



Enterprise reseller programs

Pinnacle Partner Program

Join the industry leader

Capitalize on the opportunities in the explosive market for interactive communications by partnering with Acme Packet®, the world leader in session delivery networks. Our comprehensive line of Net-Net® session border controllers (SBCs) give you proven, industry-leading technology to build new product and service revenue streams. By becoming a Reseller Partner within our Pinnacle Partner Program, you can expand your solution offering and customer base.

Why become an Acme Packet reseller?

Acme Packet (NASDAQ: APKT) enables the delivery of interactive communications—voice, video and unified communications—across IP network borders. Our enterprise session border controllers (E-SBCs) deliver strong security, easy interoperability and assured reliability for hundreds of enterprise and contact center customers around the world. They are the solution of choice for a wide range of applications sweeping the enterprise communications industry, including SIP trunking, consolidation of communications infrastructure, adding hosted services and connecting with remote workers.

In addition to gaining an immediate edge over your competitors by aligning with the market leader in a fast-growing and strategic market segment, your organization will also reap immediate rewards from joining the Acme Packet Pinnacle Partner Program as a Certified Reseller or a Registered Reseller.

The Pinnacle Partner Program is a channel and technology partner ecosystem that promotes joint solution selling, product interoperability and partner enablement. Two categories are available to resellers:

Registered Resellers actively resell Acme Packet products in a specific geographic region, and sell support, maintenance and installation services from either Acme Packet or from an Acme Packet Authorized Services Partner. They typically integrate our products with third-party equipment and applications in one-or-more areas of VoIP/IP multimedia specialization.

Certified Resellers actively resell our products in a specific geographic region and provide maintenance and installation services as well as Tier 1 and Tier 2 support. They also integrate our products with third-party equipment and applications in one-or-more areas of VoIP/IP multimedia specialization. They must complete the Acme Packet Certification Program and purchase lab equipment sufficient to provide maintenance and installation support for end customers.

Infonetics Research¹ estimates 44% average annual revenue growth for SBCs in the enterprise through 2014, and wrote that,

“The primary driver for enterprise SBC sales is adoption of SIP trunking services, which are gaining acceptance worldwide and growing at a fast clip, and where SBCs are used as a border element between enterprise and service provider networks. A secondary driver is interconnection between disparate systems, such as PBXs or contact center platforms, where SBC handle interworking between different VoIP protocols or different vendor implementation of standards.”

¹ 2010 Enterprise Session Border Controllers Market Outlook: Worldwide and Regional Annual Market Size and Forecasts—Infonetics Research

The Pinnacle Partner Program provides complete sales and technical training programs and tools that enable partner success. By becoming either a Certified Reseller or a Registered Reseller, your organization will receive the following benefits:

- Access to Co-Op Marketing Program based on annual volumes
- Access to Acme Packet’s Technical Assistance Center (TAC) and the knowledge base
- Leads and sales referrals
- Access to the Sales and System Engineering training and Certification programs
- Access to marketing and sales tools via the Pinnacle Partner Portal
- The option to purchase a discounted lab system kit
- Rights to use Acme Packet logos and Pinnacle Program references
- A listing on the Acme Packet Website
- A Pinnacle Partner plaque for display
- Optional participation in marketing programs as determined jointly
- Participation in our Interconnect Annual Worldwide User Conference (with qualified end customer)

You will also receive Acme Packet Technical Training discounts. Certified Resellers receive two free seats in any class plus a 20% discount on all other classes, and Registered Resellers receive a 15% discount on classes.

Acme Packet products and solutions are available for resellers to purchase through the industry’s leading distributors of interactive communications products, giving you the convenience and supply chain leverage to stay competitive.

| Pinnacle Channel Partner Requirements | | |
|---|----------------------------|---------------------------|
| | Registered Reseller | Certified Reseller |
| Signed Pinnacle Program agreement | ✓ | ✓ |
| Focus on one-or-more VoIP and multimedia solution specializations | ✓ | ✓ |
| Minimum number of trained Acme Packet pre-sales engineers | 1 | 2 |
| Commitment to minimum two Certified post-sales engineers | | ✓ |
| Purchase Acme Packet lab equipment | | ✓ |
| Resell Acme Packet or Authorized Service Partner Support Services | ✓ | |
| Provide Tier 1/2 Customer Support | | ✓ |

Why become a Certified Reseller?

While Registered Resellers and Certified Resellers share many of the same advantages, companies that join the Acme Packet Pinnacle Partner Program as Certified Resellers enjoy greater profit opportunities. They receive additional discounts on our products and maintenance programs, and can offer their own installation and support services, creating new, high-margin revenue opportunities. With certified pre-sales and post-sales engineers on-staff, Certified Resellers can differentiate their organizations as elite Acme Packet experts.

Let us help you sell!

The Pinnacle Partner Program makes it easy for Registered Resellers and Certified Resellers to be successful. Acme Packet direct touch sales teams support our reseller partners on end-customer sales opportunities. We help with presentations, sites visits, proposals and quotes. We also provide sales engineering resources for qualified opportunities.

Our channel management and business development team provide new partner onboarding and management that will help you swiftly learn our technology and the business advantages of our solutions. We offer sales training and technical workshops, including computer-based training. Your team will gain 24x7 online access to the Pinnacle Portal, an extranet site with technical information available to the Pinnacle Partner community that provides access to the latest Acme Packet technical and marketing information.

Apply today to the Pinnacle Program

Acme Packet is the market share leader in a high-growth market segment, and the Pinnacle Partner Program is free to qualified Registered Resellers and requires only a minimal investment from Certified Resellers. Acme Packet offers the enablement programs that drive joint solutions sales, including:

- Tools and training to empower your teams
- Marketing and sales programs
- Access to Interoperability resources

Go to www.acmepacket.com/resellers, under Partner membership level check either Registered Reseller or Certified Reseller and submit the brief form. We will quickly review and respond to your application.

About Acme Packet

Acme Packet (NASDAQ: APKT), the leader in session delivery network solutions, enables the trusted, first-class delivery of next-generation voice, data and unified communications services and applications across IP networks. Our Net-Net product family fulfills demanding security, service assurance and regulatory requirements in service provider, enterprise and contact center networks. Based in Bedford, Massachusetts, Acme Packet designs and manufactures its products in the USA, selling them through over 140 reseller partners worldwide. More than 1,300 customers in 105 countries have deployed over 12,000 Acme Packet systems, including 90 of the top 100 service providers and 30 of the Fortune 100. For more information visit www.acmepacket.com.



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