



**CHANNEL PARTNER
ALLIANCE**

PROGRAM GUIDE

POWERING YOUR BUSINESS

WELCOME

On behalf of the CyberPower Channel Team, we would like to say thank you for joining the Channel Partner Alliance. We created this program to strengthen the relationship between our company and resellers like yourself.

Welcome,

As a channel-centric company, we rely on you to increase our business and presence in the IT channel. And, through your connection with the Channel Partner Alliance program, we will make CyberPower your first choice when looking for UPS systems, PDUs and other power management products.

Our goal is to have you think of us when you think of power; we have designed the Channel Partner Alliance program to do just that. This guide further details the advantages of this program and our commitment to your success.

Sincerely,

YOUR
ULTIMATE
ALLY IN
POWER.



PETE MIESEN

Senior Director of Sales

A handwritten signature in black ink, appearing to read "Pete Miesen".



SCOTT KOLLER

Vice President of Channel Sales

A handwritten signature in black ink, appearing to read "Scott Koller".

HOW WE'LL MAKE CYBERPOWER YOUR FIRST CHOICE:

THE HIGHEST LEVELS OF PARTNER SUPPORT

Our team delivers first-class service and provides the information you need to win business. We offer support features like live chat, joint customer calls with our product specialists, free virtual power audits, risk-free demo programs and assistance with project planning.

EDUCATION AND TRAINING

We create training you can complete at your own pace to increase your product knowledge. When you know power, you can deliver the right solutions with confidence.

INNOVATIVE PARTNER PORTAL

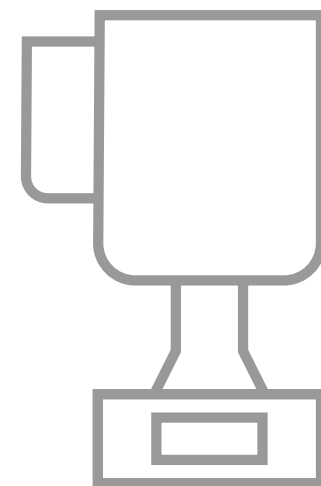
This partner-centered website provides quick access to information you need for effective selling all in one place. You'll spend less time looking for information and more time closing business.

PARTNER PRICING AND DISCOUNTS

Our pricing structure and discounts give you an edge when closing deals. You'll receive 5% instant partner rebates, 3% discounts on Gov/Ed opportunities, additional bid discounts on opportunities beginning at \$2,500 and deal registration starting at just \$5,000.

A REWARDS PROGRAM FOR YOUR SALES TEAM

Your sales team is rewarded when they win business with CyberPower. Keep your sales representatives engaged and excited about selling power with a rewards program at the rep level. Each sale earns individuals points which can be redeemed for gift cards, debit cards, merchandise, charities and more.



OVERVIEW AND PARTICIPATION LEVELS

The Best Way for Your Business

CyberPower sells only through channels; we don't offer products directly to end users. That's why we put together a partner program that provides first-class support, exclusive discounts and a reward program for selling our products.

The Channel Partner Alliance isn't a "one size fits all" program. Our two levels allow you to participate and progress in a way that works best for you. The Partner Elite level will give you access to additional benefits including our demo program, advanced unit replacement and co-op marketing funds.

The Channel Partner Alliance levels:

CHANNEL PARTNER ALLIANCE

★ PARTNER ★

PARTNER

Available to all resellers who sell CyberPower products.

CHANNEL PARTNER ALLIANCE

★★★ PARTNER ELITE ★★★

PARTNER ELITE

Offers a full range of rewards to resellers who generate the most sales and help promote the CyberPower brand to end users.

PARTICIPATION LEVEL BENEFITS

★
PARTNER

★ ★ ★
PARTNER ELITE

Marketing Funds Eligibility		■
Partner Listing on CyberPower Website		■
Eligibility for Demo Program		■
Custom Partner Portal	■	■
Personalized Dashboard	■	■
Newsletter with Announcements, News, and Promotions	■	■
Access to Dedicated Partner Support Desk	■	■
Automated Opportunity Registration	■	■
Eligibility for Rep Level Incentives	■	■
Training Program with Incentives	■	■
Live Partner Chat	■	■
No Cost Power Evaluation	■	■
Sales Tool Kit	■	■
5% Instant Partner Rebate	■	■
3% Instant Government/Education Rebate	■	■
Partner Exclusive Promotions	■	■
Incentives for Case Study Collaboration	■	■

CYBERPOWER ADVANTAGES

ENGINEERING

Our product engineers develop high quality products with efficient manufacturing processes. We have 200+ engineers and hold more than 180 patents. In-house testing, third party auditing and on-site UL certification ensure that customers receive high quality products.

MANUFACTURING

Unlike many brands who contract manufacturers to bring their brands to market, CyberPower is a true manufacturer. With four company-owned high efficiency factories, we are able to control costs and maintain the highest quality standards.

SUPPLY CHAIN

Owning our manufacturing facilities gives us greater control over the supply chain. Our industry leading warehouse management system, ERP integration and four North American distribution facilities allow us to stock our entire product line for high availability and quick turnaround.

PRODUCT

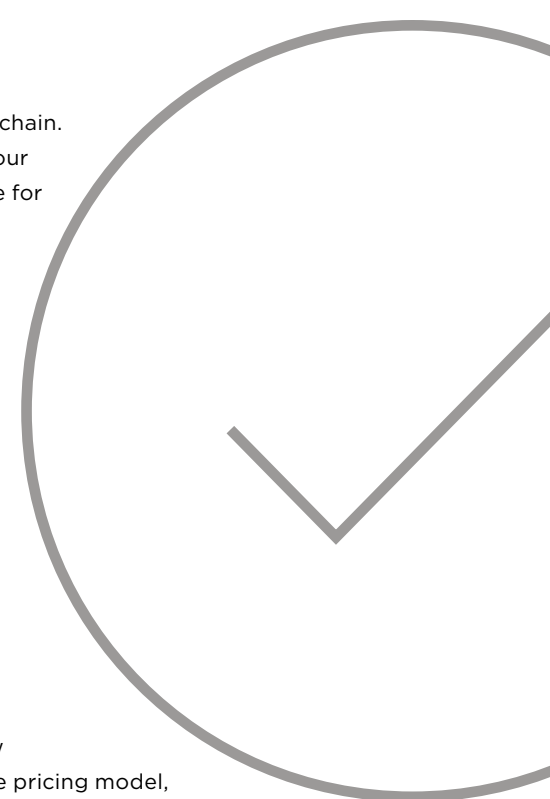
From pioneering the LCD UPS to leading the market in ENERGY STAR® qualified UPS systems, we consistently offer features that meet the most demanding customer requirements. We back our UPS models with industry leading 3-5 year warranties, including the batteries.

SUPPORT

Spend less time searching for information and more time closing business with a support program that gets you the answers you need. Dedicated support, live chat, online request forms and an exclusive partner portal, puts everything you need at your fingertips.

PRICING

We supply all of the above plus products that are on average 10%-20% below competitors' costs. Through our manufacturing efficiencies and an innovative pricing model, your customers get all the technology they need, while you improve power category profitability.



PARTNER DISCOUNTS AND PRICING ADVANTAGES

Why It Makes Sense to Work with Us

As a channel-focused company, we rely on you to reach the market. We help you succeed by delivering high quality products and excellent service with aggressive pricing and discounts. All these discounts are stackable providing you with maximum profitability and a selling edge to help you close deals.

Channel Partner Alliance participants are eligible for these pricing advantages:



Protecting Your Margins with MAP

Minimum Advertised Pricing (MAP) is a policy we have in place with the entire channel. MAP is the minimum resellers and business partners agree to advertise our products. Advertising below these established amounts is not allowed.

Our MAP policy does the following:

- Promotes fair competition across the channel
- Prevents online price wars that can erode product margins
- Reduces extreme discounting that can damage a brand
- Safeguards margins for all partners
- Levels the playing field between businesses with lower pricing models and those with higher operational costs and value added services

With MAP you are protected. You know the lowest price so you can set pricing accordingly. This allows you to maintain advantageous profits for your business.

PARTNER SALES SUPPORT

Fast and Accurate Answers

At CyberPower, we focus on one thing: powering your business. As a value added reseller, you are at the heart of our business model. Our promise to you includes:

- 1 DEDICATED PARTNER SUPPORT**
All Channel Partner Alliance program participants have access to a dedicated inside sales contact at CyberPower. We get to know you and your customers so we can provide accurate and helpful information every time you need us.
- 2 RESPONSIVE SERVICE**
Get instant answers via online chat! Our goal is to be the most responsive power vendor in the category and get you the information you need to win deals. This includes following up on sales inquiries within 60 minutes during business hours and conducting virtual power audits within 24 hours. We strive to get the information you need FAST.
- 3 JOINT CUSTOMER CALLS**
CyberPower representatives are available for joint sales calls on request. We are in your corner to help you consult on power and provide the right products for the job.
- 4 CUSTOM PROJECT PLANNING**
For large-scale opportunities, our product specialists work with you to develop customized products that meet your customers' exact specifications.



SALES TOOLS

More Ways to Close

In addition to our leading support, we offer sales tools to generate more opportunities and close more business. Resellers who participate in the Channel Partner Alliance program receive exclusive access to:

- 1 OUR RISK-FREE DEMO PROGRAM**
Lets your customer test a CyberPower product for up to 30 days before deciding whether to buy. If the customer returns the unit, we pay for shipping.
- 2 ADVANCED REPLACEMENT**
Allows your customers to have faulty units replaced immediately. If there are any issues with products purchased, your customers get instant replacements versus waiting for diagnosis and repair. Advanced replacement increases customer satisfaction by reducing lead time for alternate units and makes getting them new products top priority.
- 3 FREE POWER EVALUATIONS**
We are here to do the home work for you. Our sales team and product specialists will help you conduct virtual power assessments at no charge. These evaluations help your customers understand exactly what they need for power protection and management equipment. This allows you to provide precise power solutions and simplify the quoting process.



“I’ve been evangelistic about the CyberPower solution among resellers. If a reseller is selling another manufacturer, they are costing themselves and their customers too much.”

JOHN IACCARINO
President/CEO
Real Time Consultants, Inc.

TRAINING RESOURCES

Power Knowledge

Our training resources help you learn the functions and features of UPS systems and related products so you can provide helpful advice with confidence. Get the tools and the knowledge you need to ask the right questions and become a trusted advisor.

Subjects include:

- New products, their benefits, and key features
- Terms and concepts in power protection and management
- Identifying and comparing product features
- Understanding product benefits for the end user
- Competitive advantages of CyberPower products
- Resources for selecting the right product for your customer's application

We will reward you for learning by giving you points toward redeemable gift cards, debit cards, travel, and other merchandise.

“We have been working with CyberPower for a few years after making the switch from another manufacturer. Working with CyberPower has really helped our business and we’re very pleased with the product and our partnership with them.”

ALLAN WALTERS

Senior Vice President
Saratoga Technologies, Inc.



PARTNER PORTAL

24/7 Online Access to the Information You Need

Channel Partner Alliance participants get product specifications, warranty information, current promotions and more—any time.

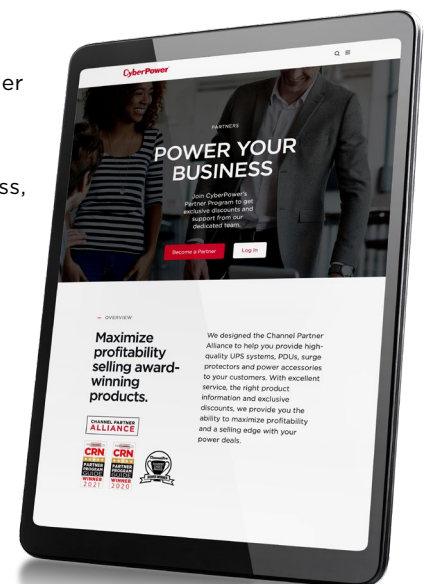
We've developed an online partner portal to give you all the information you need in one place. The Partner Portal includes partner news, resources, videos and special pricing. Get direct access to our sales team through live chat and web forms. It lets you spend less time searching for information on power and more time on the rest of your business.

Access Details

The Partner Portal is available to Channel Partner Alliance members at no charge. Any channel partner who qualifies for participation will have access to the portal. To request individual access, please visit the PARTNERS tab.

Visit the Partner Portal

www.cyberpowersystems.com/partners/



TERMS AND CONDITIONS

The Channel Partner Alliance program (Program) from Cyber Power Systems (USA), Inc. (CyberPower) provides opportunities to each participating value added reseller (Participant). To join and use the Program, every Participant must agree to the following:

- Participant has read, understands, and agrees to be bound by the terms and conditions of the Channel Partner Alliance Agreement (Agreement) and to any amendments to the Agreement, Program policies and procedures, which may be implemented or modified by CyberPower and communicated in writing to Participant from time to time.
- Participant must not disclose any CyberPower information labeled as confidential while participating in the Program and for five (5) years thereafter.
- MDF payments for partner marketing activities are subject to CyberPower approval.

This agreement is valid for one (1) year and may be automatically renewed by CyberPower. CyberPower reserves the right to move partners to different Partner levels based off previous year's sales.

CyberPower reserves the right to cancel this Agreement or the Program, or modify price and co-op fund schedules at any time, and for any reason, on prior written notification to Participant.

Contact Information

CHANNEL SALES SUPPORT

877-901-1930
sales@cpsww.com

TECHNICAL SUPPORT

877-297-6937
techsupport@cyberpower.com