

Partner Benefits 2011

CA INTERNET SECURITY PARTNER BENEFITS						
	Platinum	Gold	Silver	Transacting	Diamond Distributors	Authorized Distributors
TRAINING						
1. Reward-based Online Sales Training	Yes	Yes	Yes	No	Yes	No
MARKETING						
1. Access to Marketing Asset Library, partner recruitment & demand generation creative	Yes	Yes	Yes	Yes	Yes	Yes
2. Customized Product Brochure and Sales Tools	Yes	Yes	No	No	Yes	No
3. Funded Coop Marketing Opportunities based on ROI	Yes	Yes	No	No	Yes	No
4. Partner Reference on CA Web Site	Yes	Yes	No	No	Yes	No
5. Advanced notifications of enduser marketing communications	Yes	No	No	No	Yes	No
6. Access to Feedback received on CA Products & Programs	Yes	Yes	Yes	Yes	Yes	Yes
PRE-SALES						
1. Customized enduser web-based Product Demonstrations	Yes	Yes	Yes	No	Yes	No
2. Access to online Partner Enablement Portal	Yes	Yes	Yes	Yes	Yes	Yes
3. Chat Online Capabilities with Presale Technicians	Yes	Yes	Yes	Yes	Yes	Yes
4. Access to Virtual Trial Center for qualified endusers <i>coming soon</i>	Yes	Yes	No	No	Yes	No
5. Access to Competitive Information (Security Challenge)	Yes	Yes	Yes	No	Yes	Yes
SALES SUPPORT						
1. Long-term Multi-year partner contracts with upfront investments based on approved business plans and sales targets	Yes	No	No	No	Yes	No
2. Margin builder Program (VIR's) based on sales achievements and margin goals*	Yes	Yes	No	No	Yes	No
3. Access to CA USBU Software for Internal Use (only) for employee and demonstration use or training purposes only	Yes	No	No	No	Yes	No
4. Remote Deployment Services	Yes	Yes	Yes	Yes	Yes	Yes
5. Access to Special Price Requests for New and Competitive SKUs	Yes	Yes	Yes	No	No	No
6. Access to resell Competitive Replacements SKU's	Yes	Yes	Yes	Yes	Yes	Yes
7. Deal Registration	Yes	Yes	Yes	No	Yes	No
8. System Integration with CA Lead & Renewal Portal	Yes	No	No	No	Yes	No
9. Access to CA's Renewal & Upgrade and Migration Portal	Yes	Yes	Yes	Yes	Yes	Yes
10. Access to Renewals, Upgrade and Migration Redirected Leads	Yes	No	No	No	n/a	n/a
11. Customized Renewal Notices and outbound Telesales Support for Endusers	Yes	Yes	Yes	Yes	Yes	Yes
12. VIP Summit Invitation/Quarterly Business Review	Yes	Yes	No	No	Yes	No
13. Access to Enterprise Enduser Account Mapping	Yes	No	No	No	n/a	n/a
14. Access to CA's Enduser Corporate Channel Accounts Team (deals valued over \$15K)	Yes	Yes	No	No	Yes	No
15. Customer References/Testimonials	Yes	Yes	No	No	No	No
16. Customized RFQ submissions**	Yes	Yes	No	No	Yes	No
17. Rewards Based Sales Incentives (SPIFs)	Yes	Yes	No	No	Yes	n/a
18. Participation in CA's "Partner Presidents Club"	Yes	Yes	No	No	Yes	No
19. Investment in Funded Security Specialist on site at Partner	Yes	Yes	No	No	Yes	No
20. Access to Channel Account Manager	Yes	Yes	No	No	Yes	No
21. Purchase direct from CA	Yes	No	No	No	Yes	Yes
22. Priority Technical Telephone Support 24x7; Latin America available during local business hours only	Yes	Yes	Yes	Yes	Yes	Yes
23. Ability to escalate tech support issues directly to engineering staff with priority hotline	Yes	No	No	No	Yes	No
24. Access to Onsite 2.0 PC Protection Program (ESD)	Yes	Yes	Yes	Yes	n/a	n/a



* Based on hitting targeted goals
 ** For quotes valued at \$2500 or more



Partner Requirements 2011

CA TECHNOLOGIES ISBU PARTNER REQUIREMENTS						
Partner Bookings	PLATINUM	GOLD	SILVER	TRANSACTING	DIAMOND DISTRIBUTORS	AUTHORIZED DISTRIBUTORS
1. North America Minimums	\$1MM	\$250K	\$25K	\$1	\$1MM*	\$500K
2. Europe, Middle East, and Africa Minimums	\$500K	\$100K	\$25K	\$1	\$1MM*	\$500K
3. Asia, Pacific, and Japan Minimums	\$500K	\$100K	\$25K	\$1	\$1MM*	\$500K
4. Latin America Minimums	\$500K	\$100K	\$25K	\$1	\$1MM*	\$500K
Worldwide Partner Requirements	PLATINUM	GOLD	SILVER	TRANSACTING	DIAMOND DISTRIBUTORS	AUTHORIZED DISTRIBUTORS
1. Maintain Required Revenue Commitment	X	X	X		X	X
2. maintain 90% accuracy to forecast consistently on monthly basis	X	X			X	X
3. Maintain 75% Sales Target Achievement as Presented in Quarterly Business Plan	X	X			X	
4. Register all deals over \$7,500	X	X			X	
5. Achieve or Exceed Desktop Renewal Rate	70%	70%	50%		50%	X
6. Submit and Present Quarterly and Monthly Approved Business Plan	X	X			X	
7. Attend & Present at all Partner Summits	X	X			X	X
8. 25% of Sales Force Successfully Completed & Passed Training Modules	X	X	X		X	X
9. Download & Distribute 100% of Assigned RUM Opportunities via CA's Renewal Portal within first two weeks of Quarter**	X	X	X	X	X	X



* Diamond, Silver & Transacting Business only

** If all RUM Opps are not downloaded within 30 days of the opportunity being available in CA's Renewal Portal (via ISBU partner Portal), A has the right to transfer RUM Opportunity to another Authorized Partner. Also, if the partner does not maintain greater than 50% desktop renewal rate on a consistent basis, CA may reassign the RUM opportunity to another authorized partner.

