



# Novell® PartnerNet® 2007: New Integration, Focus and Benefits

Announcing an enhanced program for Novell® partners that recognizes your strengths and rewards your expertise: PartnerNet® 2007. This global program integrates all partner types and levels. It lets you choose your market focus and receive targeted benefits. The new PartnerNet gives you more choices, more sales opportunities and more ways to develop your business.

### Your PartnerNet

A new day is dawning for Novell partners. PartnerNet 2007 allows you to enjoy a closer, more focused and profitable relationship with Novell. It has evolved from a partner program to a business development platform. And it's all based on your level of commitment to Novell and your business focus.

PartnerNet enhancements include:

- *Launch of an integrated PartnerNet portal*
- *Segmenting partners into market-focused specializations for Solution Provider Partners*

### Your PartnerNet Portal

The new PartnerNet Portal provides a fully integrated global system for Novell partners, allowing a clear, consolidated view of our partnership—including program membership details and Novell sales-related information.

### The Benefits

The PartnerNet Portal will reduce the cost of doing business with Novell and enable you to manage and maximize your business opportunities more effectively. It will:

- *Allow you to easily manage all aspects of your PartnerNet membership*
- *Develop and enhance your company's expertise in specific solution areas*
- *Help you stand out from the crowd and promote your areas of expertise*
- *Increase your visibility through go-to-market materials specific to your business*
- *Provide access to discounted training and free evaluation software*
- *Increase profitability with new business rebates through the Demand Agent program*
- *Generate campaign-driven leads to help you identify new sales opportunities*

### ■ Programs:

[Novell PartnerNet 2007](#)

PartnerNet specializations help you promote your expertise and stand out from the crowd. This shortens your sales cycle, increases your visibility and improves your sales opportunities. As a Novell specialist, you receive focused training and marketing campaigns that lower your cost of doing business and give you a competitive advantage.

# Join Novell PartnerNet 2007 and drive your business to new levels with Novell technology, training and support.

The PartnerNet Portal is part of a new, integrated platform combining our financial and global opportunity management systems. The resulting single data set provides you a complete, customizable picture of all things Novell. The integrated platform combines the following components:

## **Financial System**

- License Administration System
- Partner order tool
- Revenue reporting

## **Global Opportunity Management System**

- Allocate sales leads
- Register deals
- Manage sales opportunities

## **PartnerNet Portal**

- Review sales leads and opportunities
- Track revenue
- Generate reports
- Store contact and profile information
- Access sales tools, product and training information

## **A Focused Approach**

PartnerNet 2007 now offers five tracks instead of three. This new structure will help improve overall channel management and allocate Novell resources to meet the diverse needs of Novell partners. These five tracks include:

## **Global Strategic Partners Track**

Drives relationships with top global players to enable effective market positioning for major global customers

## **Solution Provider Track**

Establishes a new value proposition around partner specialization, so you can focus your activities and receive the tailored support and resources you need

## **Technology Partner Track**

Enables ISVs and IHVs to license Novell technology, develop and certify products, and then market or sell them through Novell and their own channels

## **Training Partner Track**

Helps training partners deliver a high-quality training experience to customers, enabling the adoption of Novell solutions

## **Distributor and Fulfillment Track**

Meets the unique requirements of our distributors and fulfillment agents

## **The Solution Provider Track**

In addition to the new tracks, the Solution Provider Track is now categorizing partners, according to their strengths, in the following areas of specialization:

- Linux\*
- Security and Identity Management
- Systems and Resource Management
- Workgroup

This focused approach helps you generate new and incremental revenue. Customers will have increased confidence, knowing that they are dealing with partners who offer specific expertise and proven solutions. Moreover, customers will also find it easier to identify partners who have the skills and experience they need. Specialization helps you differentiate yourself and market your unique abilities to customers.

## The Advantages of Focus

Not only will you enjoy the benefits of being recognized as a strategic Novell Partner, but you will also have access to focused technical expertise and tools, focused training and support, focused marketing campaigns and sales leads, all aligned with your specializations. This focus leads to:

- *Improved profitability through partner incentives and rebates aligned to partner specializations*
- *Larger revenue growth*

- *Shorter sales cycles*
- *Higher service capacity utilization*
- *Larger deals*

As a specialist, you'll receive qualified leads that match the markets you serve. In addition, specialization allows you to develop repeatable, market-focused business practices and demand-generation activities. This also shortens your time to market. Rebates, incentives and Novell campaigns are all aligned with partner specializations, helping you sharpen your market focus.

## Novell PartnerNet 2007: New Integration, Focus and Benefits

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

To find out how you can benefit from the PartnerNet 2007 Program, please talk to your partner account manager or your local Novell contact, or visit us online at: [www.novell.com/partners](http://www.novell.com/partners)

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



**North America / Latin America**  
[PartnerNet\\_Feedback@novell.com](mailto:PartnerNet_Feedback@novell.com)

**Europe, Middle East and Africa**  
[partner-net@novell.com](mailto:partner-net@novell.com)

**Asia Pacific**  
[PartnerNet-AP@novell.com](mailto:PartnerNet-AP@novell.com)

**Novell, Inc.**  
404 Wyman Street  
Waltham, MA 02451 USA