

Blue Coat Worldwide Channel SPIFF

ProxySG v.5.4 – A Turbo Boost for Resellers

Effective: Mar 16 – July 31, 2009

General Overview

Blue Coat offers unmatched visibility into the security and performance of business applications and web traffic running across the networks of the distributed enterprise. With the latest release of ProxySG v. 5.4, we've added even more robust features and functionality, making it faster and easier to install and accelerate performance – giving partners the winning advantage. For a limited time, Blue Coat is offering a worldwide Channel Spiff to reward channel partners who install evaluation units of ProxySG v. 5.4. An additional spiff will be rewarded if that evaluation leads to the close of sale of a ProxySG v. 5.4.

Promotion Details:



- Partners, earn a USD\$500 reward for each registered and qualified evaluation or proof of concept installation of ProxySG v.5.4 for WAN Optimization.
- Earn an additional USD\$500 reward if that qualified opportunity leads to a closed WAN Optimization sale.
- A maximum reward of USD\$1000 will be allowed per end user organization.

For selling tools, and new resources on ProxySG for WAN Optimization, go to:

<https://bluesource.bluecoat.com/solutions/wanoptimization>

* Terms and Conditions:

- This promotion is available to all Blue Coat Authorized, Premier, and Elite resellers in good standing in worldwide. Distribution partners must contact the Blue Coat country manager for participation approval.
- Offer applies to all ProxySG v.5.4 for WAN Optimization evaluation installations or ProxySG v.5.4 sales resulting from evaluations conducted between March 16 and July 31, 2009.
- Partners must register v.5.4 evaluation opportunities in BlueSource Deal Registration to qualify.
- A promo code of **TURBO54** is required on the Deal Registration form in order to qualify your evaluation for this promotion.
- Evaluation units must be installed at an end user location to qualify.
- Resellers must use a partner, or Disty- owned demo appliance (SGOS 5.4) to complete evaluation installation.
- An evaluation is defined as a ProxySG 5.4 installed at an end user organization who is in the evaluation stage of vendors for WAN optimization, has a budgeted project, expressed need, and has installed the proxySG v5.4 in the network.
- Evaluation installations will be validated by a Blue Coat SE representative prior to claim approval.
- Partners are required to provide Deal Authorization Number (D.A.N.), end user opportunity name, and date of installation or close of sale on the claim form. If your distribution partner registered your opportunity, please contact them for the D.A.N.
- A maximum of USD\$1000 will be allowed per end user company.
- Claims must be submitted prior to July 31, 2009. Claims will be processed online via a 3rd party vendor, Maritz Incentives.
- Claim payouts for a closed sale require an electronic copy of the purchase order to qualify.
- Partners with approved claims in the United States will receive a personalized Exclusively Yours American Express reloadable rewards card. Partners with approved claims in all other countries will receive an online Exclusively Yours rewards account from which they may redeem merchandise in country available through an online catalog. 1pt = USD \$1.
- Rewards are considered taxable income. U.S. recipients will receive a 1099 form based on rewards earned. For all other countries, recipients will find a summary of rewards received online. It is the responsibility of each recipient to claim the rewards earned based on their country tax laws. This promotion is void where prohibited by law.
- Blue Coat determinations are final. Blue Coat has the right to cancel or modify this offer at any time without prior notification.
- For any questions, please contact us at channel.programs@bluecoat.com.

Proxy SG 5.4 Acceleration Promotion - Frequently Asked Questions

Promo Code: TURBO54

1. Who is eligible?
 - a. All Blue Coat Authorized, Premier, and Elite resellers in good standing, worldwide.
 - b. Distribution partners must contact their country manager for participation approval.
2. Are Service Providers eligible to participate?
 - a. If a partner's corporate policy allows individual partner representatives to receive incentive rewards, they can participate.
 - b. Blue Coat cannot be held responsible for claims unprocessed or rejected due to a partner company's corporate policy.
3. Are indirect partners eligible?
 - a. Partners that sell solely through distribution may participate as long as their evaluation opportunity can be registered via Blue Coat Deal Registration on the BlueSource partner portal.
 - b. If your distribution partner registers your deal, you will need to request the Deal Authorization Number (D.A.N.) in order to complete the claim form.
4. How do partners get a BlueBox of ProxySG?
 - a. The BlueBox Equipment discount purchase program is available for all Blue Coat partners and distributors that have registered and been approved for the Blue Coat Channel Advantage Program. BlueBox equipment is available at substantial discount through authorized distributors worldwide. Once the BlueBox is received, Partners may request an evaluation license of 5.4 at <https://bluesource.bluecoat.com/?do=EvalRequest>
5. If a partner has existing Blue Coat DEMO equipment, how does he/she procure a 5.4 evaluation/trial license for those appliances?
 - a. The same process applies for both new BlueBox equipment and legacy DEMO equipment. Request a license at: <https://bluesource.bluecoat.com/?do=EvalRequest>.
6. What appliances will the 5.4 evaluation license work on?
 - a. Hardware: ProxySG models SG200-x (except 200-A), SG210, SG510, SG800-x, SG810, SG8000-x, and the SG8100 can be upgraded to SGOS 5.4.x.
7. How do partners register their WAN Optimization evaluation opportunities?
 - a. Partners that have identified an opportunity for a v5.4 eval installation should first register their opportunity and receive a Deal Authorization Number (D.A.N.). Partners will be required to enter this number when making a claim. <https://bluesource.bluecoat.com/salestools/selling/dealregistration>



8. How will Blue Coat be able to validate that the evaluation opportunity is for WAN Optimization?
 - a. A Blue Coat SE will validate each installation to ensure the opportunity is for WAN Optimization and that there is a plan to use the evaluation for a legitimate period of time. Claims based on installations for which no evident WAN Optimization opportunity or proof of concept is in place will be rejected.

9. Can more than one channel representative place a claim for the same opportunity?
 - a. No, the Deal Authorization Number (D.A.N.) is tied to the individual that makes the initial claim. Claims by representatives that want to use the same DAN will be denied once the initial claim is processed.

10. Is there a limit to how many registered evaluations a partner can get credit for?
 - a. A partner may claim a reward for each approved registered evaluation opportunity, provided they have the Deal Authorization Number (D.A.N.). However, rewards are limited to one evaluation reward per end user organization.

11. Is there a limit to how many rewards the partner can receive?
 - a. Partners may earn a USD\$500 reward for each registered and qualified evaluation or proof of concept installation of ProxySG v.5.4 for WAN Optimization. Partners may earn an additional USD\$500 reward if that qualified opportunity leads to a closed WAN Optimization sale. A maximum reward of USD\$1000 will be allowed per end user company.

12. Once a claim is approved, what will the Partner receive?
 - a. In U.S.: Partners with approved claims will receive a personalized Exclusively Yours reloadable rewards card that can be used at any retailer listed at www.eycardonline.com.
 - b. Global: Partners with approved claims in all other countries will receive an online Exclusively Yours rewards based account from which they may redeem merchandise in country available through an online catalog.
 - c. Points conversion ratio: 1pt = USD \$1.

13. When are points deposited into a participant's account?
 - a. Please allow two weeks to process your claim and receive your Exclusively Yours Card deposit. You will be notified of updates by email.

14. What happens if a partner loses their rewards card?
 - a. Lost or stolen cards are replaced once at no charge. All other card requests will be processed for a nominal fee. Available points balance can be accessed online.

15. Can rewards recipients use their points for merchandise in other countries?
 - a. No, the catalogs are localized based on Country.

16. Will recipients be taxed for rewards received?
 - a. Rewards are considered taxable income and must be reported at the end of the year.
 - b. In the United States, recipients will receive a 1099 with the total summary for tax purposes.
 - c. In all other countries, online statements of rewards earned throughout the calendar year may be used to report earnings.
 - d. It is the responsibility of the recipients to claim the rewards earned based on their country tax laws.



17. How are rewards points accumulated and redeemed?
 - a. You earn award points based on your performance in the program. You may then use your points to purchase whatever you desire from your program award selection. As you accumulate program earnings (points), they are automatically added to your account statement. Points are deducted from your statement as you purchase program awards.

18. Where do partners find their award point balance?
 - a. In the US, participants may go to www.eycardonline.com and enter their card number. Global participants may link to the global catalog from the program website to see their points.

19. How many points does it take to get an award?
 - a. In US: Points can be used directly with select merchants (instore and/or online) to purchase a reward.
 - b. Global: Participants can find out how many points it takes to purchase an item online by linking to the awards catalog from the Awards page of the website. Shipping, handling and taxes are included in the point price of the item.

20. What if the purchase amount is higher than the participant's point balance?
 - a. US: If you don't have enough points to purchase the item you want, most vendors will allow you to supplement your order with check, money order or credit card.

21. When will the points expire?
 - a. Claims must be submitted prior to July 31st, 2009.
 - b. Rewards points for this promotion will expire on July 31st, 2010.

22. Can points be shared between sales and SEs?
 - a. Points are not transferable. If a sales representative claims the reward, then the points will be sent to and redeemable by that individual only.

23. Who do partners contact with questions?
 - a. For all questions regarding the program, product requests, and general information, please contact channel.programs@bluecoat.com