



STORAGEWORKS RESELLER PROGRAMS

Storage is becoming an increasingly critical component of most customers' computing solutions. New data-intensive applications such as workgroup computing and imaging are driving the need for more and different kinds of storage -- leaving customers struggling with how to stay in control of their data. This rapid increase in storage requirements creates an escalating need for storage solutions that deliver beyond today's performance, capacity, and availability needs -- while enabling customers to regain control of their storage solutions.

StorageWorks products from Digital Equipment Corporation deliver storage solutions that are unmatched in the market today. Resellers of Digital's scalable, flexible storage products are able to offer their customers the optimal solution for environments where data requirements are growing and changing. The modular StorageWorks product family is ideal for value-added resellers. The possibilities are extensive -- limited only by the reseller's creativity and technical capabilities. The reseller can sell, at increasing profitability, very simple to very complex configurations combining hardware, software and services. Today's solutions can be easily expanded to accommodate tomorrow's storage needs.

TWO RESELLER PROGRAMS

Digital offers a choice of two programs to meet the varied needs of the reseller: The StorageWorks Reseller Program and the StorageWorks Solution Partners Program.

StorageWorks Reseller Program

This program is for resellers who want to profit from the unique appeal of StorageWorks products in the marketplace and deliver customized storage solutions with Digital's world class engineering, service, and support organizations behind them.

StorageWorks Resellers have access to the full StorageWorks product line and are provided with announcements on new products and programs, special promotion information, price lists, and StorageWorks configuration materials. They are eligible to attend StorageWorks training programs and can contact Digital directly for technical support. A toll-free FAX-on-demand system is available 24 hours a day to provide resellers with product and program information.

There are no volume commitments required to become a StorageWorks Reseller. Resellers who complete the StorageWorks Reseller Registration form will receive a PC-based Reseller Catalog containing product and technical information as well as pricing and presentations. These resellers will be added to a mailing list to receive updates to the Reseller Catalog as well as other information. Registration forms are available by calling 1-800-STORWORK.

StorageWorks Solution Partners Program

The next level of reseller is the StorageWorks Solution Partner. In addition to the benefits described above, a market development manager is assigned to work with each StorageWorks Solution Partner. This person is responsible for assisting the reseller in developing and executing a joint marketing plan. The market development manager also helps to promote the reseller's solution and special expertise to Digital's end user sales force.

StorageWorks Solution Partners receive qualified leads from Digital and have priority access to pre- and post-sales support. StorageWorks Solution Partners are invited to participate in StorageWorks early release or beta programs.

To become a StorageWorks Solution Partner a reseller must be certified on at least one advanced operating system and have an outbound "face-to-face" sales organization. The business should assign at

least one sales and one support person to become an expert on StorageWorks products and purchase a StorageWorks demonstration subsystem.

Only a limited number of resellers will be invited to participate in this program. If you are interested in making StorageWorks a strategic part of your business, please call 1-800-STORWORK and we will put you in touch with the market development manager in your area.

HOW STORAGEWORKS RESELLER PROGRAMS WORK FOR YOU

Exceptional Storage Products

StorageWorks products give you unprecedented control over the storage solutions you sell and support. StorageWorks -- a complete package including hardware, software, and service -- delivers qualified storage management solutions for a wide range of applications running on multiple platforms in several operating environments.

Pre- and Post-Sales Support

StorageWorks technical assistance is just a toll-free phone call away. The FAX on-demand system is operational 24 hours a day and provides a wide range of information. Technical consultants are available during business hours to help resellers with issues that arise at any phase of the sales process.

Comprehensive Training

StorageWorks Resellers have the opportunity to receive in-depth training via product training guides and videos. Regularly scheduled training courses are offered to ensure that resellers have the latest technical knowledge needed to sell and support StorageWorks products.

World Class Warranty and Service

All StorageWorks products carry a one year on-site warranty and are backed by Digital's global multivendor service organization that offers a broad portfolio of service options. Customer satisfaction is ensured even in remote locations where a reseller does not have a local presence.

National Advertising, Public Relations and Trade Show Support

Digital continually creates brand recognition and demand for StorageWorks products through aggressive national advertising campaigns. Hard hitting ads run in national industry publications -- the same publications that existing and potential customers read. This allows resellers to focus their advertising on the value-added in their storage solutions rather than on building brand awareness for their storage supplier.

The StorageWorks advertising campaign is augmented by a comprehensive public relations effort aimed at industry analysts and opinion-makers. Leads generated through these ongoing efforts are passed on to StorageWorks Solution Partners. Digital also participates in a large number of major trade shows and often invites partners to exhibit key solutions in the Digital booth.

JOIN US TODAY!

Resellers who are interested in one-stop shopping for storage products should contact Digital to learn more about the versatile StorageWorks product family.

For additional information about the StorageWorks products and reseller programs or for the names of StorageWorks distributors call 1-800-STORWORK (1-800-786-7967).