



Channel Partner Program

Program Overview

Sesame Networks offers a complete channel partner program that makes it easy to sell, install and support Sesame Networks' solutions. Our program is intended to support our community of partners in delivering products and solutions that enhance mobility worldwide.

By becoming a Sesame Networks partner, you will be able to participate in the new and fast growing market for Wi-Fi mobility solutions. The market for Internet access for mobile business users alone is estimated to be over \$1.0 Billion in North America for 2005. Five million individuals currently have Wi-Fi enabled computing devices and that number is expected to reach sixty million by 2007. By 2009, it is estimated that 90% of all laptops and 85% of all mobile phone/PDAs will be Wi-Fi enabled.*

In partnership with Sesame Networks, you can now offer Wi-Fi mobility solutions to your customers that are authenticated, instantly available, and low cost. Unlike other existing solutions that are too costly, too complex, or pose security concerns, Sesame's solutions are secure, traceable, and self-serve by the user. Sesame meets the needs of not only managed Wi-Fi broadband Internet access within organizations, but also enhances productivity for the mobile workforce with the instant office functionality of our Mobile Broadband Office Solution.

Benefits

In offering the Sesame Networks solution, you can capture new revenue from the emerging high growth Wi-Fi market, and drive more business from your existing customer base for Wi-Fi applications.

- Drive recurring year-over-year revenues for our managed service
- Generate sales of ancillary hardware and connectivity products
- Enhance customer relationships by delivering value-added Wi-Fi solutions
- Expand business to enter new market segments

*Source: Onworld

Become a SesameSpot provider today, and be recognized as a market leading vendor for Wi-Fi mobility solutions.





Join the Sesame Network Today!

You will realize an entirely new and ongoing revenue stream. Sale of new Wi-Fi equipment is complemented by recurring revenue from a managed service. Additional revenue is also realized by sale of ancillary network equipment. Solidify your positions with existing customers and expand into new market segments

Fully Featured Program

Sesame Networks' channel partner program is designed to help our partners create a competitive and sustainable business model for Wi-Fi mobility solutions.

Resellers who participate in Sesame's partner program can enjoy significant advantages:

- Active Leads Referral for selected verticals generated by Sesame marketing
- Access to Sesame sales representative for training and selected client visits
- One SesameSpot Branch Office Bundle to be used for client demos
- Access to equipment for customer trials with select high potential clients
- Access to proposal based marketing funds
- Access to Technical Support

Sesame Makes it Easy

Sesame Networks makes it easy to sell its solutions. In addition to a compelling value proposition for your customers, Sesame Networks provides comprehensive support to its partners as follows:

- Train technical and sales personnel
- Provides tools and collateral to help your staff close deals
- Provide standard configurations for easy installation
- Provide orientation on ordering and billing processes
- Provide a 24/7 help desk

The QuickStart Accelerator Program

Ask about our QuickStart program for selected partners. Our QuickStart program is designed to accelerate sales ramp of Sesame's solutions with an experienced Sesame sales representative calling your existing clients and accompanying your account manager at customer meetings. Sesame will run any trials agreed to by your client free of charge.

Differentiate Yourself from the Competition

As a Sesame channel partner, you will enable your enterprise customers to safely and easily provide Wi-Fi broadband services to their mobile business users, such as Internet access, local printing, faxing, and access to local file and application servers, improving productivity and protecting corporate security.

Our partners understand the value of differentiating their networking and wireless product offerings by providing true value-added solutions and services. It is no longer good enough just to sell access points - you must provide a compelling business solution. Sesame solves a real and growing IT problem within corporations and organizations. Wi-Fi implementations represent a growing portion of IT spending, but also a growing administrative and security issue. By partnering with Sesame, you will position yourself as a provider of industry-leading solutions that reduce costs, increase productivity and meet the new legislated standards for privacy and security.



Sesame Networks Inc., is an industry leading provider of mobile workforce enabling solutions for enterprises that enable delivery of secure mobile Wi-Fi broadband services. Sesame's solutions are based upon its Identity Management technology which allows the deployment of authenticated, policy controlled, location aware, cost saving broadband wireless services without impacting IT resources. Sesame's IDM technology allows the development and introduction of novel workforce enabling solutions to address the growing opportunities caused by the rollout of both Wi-Fi and Wi-Max.

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