Channel Partner Guide

CONFIDENTIAL

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Channel Partners' Guide

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Note: This is the FIRST edition of our "Channel Partner Guide," and we know there are some gaps, which we want to fill.

If you have questions that aren't answered in this document, please email mwelch@he.net with your suggestions and requests. Thanks!

-- Mark Welch

Differentiators for Agents:

- Competitive Commission Rates.
- **No Quotas**, Commitments or Minimums.
- Rapid **Lead Registration** ("deal registration") to protect agents' efforts.
- **Rapid quote** & contract generation (via online portal or your channel manager).
- **Same pricing** & specials as our direct sales staff.
- Cross-Selling Opportunity: Agents profit by selling other vendors' transport or colo services to complement our IP Transit service.
- **Bonuses**: $1,000 agent bonus for certain contracts (at any location); "Extreme BGP" agent bonus: $2,500 to $10,000 @ Fremont 2 Data Center.

Differentiators for Customers:

- **Fast** Quote, Fast Contract, **Fast Turn-Up**.
    - (*same day to several days – not weeks or months*).
- **Lower Latency**, Fewer Hops. Shorter paths, faster throughput. Self-healing global network with multiple paths for nearly all routes. MTU 1500 to 9000.
- Extremely competitive **pricing**.
- Exceptional 24/7 Service and **support**.
- Founded in 1994, HE.net operates **the world's largest and most-connected network**, with more connections to other IPv4 networks, more connections to other IPv6 networks, and more connections to IXPs than any other network.
- Our multiple **free** service & certification programs give HE.net incredible name recognition.
- **IP Transit** at 100+ POPs in 80 cities in 34 countries, including: 25 European countries, 6 Asian nations, 23 US states, 7 Canadian provinces, and now in Brazil & South Africa.
- **Colocation** (Fremont, CA): Free Remote Hands; Free Cross Connects; Staffed & access 24/7.