



**PartnerMAX Program**  
**Your Key to Unlocking Sales Opportunities**



# What You Get With PartnerMAX

Technology and business conditions change rapidly and your customers rely upon you, their trusted partner, to recommend and supply industry-leading products and services that can be implemented quickly to solve challenging business situations. When you partner with Crossroads Systems, you'll discover award-winning products and solutions that solve regulatory and compliance issues. You'll feel confident offering proven data protection solutions that make business operations more resilient and reliable. Discover how easy it is to get started selling Crossroads solutions with the PartnerMAX Program.

## Crossroads PartnerMAX Program



PartnerMAX is a sales enablement program with aggressive pricing, attractive margins, technical training and the tools and support you need for successful sales and marketing programs. With PartnerMAX, you receive assistance with event planning and marketing campaign development. We understand how critical it is to identify sales opportunities and have access to the necessary resources to help you close deals quickly. The PartnerMAX program provides you with the key resources to ensure that you get the support you need to MAXimize your success selling Crossroads solutions.

## Partner-Specific Services

No matter what your level of technical, selling or marketing expertise, PartnerMAX can provide the help you need to close a sale. We'll assign a Crossroads point of contact to manage our relationship and customize support to your specific needs.

- Need a technical resource for a sales call?
- Need help installing an evaluation unit at a customer site?
- Need co-branded collateral for a trade show?

## PartnerSPACE

The first and foremost resource for MAXimizing your revenue opportunities is **PartnerSPACE**. This partner-specific portal is your one-stop-shop for everything you'll need to know about our company and our products. A demo of PartnerSPACE is available by clicking the the tour bus on the home page. As a partner, you get access to:

### What's New

- Latest company news
- Product updates
- Recent success stories
- Current sales promotions

### Key Tools and Resources

- SalesLink
- Scheduling hosted webinars
- Maintenance coverage verification
- Sales opportunity registration
- ROI calculators
- Firmware downloads
- Pre-installation worksheets

### Knowledge Area

- Product collateral
- Product pricing
- Sales and technical training
- Marketing programs
- Maintenance plan details
- White papers



# Ready-to-Use Sales Tools



## Available Selling Tools

Crossroads provides a variety of tools to motivate your sales team and communicate the value of our products. We can even directly support your efforts to educate customers on the value of our products to help close deals quickly.

## Incentive Programs

Programs to provide additional discounts on select Crossroads products are offered regularly. When you have a new opportunity, register the deal online and you receive additional discounts. (Promotions apply to select products and are subject to change without notice. Check PartnerSPACE for current terms and conditions).

## SalesLink

Do you have a sales opportunity but are not sure what first steps you should take? SalesLink will connect you directly with the right Crossroads resources to help move deals forward and get closure faster. Just fill out a quick online form and we'll qualify the opportunity. You'll be assigned a specific Crossroads point of contact and from that point on, you'll have the selling and technical expertise you need to "seal the deal." It's that simple!

## Product Demos

Your Crossroads point-of-contact can arrange live one-on-one demos of product demos or visits to our development lab in Austin, Texas for a live demo. Demos are a great selling tool.

## Take a Test Drive

Got a deal in the works? Install an evaluation unit and prove the value of Crossroads products. Evaluation units have a better than 60% chance to convert to a sale.

## Demand Generation Resources

Crossroads can help you find hot leads that translate into cash. We support a variety of traditional and state-of-the-art marketing activities that can generate demand.



## Customizable Email Blasts

Let us help you touch your customer base with customizable graphic and email content to get the message out about our solutions. We'll support your call to action, whether it's a phone follow up, webinar or live product demo.

## Webinars

A full suite of product presentations, training and demos are available. Call your Crossroads point of contact to make arrangements.

## Web Marketing

We'll list you as a partner on the Crossroads website with links to increase your web presence and exposure to prospects, press and industry analysts.

## Events

We sponsor or attend industry-related events to evangelize our products and keep up with emerging industry trends. We can jointly support other events as required.

## To Learn More

To find out how to join the PartnerMAX Program, contact Heather Painter, your Crossroads Partner Representative, at 951.738.0403 or [hpainter@crossroads.com](mailto:hpainter@crossroads.com), or call 866.289.2737.





[www.crossroads.com](http://www.crossroads.com)

#### **ABOUT CROSSROADS**

Headquartered in Austin, Texas, Crossroads Systems delivers flexible solutions to connect, protect, secure and restore business-critical data. Crossroads (symbol: CRDS) is currently traded on Pink Sheets and also posts its financial disclosure reports, press releases and other related documentation on the OTCIQ web service of the Pink Sheets website.

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