

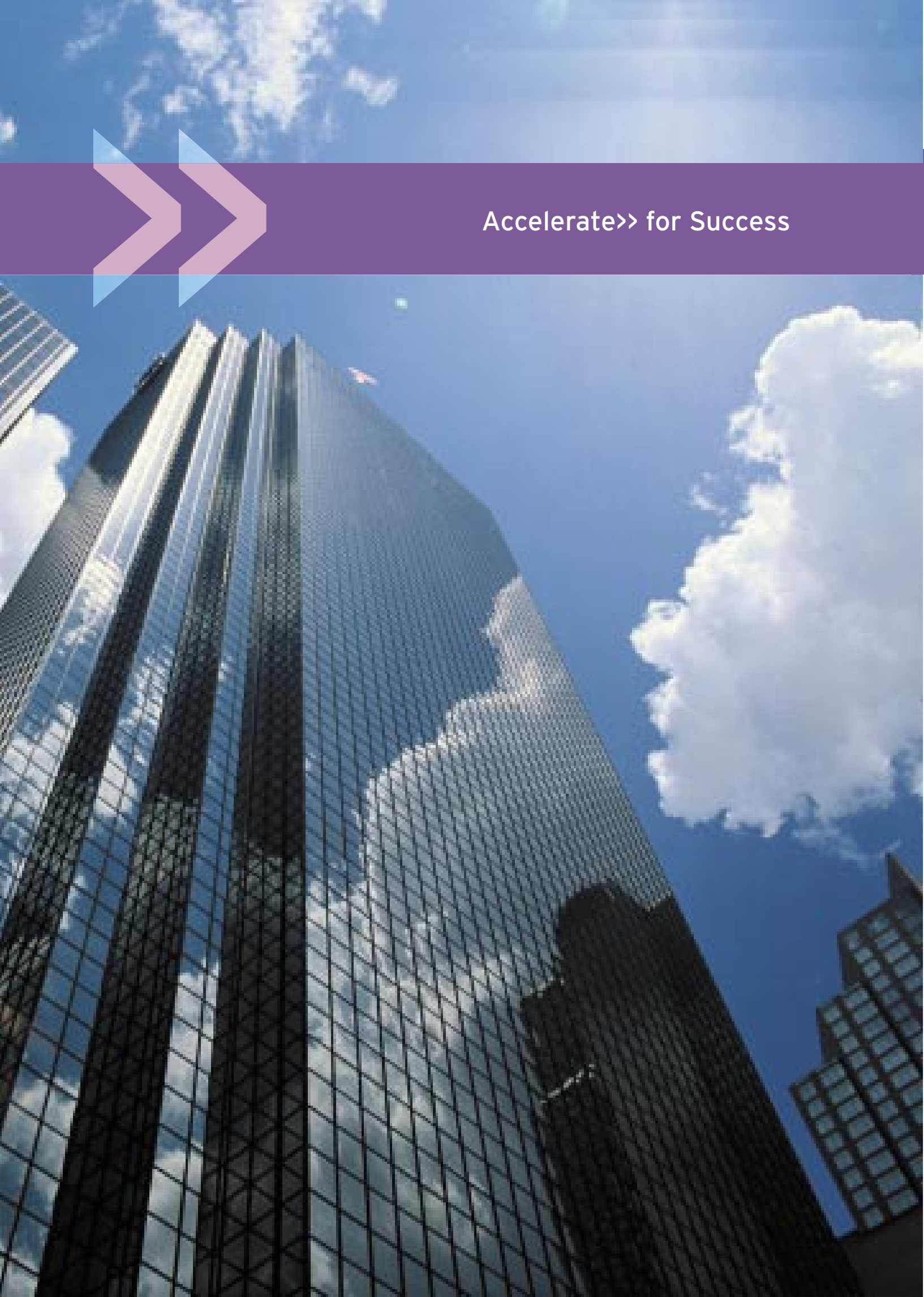


ACCELERATE
PARTNER PROGRAMME



Partner Programme Brochure

NORTELTM



Accelerate>> for Success

THE ACCELERATE>> PARTNER PROGRAMME

Welcome to the Accelerate>> Partner Programme, Nortel's total partnership programme for EMEA. Whether your focus is delivering simple or complex solutions, hardware or applications, to global accounts or SMB customers, Accelerate>> helps you succeed.

Partners are at the heart of Nortel's business and the Accelerate>> Partner Programme recognises your skills and develops your expertise to give customers the highest standards of

service, innovation, reliability and lifetime support that are central to the Nortel proposition.

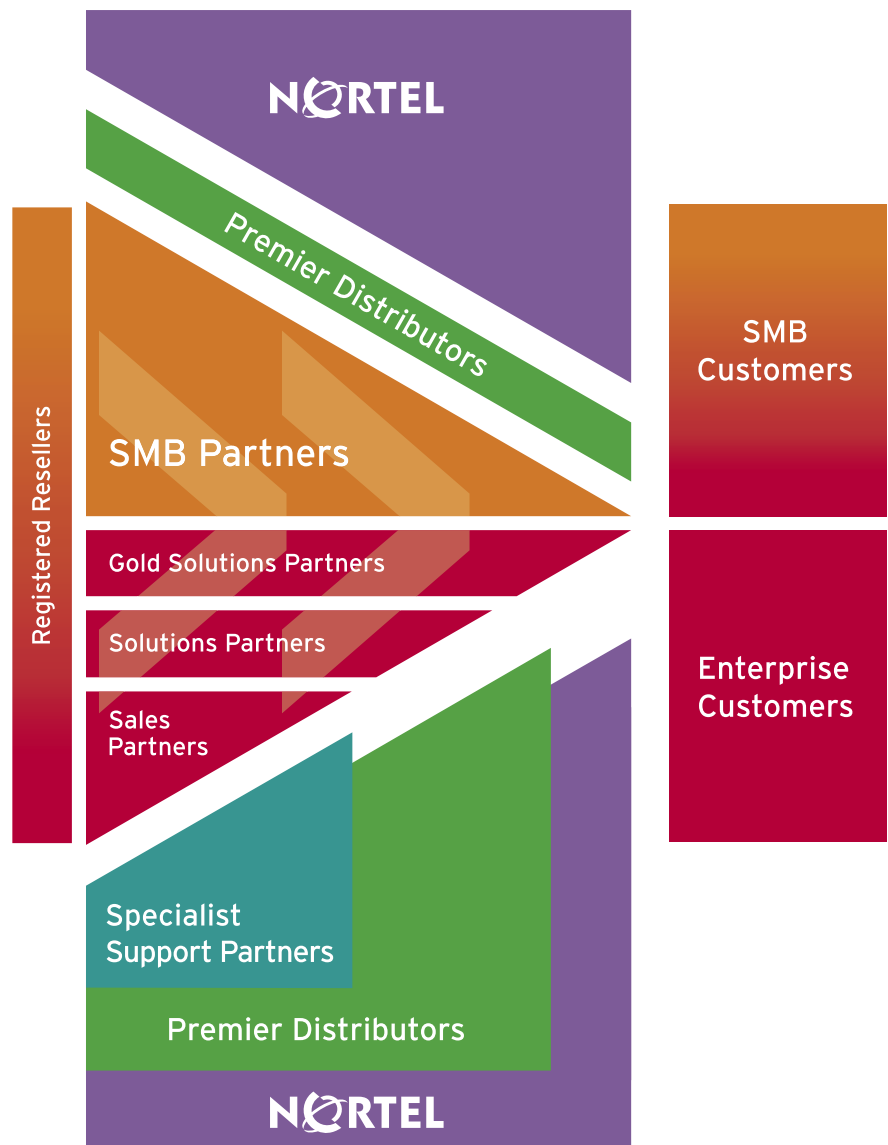
The Accelerate>> Partner Programme is the foundation of our strategy to ensure that Nortel Partners provide a complete sales, delivery and assurance offering that meets the demands of customers in every sector.

Accelerate>> harnesses the power of our Partners to drive industry leading solutions into the marketplace, building

demand, securing new business and delivering excellence in customer service and delivery.

At the core of Accelerate>> are Nortel's people, a team with a passion for helping you build a successful business, drive new technology opportunities and grow your capabilities and skills.

At the core of Accelerate>> are Nortel's people, a team with a passion for helping you build a successful business, drive new technology opportunities and grow your capabilities and skills.



Nortel listens to, and understands **YOUR** needs

POWER, PACE AND PERFORMANCE

The values of Accelerate>>

The Accelerate>> Partner Programme is part of Nortel's on-going commitment to developing programmes that address the evolving business needs of our channel partners.

Nortel listens to, and understands your needs as a Partner. The Accelerate>> Programme responds to these needs and has the power to turbo charge your marketing strategy and speed up your sales cycles with the flexibility to match your business model, even in a sector as competitive and dynamic as ours.

The Accelerate>> formula is simple, power + pace + performance = an unbeatable advantage.

The values of Accelerate>>

The Accelerate>> Partner Programme is part of Nortel's on-going commitment to developing programmes that address the evolving business needs of our channel partners.

Nortel listens to, and understands your needs as a Partner. The Accelerate>> Programme responds to these needs and has the power to turbo charge your marketing strategy and speed up your sales cycles with the flexibility to match

your business model, even in a sector as competitive and dynamic as ours.

The Accelerate>> formula is simple, power + pace + performance = an unbeatable advantage.

Why Accelerate>> with Nortel?

With a comprehensive end-to-end portfolio of products and solutions, Nortel leads the field in integrated voice, data and converged solutions. Nortel has a long and consistent track record of providing leading solutions to the Enterprise, SMB and Service Provider markets throughout the EMEA region. In fact Nortel has been delivering solutions for Enterprise and SMB customers with our partners in EMEA for more than 30 years. Our Partners have ensured that Nortel consistently achieves a leading market position across EMEA.

As an Accelerate>> Partner, you will have direct access to industry-leading solutions as well as our sales, marketing, technology and services expertise.

Accelerate>> offers the combination of Nortel expertise and products supported by a business framework that delivers exceptional returns.

The Accelerate>> Edge

Now even simpler to join, easier to manage and more rewarding than ever, the Accelerate>> Partner Programme is designed to empower and support you.

Nortel's global leadership position in communications, its uniquely broad product and service portfolio, high profile customers, powerful marketing campaigns, strong branding and continual product innovation, ensure that end user customers are aware of the power of Nortel solutions. As a Nortel Accelerate>> Partner you enjoy the advantages and the backing of Nortel's global sales, support and service infrastructure.

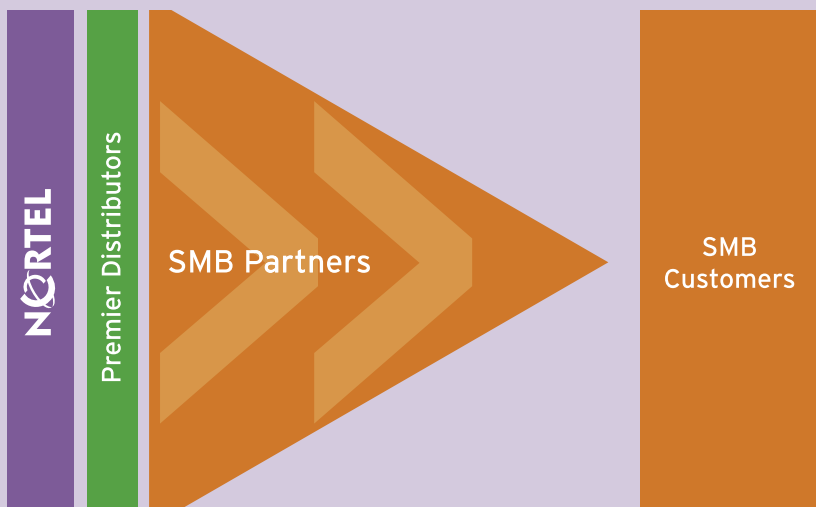
Accelerate>> ensures our Partners are ready and able to deliver Nortel's promise. Its modular and simple approach to accreditation enables you to move up the value chain, as and when your business is ready, through clear training, qualification, assessment and certification pathways. Industry recognised branding for competence and service ensures that customers fully recognise your expertise.

NORTEL EMEA PARTNER LIFECYCLE



Accelerate>> for Enterprise

The Accelerate>> Partner Programme for Enterprise rewards your investment in Nortel solutions, accreditation and infrastructure whilst offering new opportunities to work together in growing top-line revenues, expanding new business opportunities and offering margin-rich returns. Accelerate>> also makes it easier for new Enterprise-focused partners to engage with Nortel for the first time and choose where and how we can work together best.



Accelerate>> for SMB

Our programme for Partners focused on the SMB market is designed to provide a simple and accessible route to Partnership. We recognise that you require a straightforward partner programme that supports your business needs. Nortel's investment in SMB continues to grow and through our SMB Partners and the Accelerate>> Partner Programme we will have built a winning customer proposition.

Recognised and respected worldwide



The Partner Designation that's right for you

Because every Partner is different, the Accelerate>> Partner Programme offers a choice of Partner designations to reflect your business model and specialisations, your experience with Nortel, your service offering and your training, qualification and certification. If you have more than one business unit or market focus, you can qualify in several designations. As your business grows and develops, you can move up or across the value chain.

The Accelerate>> Partner Programme's designations vary from straightforward sales or resale Partnerships through to high-level technical consulting and post-sales service support partnerships. So whoever your customers are, whether SMBs or Enterprise and whatever Nortel solution sets you specialise in, there is a Partner designation that suits your current and future business model and strategy.

Training and Certification

Recognised and respected worldwide, training is available in four disciplines: Sales, Pre-sales, Network Design and Post-Sales Service Support. Nortel training can be provided in the format

that suits your needs: classroom based, web casts, interactive web tutorials, self paced study or informal lunch 'n' learn sessions with Nortel experts.

You can choose from different proficiency levels in qualifications, assessments and certifications: Sales Professional Qualification, Pre-sales Professional qualification aimed at sales and pre-sales engineers and Design and Support Specialist certification and assessments for your design and technical staff. This evolutionary approach enables you to develop and gain the capabilities best suited to your organisation's goals.

Back-up and Support

Nortel's back-up and support services are delivered through a single, integrated global service infrastructure, helping you provide fast, professional services to your customers across the world: 24 hours a day, 365 days a year.

Depending on the level of support you provide as a Partner you can draw on additional support services from Nortel or from our network of competent approved support organisations. This not only helps to increase your competitive edge but reduces your time-

to-revenue and helps to enhance your earnings on sales.

Welcome to Nortel

Nortel is a recognised leader in communications that enhance the human experience, drive and empower global commerce, and secure and protect the world's most critical information. Our next-generation technologies, for both service providers and enterprises, span access and core networks, support multimedia and business-critical applications, and help eliminate today's barriers to efficiency, speed and performance by simplifying networks and connecting people with information. Nortel does business in more than 150 countries.

For more information, visit Nortel on the Web at www.nortel.com.

For the latest Nortel news, visit www.nortel.com/news.



Nortel, at its sole discretion and without prior notice or reason, reserves the right to modify, add to or discontinue all or a portion of the Nortel EMEA Accelerate>> Partner Programme at any time, including participation requirements, benefits or other programme elements. Participation in the Nortel Accelerate>> EMEA Partner Programme does not include any guarantee of sales, sales leads, or any other benefits.

Nortel, at its sole discretion and without prior notice or reason, reserves the right to terminate or change a member's designation at any time. The use of the word Partner does not imply a partnership relationship between Nortel and any other company.

Nortel EMEA Accelerate>> Partner Programme described in this brochure supersedes any prior Partner Programme offered by Nortel with respect to Nortel products.

In order to purchase and resell certain Nortel products you must first meet Nortel established requirements and be accredited and thus approved for such purchase and resale by Nortel.

Use of Nortel's trade marks, trade names, or copyrighted material is subject to review and approval by Nortel in accordance with its prevailing corporate guidelines.

Correct at time of going to print; most current version available at:

www.nortel.com

ACCELERATE
PARTNER PROGRAMME



Published by Nortel. Printed in UK.
Produced [April 2006]
Publication ref: NN115480-031506
Internet: www.nortel.com

European Customer Information Centre

T: 00 800 8008 9009*
+44 (0) 870 907 9009
E: euroinfo@nortel.com
W: www.nortel.com

**For more information please call your
Nortel representative.**

* Number accessible from most european countries.

© 2006 Nortel. All rights reserved.

Business made Simple, Nortel, The Nortel corporate logo and the globemark design are trademarks of Nortel plc. All third-party trademarks are recognised and acknowledged. Information is subject to change since Nortel reserves the right to make changes, without notice, in equipment design or components as engineering or manufacturing methods may warrant. The description of features and services in this document does not imply availability in all markets.

