



# New Value Added Reseller/Distributor Agreement application & Instructions

## Welcome

This is the step-by-step process for signing up a New Value Added Reseller or Distributor.

## General Application Information

Date:

VAR/VAD Company Name:

Name of Person Submitting Application from Riverstone:

Email Address:

Phone Number:

## New VAR Contract Procedures

**Step 1:** Conduct VAR qualification to ensure that VAR fits requirement of the Riverstone channel program

- Submit
  1. New [VAR Agreement Application](#) and
  2. Riverstone [Credit Application](#) to:
    - By email to [channel-marketing@riverstonenet.com](mailto:channel-marketing@riverstonenet.com)
    - By fax to: Channel Marketing @ 408-878-6463
- **Note:** if requesting to be a Service Delivery VAR, please also fill out the [Service Delivery Partner Application](#).

Contract Focal Point coverage and response will come from the following:

- Gary Holland: [gary.holland@riverstonenet.com](mailto:gary.holland@riverstonenet.com) +44 118 988 0005
  - EMEA
- Swee Huat Lee: [shlee@riverstonenet.com](mailto:shlee@riverstonenet.com) +65-6887-2246 x107
  - AP
- Andrew Fetter: [afetter@riverstonenet.com](mailto:afetter@riverstonenet.com) 408-878-6414
  - All Regions

Service Delivery Focal coverage

- Mike Sanders: [msanders@riverstonenet.com](mailto:msanders@riverstonenet.com) 408-878-6648
  - Riverstone Technical Assistance Center issues on Service Contract
- Jerry Walling: [jwalling@riverstonenet.com](mailto:jwalling@riverstonenet.com) 972-668-8319
  - Global Customer Quality- Business Issues on Service Contract

**Step 2:** After receipt of the VAR Application, a VAR Agreement for that specific VAR prospect will be generated and sent to the requester in PDF form by channel marketing

- Riverstone Legal will be copied on the VAR Agreement
- Riverstone Legal will also generate requested custom VAR Agreements & terms

**Step 3:** Negotiations and Changes to the standard VAR Agreement

- Submit requested changes to the VAR Agreement by EMAIL to [Channel-Marketing@riverstonenet.com](mailto:Channel-Marketing@riverstonenet.com) and [Legal@riverstonenet.com](mailto:Legal@riverstonenet.com) (preferred method)
- or Submit requested changes to the VAR Agreement to Channel Marketing by FAX to 408-878-6463
- Conference calls can be set up to discuss requested changes which can be coordinated through the Channel Marketing contact

**Step 4:**

- Channel Marketing will coordinate between the requester, Services and Legal to contract closure

Email to [channel-marketing@riverstonenet.com](mailto:channel-marketing@riverstonenet.com) or Fax completed forms to: 1 (408) 878-6463 ATTN: Channel Marketing



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## New VAR/VAD Application Form

Date:

### 1. Company Information

Legal Business Name

Name:

Address 1:

Address 2:

City: State:

Country:

Postal Code: -

Phone Number:

Fax Number:

Company CEO/President:

Resale License #:

Please indicate the number of employees working in these functions:

Web Site URL:

Type of Business:

(Check one box)

d.b.a. Name, if different ☐ if same

Name:

Address 1:

Address 2:

City: State:

Country:

Postal Code: -

Phone Number:

Fax Number:

State of Incorporation:

Years in Business:

Tax Payer ID #:

Sales: Marketing: Technical:

Service: Other:

Total Yearly Revenue:

Corporation: ☐ Partnership: ☐

Sole Proprietorship: ☐ Other: ☐

### 2. Primary Contact Information

Primary Contact:

Phone:

Email:

Sales Contact:

Phone:

Email:

Marketing Contact:

Phone:

Email:

### 3. Products and Services

Breakdown of Strategic Revenue Areas

(i.e. 20% from hardware sales, 50% from software sales, 30% from service revenues)

Third Party Hardware Sold:

Hardware:

Software:

Support:

Consulting:

Others:

Third Party Software Sold:

### 4. Market Coverage

Target Small (1-50 Employees):

Market ☐

Medium (51-299

Employees):

☐

Large (300+ Employees):

☐

Target Vertical Markets:

Target Territory:

Geographical Local:

Regional:

National:

International:

Coverage: (%)



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## 5. Sales Force

Sales Channel Used:

*Email addresses for on-going communications from Riverstone Networks*

Sales	Name:	Email:
Sales	Name:	Email:
Marketing	Name:	Email:
Marketing	Name:	Email:
Technical	Name:	Email:
Technical	Name:	Email:
Other	Name:	Email:
Other	Name:	Email:

Any Specialized qualifications (Novell CNE, Microsoft NT, other) and how many people with certifications:

## 6. Areas of Expertise

Please describe any unique capabilities or services your company provides:

## 7. VAR Agreement Type

Reseller	Stocking Agreement:	Non-Stocking Agreement:	Distributor:
Type	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service	Service Reseller:	Service Delivery:	Note: If Service Delivery is
Type	<input type="checkbox"/>	<input type="checkbox"/>	checked, please also fill out
	(Resells Riverstone Services	(Reseller with in-house	the <b>Service Delivery</b>
	and Support)	Service & Support	<b>Partner Application form.</b>
		Capabilities)	

The applicant authorized Riverstone Networks to perform an investigation to verify the above information provided. The applicant also authorizes Riverstone Networks to make the information provided by the applicant available only to relevant parties within Riverstone Networks.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title