

Riverbed-Ready Program Guide



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Partnering with Riverbed

The community of partners extending the value of the Riverbed application performance platform.

Riverbed-Ready™ is our technology alliance program that creates and nurtures a vibrant ecosystem of partner solutions that:

- Integrate exciting new technologies that extend the functionality of our platform
- Extend the value and functionality of Riverbed solutions for our joint customers
- Create new market opportunities for Riverbed and our partners

This Program Guide is an introduction to the Riverbed-Ready program that outlines our partnership and highlights the benefits and requirements of membership in the program.

This Program Guide supplements your Riverbed-Ready Technology Alliance Agreement (“RRTA Agreement”) with Riverbed and may be amended by Riverbed, as required. Riverbed may provide written or email notice to you regarding material program or policy changes, as needed.

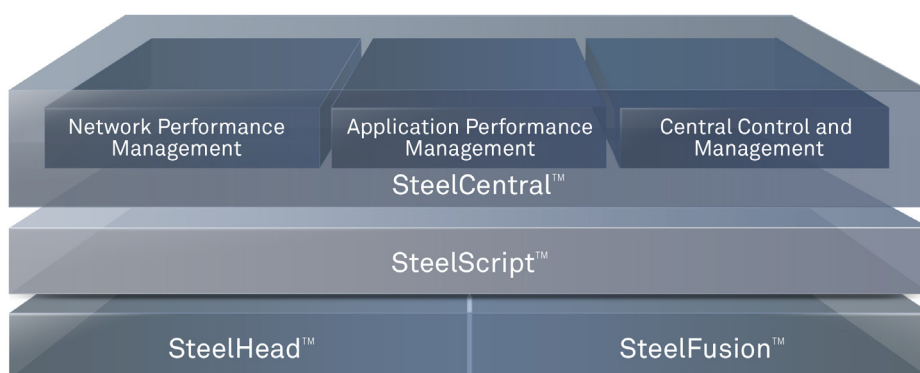
Why Partner with Riverbed?

Riverbed pioneered WAN optimization when we shipped the first SteelHead in 2004. Since then, SteelHead has remained the #1 product in this market with over 50% market share, has been named a “Leader” in Gartner’s Magic Quadrant for WAN Optimization seven consecutive years, and named InfoWorld Technology of the Year eight straight times. But today, Riverbed is much more than WAN optimization.

Today, Riverbed is a leader in Application Performance Infrastructure, with five product families that together comprise the most complete platform to enable customers to embrace location-independent computing.

The Riverbed Application Performance Platform™

A complete platform for location-independent computing, allowing business objectives—not technical constraints—to drive how applications and data are delivered for the best user experience and ROI. The platform comprises five integrated solutions and open APIs to make it easier for partners and customers to customize and integrate.



SteelCentral™

The only performance management and control suite that combines user experience, application, and network performance management to provide the visibility needed to diagnose and cure issues before end users notice a problem, call the help desk to complain, or jump to another Website out of frustration. Riverbed Performance Management solutions are recognized by Gartner as the only “Leader” in the Magic Quadrants for both Application (2011-2013) and Network Performance Monitoring and Diagnostics (2014).

SteelScript™

Riverbed offers a wide range of open APIs for its application performance infrastructure solutions, including RESTful APIs, that allow software developers to write applications that communicate with other systems and services. These open APIs are the foundation for Riverbed’s developer tools, including SteelScript for Python and the SteelScript Application Framework, giving customers and partners the option to extend the value of Riverbed infrastructure with customization, integration, and automation.

The Riverbed Application Performance Platform™ (continued)

SteelHead™

The #1 WAN optimization solution that delivers applications and data at the fastest speeds across optimal networks for the lowest cost. A “Leader” in Gartner Magic Quadrant for WAN Optimization Controllers for six consecutive years; InfoWorld Technology of the Year eight years in a row; leads WAN Op market with more than 50% market share 10 years after its launch created the market.

SteelFusion™

The only branch converged infrastructure that delivers local performance, data centralization, instant recovery, and lower TCO. InfoWorld Technology of the Year two years straight.

Riverbed-Ready: Program Membership

Participants that are approved by Riverbed to join the Riverbed-Ready program and have a mutually executed RRTA Agreement with Riverbed (“Members”) will join the program at one of three levels of membership with increasing benefits and expectations associated with each level, as further described in this Program Guide.



Silver—The Silver level membership is for companies that desire to co-market their products with Riverbed solutions. Silver Members gain access to Riverbed marketing and technical resources and enjoy visibility and awareness to speed opportunity creation.



Gold (by invitation only)—The Gold level of membership targets technology providers offering solutions in markets strategic to Riverbed. Members approved to join at this level work with Riverbed to identify synergies and target specific use cases and market segments for an integrated solution. We may work with Gold Members to complete product integration and testing and the execution of marketing and go-to-market programs. These Members may have access to Riverbed APIs and scripts.



Platinum (by invitation only)—This strategic membership level seeks to build long-term product synergies and implement joint marketing and go-to-market programs aimed at achieving significant revenue growth. Platinum Members may work closely with Riverbed to complete extensive integrated solution testing and share designated alliance and technical resources. These Members may have access to Riverbed APIs and scripts.

Riverbed-Ready: Program Benefits

The objective of the Riverbed-Ready program is to create an ecosystem of complementary integrated products, services and solutions that deliver increased value for joint customers and create “in-the-field” engagements for our mutual sales teams. A complete list of benefits is outlined below. All benefits, whether or not expressly stated below, are made available subject to the terms and conditions of the RRTA Agreement and this Program Guide.

Website and solution directory listings

Upon completion of the on-boarding process to become a Member, Riverbed will publish the Member’s corporate information (100 word overview provided by Member) and company logo to the Riverbed-Ready Solution Center, if applicable. All Members may, at their sole option, cost and expense, conduct testing, verification and a technical review to certify to Riverbed that a release of a Member product is interoperable with one or more releases of a Riverbed product as further set forth in the RRTA Agreement (each, upon Riverbed’s approval, an “Integrated Solution”). For each Integrated Solution, Member shall provide Riverbed with an Integrated Solution overview (50-100 words provided by Member) to be included in the Riverbed-Ready Solution Center.

In addition, select Gold and Platinum Members may be invited by Riverbed to conduct additional integration testing, verification, and a technical review under a Riverbed-approved validation test plan to achieve Riverbed authorization and certification that a release of a Member product is interoperable with one or more releases of a Riverbed product in accordance with the guidelines set forth in the applicable Riverbed-Ready Tested Addendum to the RRTA Agreement (each, upon Riverbed’s written accreditation, a “Riverbed-Ready Tested Solution”). For each Riverbed-Ready Tested Solution, Member shall provide Riverbed with a Riverbed-Ready Tested Solution overview (50-100 words provided by Member) to be included in the Riverbed-Ready Solution Center and these Members may also receive the right to use the Riverbed-Ready Tested logo in connection with the marketing of their Riverbed-Ready Tested Solutions, subject to the terms and conditions set forth in this Program Guide and the RRTA Agreement (including the applicable Riverbed-Ready Tested Addendum).

Riverbed-Ready: Program Benefits (continued)

Requirements in this Program Guide applicable to Riverbed-Ready Tested Solutions are only applicable to Member if Member and Riverbed have entered into a mutually agreed Riverbed-Ready Tested Addendum (or other similar addendum) to the RRTA Agreement containing terms applicable to Riverbed-Ready Tested Solutions. As used in this Program Guide, “RR Solution” means an Integrated Solution and/or a Riverbed-Ready Tested Solution, as applicable.

All Riverbed-Ready Members will also be eligible to receive the right to use the Riverbed logo and corporate overview (as provided to Member by Riverbed and/or approved in writing by Riverbed) to feature within the partner section of its Website.

Program logos and marketing toolkits

Members of the Riverbed-Ready Program are approved to use the Riverbed-Ready logo associated with their respective membership level within the program (Silver, Gold or Platinum) to describe their participation in the Riverbed-Ready program and in connection with the Member’s RR Solutions, including on their Website and in their marketing, as further described in this Program Guide. Members may use Riverbed-supplied marketing tools and templates to create joint marketing collaterals. Member’s use of any template and/or non-template joint collaterals must be reviewed and approved by Riverbed in writing before release or publication to any third party.

Riverbed may use Riverbed-Ready Member’s company logo and/or company name in its marketing collateral, on Riverbed Websites, and in other materials.

Silver level Members will be granted access to the Silver Member logo upon acceptance into the program. Silver Members may use the Silver Riverbed-Ready logo to describe the Silver Member’s participation in the Riverbed-Ready program. Silver Members may also use the Silver Riverbed-Ready logo in connection with the Silver Member’s Integrated Solutions that have been tested and certified by the Silver Member and approved by Riverbed for inclusion in the Riverbed-Ready Solution Center. Silver Members may not use the Silver Riverbed-Ready logo for any other products or purposes. Silver Members are not authorized to use the Riverbed-Ready Tested logo.

Gold and Platinum level Members will be granted access to the Gold Riverbed-Ready logo or the Platinum Riverbed-Ready logo, as applicable to their membership level, upon acceptance into the program. Gold and Platinum Members may use the Gold or Platinum Riverbed-Ready logo (as applicable) to describe the Member’s participation in the Riverbed-Ready program and for those RR Solutions that have been tested and certified by the Member and approved by Riverbed for inclusion in the Riverbed-Ready Solution Center.

Riverbed-Ready: Program Benefits (continued)

Gold and Platinum Members will also be given the right to use the Riverbed-Ready Tested logo in connection with its Riverbed-Ready Tested Solutions. The Riverbed-Ready Tested logo may only be used in conjunction with the Member's product(s) and version(s) that have been tested and approved by Riverbed in writing. Riverbed will include Riverbed-approved Riverbed-Ready Tested Solutions in the Riverbed-Ready Solution Center.

Riverbed partner center access and online training

The Riverbed Partner Center gives Members access to product information, marketing collaterals, templates and tools in addition to online training courses delivered via our Web based training platform. Instructor led, online classes are also available through the Riverbed Partner Center as further described in this Program Guide.

To gain access to the Riverbed Partner Center, send an email to partners@riverbed.com. The Partner Center can be accessed at http://www.riverbed.com/partners/partner_login/.

The Riverbed Partner Center includes Riverbed confidential information that must be protected in accordance with the terms and conditions of the RRTA Agreement. Riverbed-Ready Members must ensure that login and password information for the Partner Center is not shared with any other person or entity. Only employees of Members are eligible to receive Riverbed Partner Center login credentials. The Member's business owner contact will be granted administrative rights within the Riverbed Partner Center. This allows you to add accounts for other employees within your company. Please review the short, two minute video to learn how to administer access to the Riverbed Partner Center—the link to the video is: <http://media.riverbed.com/video/partnervideo/portal/pcat/index.html>.

Riverbed may discontinue access to the Riverbed Partner Center at any time for any reason. Riverbed Partner Center materials and online training courses are subject to availability and are selected by Riverbed in Riverbed's discretion.

Riverbed-Ready: Program Benefits (continued)

Discounts on Riverbed lab unit products used for testing and development in the program

Discounts may be available for the purchase of Riverbed lab unit products that may be used by Member only for development, testing, integration and support purposes in connection with Member's participation in the Riverbed-Ready program. Silver Members may purchase up to two Riverbed lab unit products per year at 50% off the then-current list price, Gold Members may purchase up to four lab unit products per year at 60% off the then-current list price, and Platinum Members may purchase up to eight lab unit products per year at 70% off the then-current list price. These lab unit products are not to be used by Member for production or internal use other than as outlined above and in the RRTA Agreement (please see www.riverbed.com/license for details as to licensing). Riverbed support must be purchased for these lab unit products; support may be purchased at 20% off the then-current list price. Lab unit products cannot be resold.

The process to order these products is as follows:

- Contact your Program Alliance Manager who will assist you to select the correct configuration and required options
- Send this detailed configuration to your Program Alliance Manager via email to request a quote on this configuration
- Riverbed will email you a quote that lists the correct configuration, discounts and amount due
- Issue a purchase order (PO) and the signed quote to Riverbed for the amount due using the instructions in the quote email
- Riverbed will process your order and ship you the equipment to the contact and address listed on your purchase order

Free NFR software licenses used for testing and development in the program

As a Riverbed-Ready Member, you have access to a limited number of free "not for resale" (NFR) licenses for Riverbed software and virtual appliances that may be used for development, testing, integration and support purposes in connection with Member's participation in the Riverbed-Ready program as further set forth below and in the RRTA Agreement.

Riverbed-Ready: Program Benefits (continued)

Silver Members may receive up to six free NFR license instances per year, Gold Members may receive up to 20 free NFR license instances per year, and Platinum Members may receive up to 40 free NFR license instances per year. NFR licenses are valid for a period of one year (please see www.riverbed.com/license for details as to licensing). NFR licenses are not eligible for Riverbed support and cannot be resold. The NFR products that are available are designated as “not for resale” (NFR) on the then-current Riverbed price list. These NFR products are not to be used for production or internal use other than as outlined above and in the RRTA Agreement. The process to order these products is as follows:

- Contact your Program Alliance Manager who will assist you with selecting the correct configuration and required options
- Send this detailed configuration and the name of the contact person that will receive the licenses to your Program Alliance Manager via email as a request to order
- Riverbed will send an email with instructions on how to download the NFR products and obtain the license keys

External communication and press releases

Riverbed will assist with external communications around Riverbed-Ready membership and Member’s RR Solutions and may provide an executive level quote in support of your Riverbed-Ready related press release.

All press releases (either issued by Riverbed or containing quotes or references attributed to Riverbed) must be reviewed and approved by Riverbed’s public relations team. This process requires a minimum of eight business days. In addition, once the final version of the press release is approved by Riverbed, it must be delivered to Riverbed’s public relations team three days prior to the release date. Riverbed requires that a press release contain the following elements:

- Clearly describe the integration of the Riverbed-Ready Member’s product(s) with Riverbed’s products
- Describe the unique value add that the RR Solution delivers to our joint customers
- Describe the customers, market segments, vertical markets, and applications that benefit from the RR Solution
- Include a quote from a joint customer using the solution, if available

Riverbed-Ready: Program Benefits (continued)

It is important to note that Riverbed prefers that press releases issued by Riverbed-Ready Members deliver content “of significant interest to the market.” Riverbed will consider supporting a press release issued by a Riverbed-Ready Member if it contains some of the elements above.

Cooperative support

Great support is a key tenant of customer satisfaction and Riverbed places great emphasis on providing award winning customer support. For Riverbed-Ready Tested Solutions certified by Riverbed to use the Riverbed-Ready Tested logo, Riverbed support will work cooperatively with the Riverbed-Ready Member and Riverbed’s customer to investigate and resolve support incidents associated with the Riverbed-Ready Tested Solution, as further set forth in the Riverbed-Ready Tested Addendum to the RRTA Agreement.

Access to Riverbed APIs and scripts

Riverbed-Ready Gold and Platinum Members may request access to Riverbed application programming interfaces (APIs) and scripts to assist with the integration and validation testing of Riverbed-Ready Tested Solutions. Access to these tools is subject to Riverbed’s approval of the integration test plan and availability. Please contact your Technical Alliance Manager for details.

Creation of Riverbed-Ready tested solution customer success story

Riverbed has a strong culture of highlighting the “voice of the customer” and offers Gold and Platinum Members the opportunity to jointly create a customer success story or video to explain the Riverbed-Ready Tested Solution benefits and customer value. Gold Members may request one success story per Riverbed-Ready Tested Solution per year while Platinum Members may request up to four success stories per Riverbed-Ready Tested Solution per year. Once a customer has agreed to participate, please contact your designated Program Alliance Manager to nominate the customer and start the process. All customer success stories must be approved by Riverbed.

Riverbed-Ready: Program Benefits (continued)

Joint marketing plan development

As a Gold or Platinum Member, we'll work together to develop and execute a joint marketing plan and go-to-market programs that create awareness and opportunities for our mutual sales teams.

Field events

As an international organization, Riverbed has regional marketing resources located throughout the world. These regional marketing managers may conduct regional events consisting of, but not limited to, local seminars, user groups and product road shows. As a Riverbed-Ready Gold or Platinum Member, you have an opportunity to leverage select events based on interest within the region. Field events are subject to availability.

Joint webcasts

Riverbed may conduct several webcasts each quarter to raise Riverbed-Ready Tested Solution awareness, educate and create demand. As a Gold or Platinum Member you may request a joint webcast with Riverbed. Gold Members may request one webcast per Riverbed-Ready Tested Solution per year while Platinum Members may request up to four webcasts per Riverbed-Ready Tested Solution per year. Please contact your Program Alliance Manager to discuss the topic, customer presenter, and schedule. Each Webinar request will be reviewed by Riverbed on an individual basis with priority given to Members with customer presenters.

Riverbed product information

From time to time, Riverbed may provide Members with confidential Riverbed product information that may impact an RR Solution. Any such information provided by Riverbed is nonbinding and subject to change. Member may use such information solely for development, integration, testing and support purposes in connection with Member's participation in the Riverbed-Ready program subject to the terms and conditions set forth in the RRTA Agreement.

Riverbed-Ready: Program Benefits (continued)

Riverbed Force user conference

Each year Riverbed holds its global end user conference, Riverbed Force. Riverbed-Ready Members are invited to join and participate in this important event where you can meet Riverbed customers and prospects to build awareness and create demand for your RR Solutions. Speaking opportunities may be available depending on topic and membership level. Riverbed-Ready Platinum Members enjoy a \$5,000 discount on a sponsorship as well as access to special sponsorship opportunities during the conference. Contact your designated Program Alliance Manager to learn more about available sponsorship opportunities.

Joint whitepaper development

Platinum Members may request Riverbed to assist with the development of a joint whitepaper to explain the features, benefits and technical details of a Riverbed-Ready Tested Solution. One whitepaper may be requested per Riverbed-Ready Tested Solution. Please contact your Program Alliance Manager to discuss the project requirements.

Integrated solution demonstration creation

Platinum Members enjoy the opportunity to jointly create and showcase demo videos of the Riverbed-Ready Tested Solution on the Riverbed-Ready Website. Each video must be approved by Riverbed, clearly showcase both products and demonstrate the interoperability of the Riverbed-Ready Tested Solution. One demo video may be requested per Riverbed-Ready Tested Solution. Please contact your Program Alliance Manager to discuss the project requirements.

Program Benefits	Silver	Gold	Platinum
Promotion of your company in the Riverbed-Ready solution center	✓	✓	✓
Your Riverbed-approved integrated solution brief listed in the Riverbed-Ready solution center	✓	✓	✓
Your Riverbed-approved Riverbed-Ready tested solution brief listed in the Riverbed-Ready solution center		✓	✓
Use of Riverbed-Ready membership logos	✓	✓	✓
Use of Riverbed-Ready tested logo in connection with Riverbed-Ready tested solutions approved by Riverbed in writing based upon successful completion of the test plan for those products		✓	✓
Marketing toolkit and collaterals	✓	✓	✓
Access to the Riverbed partner center	✓	✓	✓
Access to online training classes	✓	✓	✓
Discounts on Riverbed lab unit products for development and testing	50% on up to 2 lab units per year	60% on up to 4 lab units per year	70% on up to 8 lab units per year
NFR software and virtual product licenses	6 per year	20 per year	40 per year
Executive quote supporting the Riverbed-Ready external communication	✓	✓	✓
Cooperative support for Riverbed-Ready tested solutions		✓	✓
Access to Riverbed APIs and scripts in connection with Riverbed-Ready tested solutions		✓	✓
Creation of joint video / reference story for approved customers		1 per Riverbed-Ready tested solution per year	Up to 4 per Riverbed-Ready tested solution per year
Development of joint marketing and go-to-market plans		✓	✓
Opportunity to sponsor and join Riverbed field events		✓	✓
Joint webcasts		1 per Riverbed-Ready tested solution per year	Up to 4 per Riverbed-Ready tested solution per year
Special sponsor discounts for the Riverbed Force user conference			✓
Joint white paper development			1 per Riverbed-Ready tested solution
Joint Riverbed-Ready tested solution demo creation			1 per Riverbed-Ready tested solution

Riverbed-Ready: Tested Solution Development Resources

Riverbed-Ready Members gain access to software and hardware resources required for development and testing based on their level of membership. Riverbed will help determine the best process for the testing or development required. This may include:

Riverbed in-house lab testing

Riverbed has an in-house lab that Gold and Platinum Members may be able to access for testing of Riverbed-Ready Tested Solutions. Use of this lab must be scheduled in advance with Riverbed through your Technical Alliance Manager and is based upon a Riverbed approved test plan. The Member must document the test results and supply them to Riverbed for review in accordance with the approved test plan. The Member is responsible for testing, however, Riverbed may elect to help or complete the testing on behalf of the Member. Scheduling and assistance are subject to availability.

Sales Benefits

A core goal of the Riverbed-Ready program is to develop additional sales opportunities for our Members. Based on your membership level within the Riverbed-Ready program, Riverbed offers the following benefits:

Program Alliance Manager

The Riverbed-Ready Program Alliance Manager is your “go-to” resource for any questions you have regarding the Riverbed-Ready program or Riverbed products. Program Alliance Managers are responsible for the business and program aspects of your Riverbed-Ready membership. Gold and Platinum Members enjoy designated Program Alliance Managers while Silver Members are served by the Riverbed-Ready program office.

Technical Alliance Manager

Every Gold and Platinum Member has access to a Technical Alliance Manager to assist with technical questions and access to resources. The Technical Alliance Manager manages the validation test plans and schedules the necessary resources within Riverbed to complete each plan. Gold and Platinum Members enjoy designated Technical Alliance Managers while Silver Members are served by the Riverbed-Ready program office.

Quarterly business reviews

Riverbed will review the success of our joint marketing and go to market plans with Gold and Platinum Members on a quarterly basis and will work with you to define appropriate steps to maximize the results from our partnership.

Some of the key metrics discussed during the review are:

- The results of marketing activities executed during the quarter and future plans
- Sales pipeline created as a result of our partnership and marketing activities
- The number of deals closed and revenues influenced as a result of each RR Solution

Sales Benefits (continued)

Channel alignment

Channel alignment is conducted on a case by case basis for Riverbed-Ready Platinum Members. The Platinum Member will provide a list of its top channel partners, which Riverbed may use to map to Riverbed's partner community. Common partners will be prioritized for joint marketing and go-to-market programs. Please contact your Program Alliance Manager to discuss this activity in more detail.

Special promotions

Special promotions may be available on a case by case basis for Platinum Members. Please contact your Program Alliance Manager to discuss this activity in more detail.

Riverbed sales training

Riverbed will endeavor to work with our Platinum Members on a case by case basis to create sales training webcasts to which the Riverbed sales team will be invited. Webcasts may be recorded and made available on-demand following the event to provide the training material to the maximum audience.

Sales team mapping

Sales mapping is included at the Platinum level of membership. Platinum Members must provide a list of the Member's sales executives, contact information and locations. Upon receipt of this list, Riverbed will provide a list of Riverbed's regional sales directors and their contact information. Sales leadership teams at both companies are encouraged to reach out to one another to discuss opportunities and share information as they deem appropriate.

Sales Benefits (continued)

Featured in the Riverbed channel newsletter

As a Platinum Member, an approved Riverbed-Ready Tested Solution may be featured (once per solution), in Riverbed’s monthly channel newsletter. This newsletter is a primary source of news for Riverbed’s large channel partner community and is an excellent way to build awareness within the Riverbed channel for the Riverbed-Ready Tested Solution.

Featured in the Riverbed internal sales newsletter

As a Platinum Member, an approved Riverbed-Ready Tested Solution may also be featured (once per solution), in Riverbed’s monthly internal sales newsletter. This newsletter is distributed to the Riverbed sales team to create awareness and describe the features, benefits and the value proposition of the Riverbed-Ready Tested Solution.

Sale Benefits	Silver	Gold	Platinum
Program Alliance Manager	Program office	Designated	Designated
Technical Alliance Manager	Program office	Designated	Designated
Quarterly business review		✓	✓
Channel alignment			Case by case
Special promotions			Case by case
Riverbed sales team trained			Case by case
Sales team mapping			✓
Featured in channel newsletter			1 per Riverbed-Ready tested solution
Featured in sales newsletter			1 per Riverbed-Ready tested solution

Riverbed-Ready: Program Requirements

The Riverbed-Ready program offers a rich set of benefits to our Members. The requirements of the Riverbed-Ready program seek to create a strong, active partnership and are detailed below:

Annual membership fees

As a Riverbed-Ready Member you will be required to pay the following annual fees based on your membership level:

- Silver Members \$2,000
- Gold Members \$6,000
- Platinum Members \$10,000

Required agreements; Use of Riverbed marks

Members may be required to execute a mutual nondisclosure agreement prior to entering into discussions with Riverbed regarding the Riverbed-Ready program. To become part of the Riverbed-Ready program, a Member must execute a RRTA Agreement with Riverbed and meet the requirements of this Program Guide. Gold Members and Platinum Members may also be required to execute a Riverbed-Ready Tested Addendum (or similar addendum) to the RRTA Agreement containing additional terms and conditions applicable to those levels of membership, including terms applicable to Riverbed-Ready Tested Solutions; such addendum will be deemed incorporated into the RRTA Agreement.

The RRTA Agreement sets forth a series of terms, conditions, and expectations regarding the technology alliance between the Member and Riverbed.

Use of Riverbed marks, logos and marketing materials is subject to the terms and conditions of the RRTA Agreement and the brand guidelines available at <http://www.riverbed.com/company/brandguidelines.pdf> as well as the brand guidelines provided to you in the Partner Center. Use of the Riverbed-Ready logos is also subject to the Riverbed-Ready logo usage guidelines that were provided in your welcome kit of materials. If you need another copy, please contact your Alliance Manager or email RVBD-Ready@riverbed.com.

You must remain in compliance with the program requirements included in this Program Guide and the RRTA Agreement in order to continue membership in the Riverbed-Ready program. The standard terms and conditions of the RRTA Agreement may be updated from time to time by Riverbed, and as a result, Riverbed may require the Member to execute an updated RRTA Agreement and/or addenda with Riverbed to continue to participate in the Riverbed-Ready program.

Riverbed-Ready: Program Requirements (continued)

Solution awareness

Raising awareness in the technology industry of RR Solutions is an important factor in the success of our partnership. To improve awareness, we ask that our Members work with us in the following manner:

- Riverbed-Ready Silver Members are encouraged to make a mutually agreed upon public statement of their entrance into the program (typically a press release, or social media outreach) and outline the features and benefits of their Riverbed-approved Integrated Solution(s) working with Riverbed. Gold and Platinum Members are required to make such a mutually agreed upon public statement regarding their Riverbed approved Integrated Solution(s) and any Riverbed-Ready Tested Solutions.
- Riverbed may provide an appropriate executive level quote for your press release; please contact your Program Alliance Manager to assist you with this process.
- Riverbed will list your company logo and company overview in the Riverbed-Ready Solution Center. All Members are required to place the Riverbed logo designated by Riverbed and Riverbed company description on the Member's Website. Use of logos is subject to the terms and conditions of the RRTA Agreement and this Program Guide.

Executive sponsor

We recommend that Gold Members nominate an executive sponsor to interact with Riverbed. Due to the strategic level of the relationship at the Platinum level of membership, Riverbed and Platinum Members must each nominate an executive sponsor to be available to interact with the other party's executives and exchange ideas.

Alliance contacts

Designated business and technical alliance contracts from your company are required so that we can keep you updated on the program and communicate changes and opportunities as they arise.

Non-template co-branded collateral review

Co-branded collaterals that are created outside of the templates distributed by Riverbed must be reviewed and approved by Riverbed prior to release. Please contact your Program Alliance Manager to assist with the review process.

Riverbed-Ready: Program Requirements (continued)

Integrated and Riverbed-Ready tested solution development and testing

Riverbed's involvement with product and solution testing is limited to Riverbed-Ready Tested Solutions for Gold and Platinum Members. Testing for Gold and Platinum Members will be based on the test plan created between Riverbed and the Gold or Platinum Member. Testing for Riverbed-Ready Tested Solutions for Gold or Platinum Members may be shared, or Riverbed may elect to conduct the testing on behalf of the Member. Riverbed and the Gold or Platinum Member shall set forth certain support and maintenance goals for the Riverbed-Ready Tested Solutions once a successful test plan has been completed by Member and approved by Riverbed.

All Members are expected to lead the testing of their Integrated Solutions and provide written certification of the results for Riverbed's review upon Riverbed's request. Members must complete all such Integrated Solution testing for at least one of the Member's products within ninety (90) days after joining the Riverbed-Ready program. Riverbed is not obligated to participate in any testing for any Integrated Solution.

Joint customer references

Customer references are always in demand for prospects considering new solutions. Riverbed requires that Riverbed-Ready Members work with us to identify joint customers that we can leverage together as references or success stories.

Cooperative customer support

For Riverbed-Ready Tested Solutions certified by Riverbed to use the Riverbed-Ready Tested logo, Riverbed support will work cooperatively with the Gold or Platinum Member and the customer to investigate and resolve support incidents associated with the Riverbed-Ready Tested Solution, as further set forth in the Riverbed-Ready Tested Addendum to the RRTA Agreement. In order to provide fast resolution and streamline the sharing of case information, Riverbed requests that a minimum of two support personnel's contact information be provided to Riverbed during the on-boarding process. The contact information required is: name, title, email address, phone number, hours of support operation and the main support contact numbers.

Riverbed-Ready: Program Requirements (continued)

Annual marketing plan

For Gold and Platinum Members, Riverbed may require the creation of an annual marketing plan approved by both parties. This plan will involve awareness, lead generation, channel partner activities and go-to-market programs to create opportunities for Riverbed-Ready Tested Solutions. The marketing plan and appropriate metrics will be reviewed each quarter during the quarterly business review.

Recommended marketing investments

Riverbed recommends that Riverbed-Ready Gold and Platinum Members plan on marketing investments to promote each Riverbed-Ready Tested Solution. This investment is to be outlined in the annual marketing plan and reviewed on a quarterly basis. Gold Members should consider a minimum marketing investment of \$25,000 per Riverbed-Ready Tested Solution per year while Platinum Members should consider a minimum marketing investment of \$50,000 per Riverbed-Ready Tested Solution per year.

Quarterly business review

Riverbed will review the success of the joint marketing and go to market plans with Gold and Platinum Members on a quarterly basis and will work with the Member to define appropriate steps to maximize the results from our partnership.

Some of the key metrics discussed during the review are:

- The results of marketing activities executed during the quarter and future plans
- Sales pipeline created as a result of our partnership and marketing activities
- The number of deals closed and revenues influenced as a result of Member's RR Solutions

Riverbed-Ready: Program Requirements (continued)

Training certifications

Understanding the Riverbed Application Performance Platform and the solutions it offers is an important component to success with Riverbed. We encourage Riverbed-Ready Members to become certified on Riverbed products from a sales and technical perspective. From time to time, Riverbed offers online training classes through our Riverbed Partner Center as well as additional instructor led online training classes that feature greater technical depth. Gold Members are encouraged to obtain two Riverbed sales certifications in the appropriate product area(s) and one technical certification. Platinum Members are encouraged to obtain four sales certifications in the appropriate product area(s) and two technical certifications.

Membership requirements

The requirements for each level of membership must be met within 90 days after joining the Riverbed-Ready program. If payment of the annual membership fee is not received, or if any program requirements are not met at any time and you continue to fail to meet such requirements within thirty (30) days after receipt of written notice from Riverbed identifying such failures, Riverbed may elect to (a) terminate your participation in the Riverbed-Ready program and any product licenses acquired in connection therewith, or (b) exercise any other rights or remedies set forth in the RRTA Agreement.

Riverbed-Ready: Program Requirements (continued)

Requirements	Silver	Gold	Platinum
Annual fees	\$2,000	\$6,000	\$10,000
RRTA Agreement and mutual nondisclosure agreement	Required	Required	Required
Riverbed-Ready tested addendum		By invitation only	By invitation only
Riverbed-Ready membership external communication	Suggested	Required	Required
Riverbed logo listed on your Website with description of alliance	Required	Required	Required
Designated alliance contact	Required	Required	Required
Designated technical contact	Required	Required	Required
Non-template joint collateral review	Required	Required	Required
Testing of integrated solutions	Member-led	Member-led	Member-led
Testing of Riverbed-Ready tested solutions		Joint or Riverbed-led	Joint or Riverbed-led
Joint customer references	Required	Required	Required
Cooperative support for Riverbed-Ready tested solutions		Required	Required
Annual marketing plan		Required	Required
Suggested annual marketing investment to promote Riverbed-Ready tested solutions		\$25,000 per Riverbed-Ready tested solution	\$50,000 per Riverbed-Ready tested solution
Quarterly business review		Required	Required
Executive sponsorship		Recommended	Required
Riverbed technical certification		1 Suggested	2 Suggested
Riverbed sales certification		2 Suggested	4 Suggested

Becoming a Riverbed-Ready Member

The first step is to complete the Riverbed-Ready Member application form which is available on the Website or by sending an email to RVBD-Ready@riverbed.com. Riverbed will review your application and reply with more information and answer any questions that you may have. The following is also required as further described in this Program Guide:

- A valid mutual non-disclosure agreement (unless otherwise agreed upon by Riverbed)
- Execution of the RRTA Agreement and, if invited by Riverbed, the Riverbed-Ready Tested Addendum for Gold and Platinum Members
- Payment of the Riverbed-Ready annual program fees as listed above

Riverbed-Ready: Training

Online accreditations

From time to time, Riverbed offers comprehensive pre-sales training online known as RSS (Riverbed Sales Specialist) and RTSS (Riverbed Technical Sales Specialist) training. Completing and passing these courses grants the Member student an accreditation and is recommended for all Riverbed-Ready Members. The tables below show the modules available for RSS and RTSS accreditations. This includes the prerequisites of the Riverbed Sales Associate (RSA) training, the foundational level sales training or the Riverbed Technical Sales Associate (RTSA) training, targeted for pre-sales engineers. The estimated time to complete a course varies based on the individual. An accreditation will remain valid for 1 year after the date earned. Upon expiration, a Member will receive notification with the recommendation to renew the accreditation.

Online Sales Training

Steps	Sales Investment	WAN Op	Storage Delivery	Application Delivery	Performance Management
1	RSA	.75 hrs.	.75 hrs.	.75 hrs.	.75 hrs.
2	RSS	1.5 hrs.	1.25 hrs.	2 hrs.	2.5 hrs.
	Partner investment	2.25 hrs.	2 hrs.	2.75 hrs.	3.25 hrs.

Online Technical Sales Specialist Training

Steps	Technical Investment	WAN Op	Storage Delivery	Application Delivery	Performance Management
1	RTSA	3 hrs.	1.5 hrs.	3 hrs.	2 hrs.
2	RTSS	1.5 hrs.	2 hrs.	3.5 hrs.	2 hrs.
	Partner investment	4.5 hrs.	3.5 hrs.	6.5 hrs.	4 hrs.

*All training offerings described in this Program Guide are offered at Riverbed's discretion and are subject to availability.

Instructor led online technical training

Riverbed is pleased to offer additional technical training to our Riverbed-Ready Members. This training is led by an instructor but leverages Web meeting technology so that students can take the training remotely from their office. These classes require a two day commitment and include live lectures on the product and features, product demonstrations and hands-on labs. The topics offered are:

- Network Performance Management
- WAN Optimization
- Storage Delivery
- Application Delivery
- Application Performance Management

These classes require prior registration and are available through the “training tab” in the Riverbed Partner Center.

Questions

If you have any questions about this Program Guide, please contact your Program Alliance Manager or send an email to: RVBD-Ready@riverbed.com.

About Riverbed

Riverbed, at more than \$1 billion in annual revenue, is the leader in application performance infrastructure, delivering the most complete platform for the hybrid enterprise to ensure applications perform as expected, data is always available when needed, and performance issues can be proactively detected and resolved before impacting business performance. Riverbed enables hybrid enterprises to transform application performance into a competitive advantage by maximizing employee productivity and leveraging IT to create new forms of operational agility. Riverbed's 26,000+ customers include 97% of the *Fortune* 100 and 98% of the *Forbes* Global 100. Learn more at riverbed.com.

The Riverbed logo consists of the word "riverbed" in a bold, lowercase, sans-serif font. The letters are a vibrant orange color. The 'i' and 'e' have small dots above them, and the 'd' has a small vertical line on its right side.