



# Server Technology, Inc.

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## **Power Rewards™ Reseller Opportunity Registration Program**

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[www.servertech.com](http://www.servertech.com)

## Registering an Opportunity

**Step 1:** Register the opportunity by going to the STI website at [www.servertech.com](http://www.servertech.com).

\*Opportunity registration will not be required for STI Basic and Metered product families as well as power cords and cables when the total order amount is less than \$2,500. For these orders, the Power Rewards™ Reseller will automatically receive the registered opportunity discount.

**Step 2:** Click on *Channel Partners* in the top right corner of the STI website.

**Server Technology**  
Solutions for the Data Center Equipment Cabinet

PRODUCTS : SUPPORT : USING SENTRY : COMPANY : **CHANNEL PARTNERS**

Send Me Info | Get Our Newsletter | Get a Proposal | Customer Login

Search

If you manage a datacenter, we have a solution for you.

*How do I...*

- Reboot remote servers and network devices?
- Monitor power and prevent a power overload?
- Monitor input currents & temperature over my IP network?
- Distribute and remotely load balance 3-phase power?
- Create power redundancy for single-power supply servers?
- Reboot and access serial devices over secure IP?
- Monitor environmental conditions in the data center?

WHAT'S NEW

**Welcome**

Server Technology, Inc. designs and manufactures power distribution products to reduce downtime and improve data center power management. Products for data center power management include [intelligent Cabinet Power Distribution Units \(PDU's\)](#) that provide power management via IP, branch circuit protection, input current power monitoring, environmental monitoring, serial console

SUPPORT INFORMATION & RESOURCES

**ServerTech Blog - Information for the Data Center Equipment Manager**

Server Tech will be exhibiting Data Center Cabinet Power Distribution Units (PDU's) at

**Step 3:** If you already have a username and password, log in by entering your username and password, and clicking **Login**. Skip to Step 6.

If you are a new user, click the [Signup to become a Channel Partner](#) button to create a username and password.

Send Me Info | Get a Newsletter | Get a Proposal | Login

Search

PRODUCTS | SUPPORT | USING SENTRY | COMPANY | CHANNEL PARTNERS |

## Channel Partners

The Server Technology Channel Partner Program

### How to Order Channel Partners

Server Technology's Power Rewards™ program is a channel partner incentive program designed to reward authorized channel partners for developing and winning new business opportunities. Registered opportunities provide program channel partners with the highest discount available - allowing them to be the most competitive in the marketplace.

### Contact a Representative

Through the Power Rewards™ program, channel partners will gain opportunity protection by registering their opportunities on the STI web site. Authorized channel partners will also have privileged access to training, marketing and sales materials and tools not available to non-program resellers.

Interested in becoming a qualified Server Technology Channel Partner? [Apply Now!](#)

To enter the secure section of our web site for authorized channel partners, enter your username and password.

### Login

Please enter your username to reset your password.

Username:

Password:

[Signup to become a Channel Partner](#)

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**Step 4:** Fill in the User Registration section. The Channel Partner Code will be provided to you by STI. Click *Sign Up*.

The screenshot shows the 'Channel Partners - Signup' page. At the top left is the Server Technology logo with the tagline 'Solutions for the Data Center Equipment Cabinet'. To the right are links for 'Send Me Info', 'Get a Newsletter', 'Get a Proposal', and 'Login', along with a search bar and a 'Go' button. A navigation menu includes 'PRODUCTS | SUPPORT | USING SENTRY | COMPANY | CHANNEL PARTNERS'. The main header area features a blue background with the text 'Channel Partners' and 'The Server Technology Channel Partner Program'. Below this, there are two columns of navigation links: 'How to Order' and 'Contact a Representative'. The central content area is titled 'Channel Partners - Signup' and contains a registration form with the following fields: Login, First name, Last name, Display name, Email, Street Address, Street Address 2, City, State, Postal Code, Password, Confirm Password, and Channel Partner Code. A 'Sign Up' button is located at the bottom of the form. A link 'Back to Channel Partner login' is positioned below the form.

**Step 5:** Registration is now complete. You will receive an email from STI when your account has been setup. Once you receive that email, login as instructed in Step 3.

The screenshot shows the 'Channel Partners - Thank you' page. The layout is identical to the registration page, including the logo, navigation menu, and header. The main content area is titled 'Channel Partners - Thank you' and contains the following text: 'Thank you for signing up to become a Server Technology Channel Partner' and 'We will contact once your account has been approved.' The 'How to Order' and 'Contact a Representative' navigation links are also present.

**Step 6:** To register the opportunity, select the *Opportunities* link on the left hand side of the screen or select the Register Opportunities in the center console.

The screenshot shows the Server Technology website interface. At the top left is the logo for Server Technology, with the tagline "Solutions for the Data Center Equipment Cabinet". To the right of the logo are links for "Send Me Info", "Get a Newsletter", "Get a Proposal", and "Logout". A search bar with a "Go" button is also present. Below the logo is a navigation menu with links for "PRODUCTS", "SUPPORT", "USING SENTRY", "COMPANY", and "CHANNEL PARTNERS". The main content area has a blue header with the word "Products" and a sub-header "Products for Channel Partners". On the left is a vertical navigation menu with the following items: "Switched", "Smart", "Metered Power", "Basic Power", "-48 VDC Power Management", "Fail-Safe Power Redundancy", "Console Port Access & Remote Power Management", "Channel Partner Support Documentation", "Channel Partner Home", "Order Registrations", "Opportunities", and "Logout". The main content area is titled "Channel Partners" and contains a welcome message: "Welcome Valued Channel Partner to our New and Improved Website!". Below this is a paragraph: "The left navigation allows our Channel Partners to Register Opportunities, access Our Incentive Program and access privileged training information, as well as marketing and sales materials and tools not available to non-program resellers." At the bottom of the main content area are two sections: "How to Order" with an image of a keyboard and "Contact a Representative" with an image of a woman on a headset. The footer contains the Server Technology logo, copyright information "Copyright © 2008 Server Technology, Inc.- All Rights Reserved.", and links for "Contact Us", "Privacy Policy", and "Sitemap".



### Product Information

Product:

Switched  
Metered Power  
Console Port Access & Remote Power Management  
Fail-Safe Power Redundancy  
Accessories

Topics:

Products Discussed:

Government Contract?

Yes  No

Business Opportunity Quantity \*:

Follow Up / Next Step:

Estimated close date



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**Step 8:** Once the opportunity has been registered on the STI website, the below screen will display. Shortly after, an email will be sent from an STI Sales Representative informing you of whether the registration was confirmed or declined. If confirmed, you will be provided with the opportunity registration number and the registered discount. If the opportunity is already registered by another Reseller, it will be declined, and you will receive the non-registered discount.

The screenshot shows the Server Technology website's Channel Partners section. At the top, there is a navigation bar with links for 'Send Me Info', 'Get a Newsletter', 'Get a Proposal', and 'Logout'. A search bar is also present. Below the navigation, the main heading is 'Channel Partners' with the sub-heading 'The Server Technology Channel Partner Program'. A sidebar on the left contains links for 'Channel Partner Support Documentation', 'Channel Partner Home', 'Order Registrations', 'Opportunities', and 'Logout'. The main content area displays a message: 'Order Registration was successfully created.' Below this, there is a section titled 'Channel Partners - Register New Business Opportunity' which states 'You have 1 business opportunities in the database. These are your current business opportunities'. Underneath, there is a section for 'Past Business Opportunities' with a table:

End User	Company	Product	Quantity	Reg Exp	Submission Date
Nichole Nichole	Nichole		0		Thu Jan 08 15:18:31 -0800 2009

Below the table, there are links for 'How to Order' and 'Reseller Information'.

## Opportunity Protection

A Reseller must register each opportunity for the sale of STI products to new or existing customers on the STI website in order to receive their registered discount in accordance with their Channel Partner status. Registrations are granted on a first come basis and are dependent on the Reseller being actively engaged with an end-user for a particular project. If the Reseller is the first to register an opportunity in accordance with these terms, STI will accept the registration and a registration number will be assigned. The Reseller for a registered opportunity will be the only Reseller to be given a registered discount as well as extensive sales support from STI. Opportunity registration expires 6 months from the date of registration.