executive Partner receives copies of all Advantage Services collateral at no additional charge. This includes Advantage data sheets, price lists, Ascend service capabilities and presentation materials.

Service Marketing Support

Ascend gives the Advantage Executive Partner service marketing support to assist with large bids and/or development of responses to Request For Proposals (RFPs). The regional service marketing specialist works closely with the ASP to understand the opportunity, participate in the sale when needed and to develop a competitive service strategy.

Contract Administration

Once the Advantage Service Partner has closed the sale and obtained customer sign off on the Advantage Service Agreement, Ascend's contract administrators process the agreement, assuring the committed services are available for delivery. The contract administrators handle all contract renewals and add products to the contract as subsequent orders are received.

Service Delivery

On receipt of the Advantage Service Agreement, Ascend's customer service operations take over to assure delivery of support. During the term of the Advantage Service Agreement, customers can call toll-free to Ascend customer service for assistance. This program leaves Advantage Executive Partners free to focus on the next opportunity, while Ascend looks after the support requirements of the customer.

Commission Plan

The Advantage Executive Partner earns commissions for each sale of Ascend Advantage Services. Commissions are equal to 15% of the annual value of the Advantage Service Program for all maintenance services, and the actual value of other services, such as installation.

Commissions are earned when the Advantage Executive Partner delivers the signed Advantage Service Agreement and customer purchase order to Ascend. Commissions are credited on a quarterly basis to the Advantage Executive Partner's account and may be applied to any outstanding balance for products or services.



Ascend. Remote Networking Solutions That Work.™

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