



## Why Partner with Infoblox?

Simply put, a series of tsunamis are underway in IT, and Infoblox wants to ensure you catch the next big wave! IT complexity is expanding at an unprecedented rate — along with the demands on IT professionals — due to the proliferation of smart devices, the rise of virtualization and cloud projects, as well as the need for more advanced security and compliance systems. In addition to all this rising complexity, a vast array of multi-vendor environments is leaving end-customers looking for resources that don't have a "rip and replace" agenda. These macro drivers far outpace the ability of IT staffing to cope using the 'legacy' methods that have been commonly deployed over the last decade.

IT professionals need a way to accommodate the complexity, scale strained resources and leverage existing multivendor environments. Through innovative "automation," Infoblox is delivering transformational solutions to help organizations close the gap between resources and projects. Recognized by Forrester, Gartner and IDC as a market-leading provider, Infoblox provides solutions that integrate seamlessly into most networks without a disruptive and expensive network refresh. Adding "automation" to your portfolio will differentiate you, grow your business and increase customer retention.

### ***Invest and Profit, Channel IP – Infoblox Partner Program***

Infoblox has carefully designed a new partner program, *Channel IP*, to offer our partner community the tools and resources necessary to become an Infoblox champion. Because Infoblox is at the core of some of the key IT business drivers around — Mobility, Virtualization and Cloud, IPv6, Security/Compliance and IPAM for Microsoft — we can address the specific and changing needs of your customers!

This global partner program has 3 tiers geared to inspire and reward those partners that commit to Infoblox. The program provides our partners with the latest sales and technical training and enablement, as well as marketing and sales tools, partner updates and newsletters, and our full commitment to you as a *Channel IP* Partner.

### ***Channel IP Partner Benefits***

- Tiered discounts and attractive margins
- Partner portal access — PASS
- New deal registration process
- New sales and technical training
- Marketing campaigns and lead generation programs
- Sales tools

### **How to join *Channel IP*?**

Interested in becoming an Infoblox Partner? You can find more information regarding the program here, along with the online application: <http://www.infoblox.com/en/partners/become-a-channel-partner.html>



# Channel IP Partner Program

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Base discount	Yes	Yes	Yes
Deal registration	Yes	Yes	Yes
Online Marketing tools	Email Campaigns	Email Campaigns; Co-Branded Material; Microsites; ROI Tool	Email Campaigns; Co-Branded Material; Microsites; ROI Tool
Field Marketing Funds	No	Eligible for lead generation funds	Multiple lead generation events per year with dedicated Infoblox Marketing support
Sales training	Online and Computer-Based	Online and Computer-Based; Call Blitzes w/ SPIFFs	Online and Computer-Based; Call Blitzes w/ SPIFFs; On-Site Sales Training; and Quarterly Updates
Technical Enablement	Remote, Online and Computer-Based	Remote, Online and Computer-Based; Infoblox Technical Automation Expert; Infoblox Pro-Services Expert	Remote, Online and Computer-Based; Infoblox Technical Automation Expert; Infoblox Pro-Services Expert; On-site Technical Training; SE/PS bloxBuddy Mentor
Required training Certifications	Online ordering/quoting session	Infoblox Automation Sales Professionals: <b>3</b> Infoblox Automation Solutions Architect: Pre-Sales: <b>2</b> Infoblox Automation Services Engineer: Post-Sales: <b>0</b>	Infoblox Automation Sales Professionals: <b>5</b> Infoblox Automation Solutions Architect: Pre-Sales: <b>3</b> Infoblox Automation Services Engineer: Post-Sales: <b>2</b>
Not for Resale Kit	Eligible for discounts	Eligible for discounts on NFR and lab gear	Eligible for discounts on NFR and lab gear
Bookings Requirement	(1) transaction annually	Annual booking requirement	Annual booking requirement
Business Planning	N/A	Annual	Quarterly
Promotional Products Discounts	N/A	N/A	Eligible