

Marketing	Consulting partner	Reseller
Partner Logo and Branding as Bull partner	Consulting partner	Bull Partner
Bull logo and product image usage	yes	yes
Market Development Fund (MDF)	yes	Yes, upon approval
Access to Promotional Campaigns	no	yes
Demand Generation Campaigns	no	yes
Qualified Lead Distribution	no	yes
Channel Newsletter and partner communications	yes	yes
Demo Equipment Program	no	yes

Access to Marketing materials	Consulting partner	Reseller
Portfolio brochures and Fact sheets	yes	Yes
Customer presentations and references	yes	Yes
Analyst reports	yes	Yes
White Papers	yes	Yes

Sales Enablement and Resources	Consulting partner	Reseller
Access to Bull Partner Portal	yes	yes
Access to Bull Channel Resources	On request	yes
Joint customer approaches and HT support	yes	yes
Demo Center Program	no	yes
Preferred Partner Program	no	yes
Sales Training	yes	yes
Partner briefings and webinars	yes	yes
Strategic Executive Meetings	no	yes
Special Bid pricing	no	yes
Access to Bull customer Briefing Center (Grenoble)	On request	yes

Presales Support	Consulting partner	Reseller
Prime contact to Bull lead architects (BTSA)	On request	yes
Access to Bull configuration and quoting tools	no	yes
Support for complex projects	On request	yes
RFP support	no	yes
Product Training and Updates	yes	yes
Product Newsflashes	yes	yes

Support and Services	Consulting partner	Reseller
Access to Bull Support Services	no	yes
Access to Bull Online Support Tool	no	yes
Access to level2 Experts	no	with requested Service Certification
Service Newsletter and Alerts	no	yes
POC Support	no	yes
Service Reseller (Sell Services PoS)	no	yes
Services manager (Renew service contracts)	no	by invitation
Service Deliver Partner (delivery of Atos services)	no	by invitation

(Subject to change by Bull)