



**ATI Technologies, Inc.**  
**Workstation Partner Program**  
***Application***

November 2003



## PROGRAM OVERVIEW

There is one thing about today's market dynamic that remains the same: *everything is changing.*

Technologies have evolved faster than anyone thought possible. Users are becoming more sophisticated and exacting in their requirements. The time to evaluate new technologies is contracting. The path to success is clear: construct strong partnerships to create opportunity. Effectively leveraging the power of primary technology providers is critical to creating new markets, identifying new customers and generating higher revenues. To help you achieve these objectives, ATI introduces the Workstation Partner Program.

As workstation graphics solutions providers, you have established productive relationships with your customers who benefit from using high performance ATI workstation products. The ATI Workstation Partner Program (WPP) is designed to assist channel partners, like you, in the promotion, sale and support of ATI's FireGL™ workstation graphics accelerator line.

## PROGRAM BENEFITS

We want you to succeed! The WPP provides a comprehensive set of programs and tools to help you market, sell and support the ATI Workstation family. Specific benefits include:

- Market Development Funds Accrual
- Discounted Demonstration Units
- Initial Supply of Collateral and Logo Items
- Dedicated Workstation Technical Support and Application Expertise
- Sales Support, Materials and Training

We invite you to join us. Simply complete and fax the application form to:

ATI Workstation Partner Program Administrator  
Fax: **(408) 572-6359**

Have a question? Email the WPP Administrator at [wppadmin@ati.com](mailto:wppadmin@ati.com).



## AUTHORIZATION LEVELS

The primary levels of partnership in the WPP are Gold and Silver. Gold level members commit to quarterly revenue objectives and in return, receive additional program benefits and MDF.

### ATI Workstation Partner Program Benefits

<b>Financial Benefits</b>	<b>Silver</b>	<b>Gold</b>
MDF funds at 3% of net purchases of ATI Workstation product	√	
MDF funds at 5% of net purchases of ATI Workstation product		√
Quarterly and/or special sales incentives	√	√
<b>Relationship Management and Program Support</b>		
Access to Workstation Online Resource Center	√	√
Partner communications	√	√
Assignment of an ATI Workstation account manager		√
<b>Support and Training</b>		
Access to dedicated ATI Workstation Technical Support	√	√
Inclusion in sales and technical webinars		√
Early access to product information		√
Access to confidential tech notes under NDA		√
Inclusion in technical education days		√
<b>Product Access</b>		
Authorization to purchase and sell ATI Workstation products	√	√
Access to demo boards	√	√
<b>Sales and Marketing</b>		
ATI WPP Welcome Kit	√	√
Special joint marketing programs or opportunities	√	√
Partner listing on ATI Workstation web site	√	√
Partner logo on ATI Workstation web site	√	√
Right to use ATI Workstation product logos	√	√
ATI Workstation Sales and Readiness Training	√	√
ATI Workstation Product Presentations	√	√
ATI Workstation White Papers / Tech Briefs	√	√
ATI Workstation introductory collateral supply	√	√
Inclusion in ATI WPP program publicity, where appropriate		√
Customized marketing programs		√
ATI.com showcase opportunities, as appropriate		√
Joint press releases		√
Promotion by ATI in major Workstation marketing & sales activities, where appropriate		√

**ATI Workstation Partner Program Requirements**

<b>Financial Criteria</b>	<b>Silver</b>	<b>Gold</b>
\$40,000 USD net quarterly purchase commitment		√
<b>General Requirements</b>		
Company provides graphics solutions to individuals or other businesses	√	√
Completed partnership application	√	√
Reciprocal web link to <a href="http://www.ATI.com/FireGL">www.ATI.com/FireGL</a>	√	√
Commitment to train staff about ATI Workstation technologies and products	√	√
Maintain at least one demo unit of each board type / SKU	√	√
Include ATI Workstation products in all published price lists	√	√
Include ATI and/or ATI Workstation products in all ads / catalogs	√	√
Feature ATI Workstation products in email newsletters to owned or rented lists	√	√
Feature ATI Workstation products in mailings (email / direct) to purchasers of complementary ISV products	√	√
Commitment to monthly point-of-sale reporting	√	√
Commitment to quarterly Business Operations Reviews		√
Partner must assign an internal point of contact for ATI		√
Agreed upon account plan within 90 days of membership		√
Partner has signed ATI's MDF Agreement	√	√



Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

## CORPORATE PROFILE

### Company Location

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ Province / State: \_\_\_\_\_

Postal / Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Main Tel. No.: \_\_\_\_\_ Main Fax No.: \_\_\_\_\_

Toll Free No.: \_\_\_\_\_ Web Site: \_\_\_\_\_

### Contact Information

#### General Manager / CEO

Name: \_\_\_\_\_

Tel No.: \_\_\_\_\_ Email: \_\_\_\_\_

#### Purchasing Contact

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Tel No.: \_\_\_\_\_ Email: \_\_\_\_\_

#### Sales / Marketing Contact

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Tel No.: \_\_\_\_\_ Email: \_\_\_\_\_

### Company Background

What is your company's primary business? (*Please check one.*)

OEM  Distributor  Value-Added Reseller  System Integrator

Other *Please specify:* \_\_\_\_\_

Annual revenues: \$ \_\_\_\_\_ USD

Number of employees: \_\_\_\_\_



Which markets are your primary sources of revenue?  
(e.g. Corporate, Government, Automotive, Film Production, Education, vertical based on software application)

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**PRODUCT PROFILE**

**Sourcing**

Please list your preferred distributors / suppliers.

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

**Software**

Please identify the vendors whose software applications you sell / support. (Circle all those that apply.)

Alias®    Autodesk®    Bentley    Discreet®    EDS®    NewTek  
PTC®    Softimage®    SolidWorks®    Other \_\_\_\_\_

**COMMITMENT**

As an authorized company representative, I confirm that the company referenced in the above application will:

- maintain high standards of technical and professional competence for employees involved in selling, supporting and promoting ATI products; and
- comply with the ATI Technologies, Inc. graphics guidelines under which the ATI name, service marks, trademarks and brand names are to be used.

By signing below, I confirm that the above information is valid and correct to the best of my knowledge.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Fax completed application form to:

Workstation Partner Program Administrator  
**Fax: (408) 572-6359**