



Authorized  
Partner

## Supermicro Partner Enablement Program



Helping our partners succeed from beginning to end of the sales cycle

2019

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# Join Our Mission

As a global leader in high performance, high-efficiency server technology and innovation, we develop and provide end-to-end green computing solutions to the data center, cloud computing, enterprise IT, big data, HPC, and embedded markets. Our Building Block Solutions® approach allows us to provide a broad range of SKUs and enables us to build and deliver application-optimized solutions based upon your requirements. Our goal is to promote the adoption and deployment of technologies that can reduce the impact on the environment. Resource Saving Architecture continues our tradition of green computing innovation and provides TCO savings for our customers.

We Keep IT Green™



## Message From Supermicro

We started Supermicro 26 years ago to deliver the highest quality and most innovative computer technology to our customers. As the business grew and our success multiplied we developed trusted partnerships with resellers, integrators and distributors all along the value chain. Decades later, many of these partnerships are still going strong as Supermicro and our partners have grown together and achieved great success together, providing customers with the newest and most advanced technology for green computing. We are very proud of these partnerships and our joint commitment to customers all the way from the builders of large datacenters to the small and specialized system integrator delivering customized servers in all corners of the globe.

We look forward to continued success together with our partners as we supply the best computer servers for the green data center. Supermicro welcomes all our partners to be actively involved in the many elements of our Partner Enablement Program, helping you serve your customers through all parts of the sales cycle. Thank you for trust, partnership and commitment to our joint success.

# Guiding Principles

- Supermicro and our partners have over 26 years of joint success delivering high-value product and services to our customers.
- Supermicro promises to work closely with the channel and partner, providing valuable partner services that accelerate success.
- Supermicro will act in a trustworthy way with partners and customers, building on our long-standing partner relationships while also welcoming new partners.
- We commit to relentlessly focus on end-user value and partner revenue .
- Supermicro will focus on the newest green technologies and innovations, so partners benefit from our first-to-market computing leadership and quick customer responsiveness.





# Sales Enablement

## Product and Solution Training

Supermicro empowers partners to build their skills and become experts on new technologies, products, and solutions, with training led by Supermicro Engineers and Product Managers both online and in person.

### Super101 Training

- Basic Supermicro training for new hires and partners
- Professionally produced training on key Supermicro product families and building blocks, presented by product managers
- Watch on-demand, any time

### Monthly Channel Training

- Live training directly from Supermicro product managers and technology partners
- Regional sessions held in USA/EMEA/ASIA time zones
- Register for courses up to two weeks in advance
- Watch previous training on-demand, any time
- Slide content available for download



# Sales Enablement

## Technology Partners

Supermicro's strong technology partnerships yield first-to-market access to the latest technology from leading suppliers of compute, graphics and storage. Our deep relationships with computer server suppliers ensure early access to cutting-edge technology and enable us to provide partners with a broad portfolio of systems and solutions that meet the demands of tomorrow's data-driven business world.

## Center Of Excellence for Proof of Concept Support

Test and validate the latest Supermicro products and solutions via Supermicro Lab, remove VPN, or seeding evaluation units\*. Preconfigured and ready to test solutions or system and rack level configurations including Supermicro's latest Resource-Saving Solutions, fueled by servers and storage featuring second generation Intel Xeon scalable processors.

### Capabilities

- Latest Supermicro and Intel technology (hardware, networking)
- Secured and isolated network with OpenVPN
- Preconfigured and ready-to-test solutions or bare metal for partners to test solutions
- Performance testing

### Benefits

- Intel and Supermicro expertise
- Test before implementation
- Accelerate technology adoption
- Ease deployment and transition to new architecture

\*minimum monthly sales requirements apply

# Go-To-Market

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## Co-Branding

The Supermicro logos are designed to convey a particular message to our customers: a message of Supermicro's vital role as a premier technology leader with superior engineering expertise, product integrity, and a passion for quality. Partners can use Supermicro brands and marketing campaigns in their marketing activity.



**SUPERMICRO**  
Authorized Partner





# Go-To-Market

## Marketing Content Repository

The completely redesigned MySupermicro.com contains a repository of partner-ready marketing content, design guidelines, logos, and collateral for authorized partners to use on their websites and in marketing campaigns.

### Partner Ready Content

- Campaign Guidelines
- Web Design Materials
- Product Images
- Advertising Images
- Video Assets
- Product brochures

### Content for Co-Op Collateral

- Product Reviews
- Product Images
- Success Stories and white papers
- Advertising Image and Video Assets
- Product brochures

### Additional Assets

- Newsletters
- Whitepapers
- Print ads
- Web ads
- Flyers
- Brochures
- Quick screens



## Co-Op Program

Supermicro provides co-op marketing funds to authorized partners\* to spend on approved marketing activities.

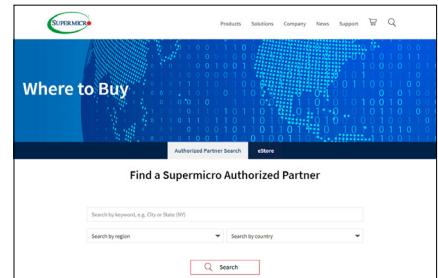
- Joint Marketing and Advertising
- Email Marketing
- Supermicro Tradeshows, Partner Events, Sales Training
- Supermicro Product Samples
- Business Gifts and Event Giveaways
- Travel to a Supermicro event
- Sales Contests / SPIFFs

\*minimum monthly sales requirements apply

# Sales Collaboration

## Where to Buy

Supermicro makes it easy for end-users to find authorized partners with our new Where-to-Buy tool on Supermicro.com. Authorized partners are listed by geography and region with full contact details and website provided.



## Partner Events and Roadshows

Supermicro Innovate!

Authorized partners are invited to our premier show to find customers, learn about new Supermicro products, and accelerate sales, with events in New York, Chicago, Silicon Valley, Asia, and Europe.

Supermicro also works with partners, joining them in their events to better serve their partners and customers.

Are you a partner reaching out to your partners and channel? Talk to your Supermicro salesperson to see how we can work together.



## Partner Registration<sup>1</sup>

Helping partners establish leadership in key accounts.

Aligned and coordinated promotion and sales on key accounts.



<sup>1</sup> Some benefits require minimum volume and revenue tiers

# Get Started

Contact us to explore how we can work together and help you succeed from the beginning to end of the sales cycle.



**Authorized Partner**

**Supermicro Partner Guiding Principles**

Supermicro and our partners have over 26 years of joint success delivering high value product and services to our customers

**Become a Partner**



Authorized  
Partner



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