



I'm not just building systems
I'm building
a business.

AMD
me.

Introducing the AMD Solution Provider Program: Effective resources to help you build your business with AMD.



Solution Provider PROGRAM

At AMD, we realize that it's not enough to deliver technology innovations that work best for the end user. We must also deliver a true collaboration that really works for your business. This means providing the right resources to support your efforts and help you succeed in a very challenging marketplace.

That's where the AMD Solution Provider Program comes in. The AMD Solution Provider Program is designed to support your business, recognize your collaboration with AMD, and reward your dedication to our innovative, high-performance solutions. It's a resource to help enhance your marketing efforts and help you improve your bottom line.

Membership in the AMD Solution Provider Program delivers a full spectrum of resources, which can be easily accessed through the AMD Market Builder Web portal. Designed to work in concert, this extensive suite of benefits can help you lay the foundation to sell more effectively with training, technical support, and more. Other benefits, such as PR support and AMD recognition programs, help you build strategic connections between your company, AMD, and the marketplace. Finally, business-acceleration resources – including sales promotions and marketing funds – help you expand your business horizons.

To discover more about the AMD Solution Provider Program, visit the AMD Market Builder Web portal at <http://marketbuilder.amd.com/spp>.



About AMD Market Builder

This new members-only Web portal will provide a single interface for all AMD channel programs in North America.

The AMD Solution Provider Program is the first program to be available through the AMD Market Builder Web portal, replacing and significantly expanding the offerings available through the previous ResellerPro site. For the first time, you can access key information and support resources such as promotions and training, through one dedicated Web site.

Participation levels

There are three membership levels available in the AMD Solution Provider Program – Member, Gold, and Platinum. These designations allow members to gain recognition and competitive differentiation based upon their level of commitment and experience, realizing enhanced benefits and privileges as their partnership with AMD strengthens and expands.



All eligible AMD Solution Providers may enter the program at the Member level, which requires a fundamental business commitment, agreement to the plan terms, and simple online registration. Members can gain an invitation to the Gold level by growing their business with AMD and demonstrating a strong commitment to AMD technology. Companies at the highest invitation-only level are our Platinum members. These members have built a substantial business around selling AMD processor-based products and have demonstrated a significant strategic commitment to AMD technology.

Membership levels are determined by AMD, based on the following criteria:

- Alignment with and support of strategic AMD product and brand strategies
- Business contributions including unit and revenue shipments of AMD processor-based products
- Competency in marketing and selling AMD products, as demonstrated by participation in AMD events and training
- Loyalty to AMD, as indicated by purchase history and program participation

Ready to get started? Register today at <http://marketbuilder.amd.com/spp>.

The AMD Solution Provider Program



Foundation

These benefits deliver the fundamental support to help you sell AMD processors and AMD processor-based systems effectively.

- **E-news updates** deliver the latest information on AMD products, programs, and promotions right to your inbox, with content tailored to your specific business interests and preferences.
- **Quarterly marketing updates** invite Gold and Platinum members to participate in Web-based communications with the AMD marketing team to align strategic initiatives for each upcoming quarter.
- **Online product training** keeps your staff up to speed on AMD products and technologies, market positioning and messaging, and sales strategies.
- **Product collateral and merchandising material** assist your sales staff in explaining and promoting the key selling points of AMD processors and technologies.
- **The AMD XPressNow!™ program** provides “Processor in a Box” limited-warranty processor replacement, with no additional proof-of-purchase required and no additional charges. (Certain restrictions, terms and conditions apply.)
- **Technical support** provides access to technical information about integrating AMD processor product through “Ask AMD,” our online technical support system. Gold and Platinum members also enjoy toll-free telephone access to our Technical Service Center.
- **Evaluation sample and early product availability** provides Gold and Platinum members with access to evaluation samples and prioritized product availability when applicable.

delivers a full suite of resources – all available on AMD Market Builder



Launch Partner



Connections

This group of resources is designed to recognize, strengthen, and promote your company's strategic relationship with AMD.

- **PR support** provides public-relations, legal, and messaging guidelines for all AMD products and technologies. In addition, Platinum members are eligible to receive enhanced PR support directly from AMD.
- **Launch partner programs** provide excellent visibility for Gold and Platinum members who are strategically aligned with new AMD products or technologies. Benefits may include early access to new product samples and participation in launch events, PR and press opportunities, and more. Participation requirements vary according to the specific launch initiative.
- **AMD recognition programs** deliver official recognition by AMD and opportunities to promote your participation and status in the AMD Solution Provider Program. Recognition includes a membership certificate, program logo usage*, and merchandise materials for use in your location (depending upon your membership level).
- **Event participation** invites you to share in regular Team AMD Tech Tour events across North America, enjoying face-to-face training from AMD factory experts as well as informative interaction with AMD infrastructure technology partners. Platinum members may be invited to additional exclusive events, such as the AMD Executive Forum.

* Logo usage must be in compliance with the terms and conditions of the program agreement.

Business Acceleration

These very specific demand-generation and revenue-building resources are designed to directly impact your sales of AMD processor-based products by helping to drive your customers through the sales cycle to a final product purchase.

- **AMD.com Where-To-Buy pages** feature program members in a dedicated referral site created specifically for companies and individuals looking to purchase AMD processor-based products. Location and content vary based upon membership level.
- **Sales promotions** typically combine merchandising, collateral, sales incentives, and other elements to help Gold and Platinum members increase sales of AMD processor-based products during key selling periods.
- **Marketing funds** are available on an approval/reimbursement basis for Gold and Platinum members who qualify for AMD marketing fund programs.
- **Customer-referral programs** involve the assistance of AMD advocates who identify and develop key sales opportunities and then refer them to Platinum-level partners who best fit the specific opportunity.



Apply today

Membership in the AMD Solution Provider Program is open to all companies who are dedicated to delivering AMD processor-based solutions to their customers.

Just fill out the simple online registration at <http://marketbuilder.amd.com/spp>.

For more information about becoming an AMD Solution Provider, please write to marketbuilder@amd.com.

Benefits	Platinum	Gold	Member
Foundation			
E-news updates	Yes	Yes	Yes
Quarterly marketing updates	Yes	Yes	No
Online product training	Yes – On-site training available	Yes	Yes
Product collateral & merchandising material	Yes	Yes	Yes
AMD XpressNow!™ RMA	Overnight service	Overnight service	Via regular mail
Technical support	Priority phone & Web support	Priority phone & Web support	Web support
Evaluation sample & early product availability	When available	No	No
Connections			
PR support	Yes	Yes	No
Launch partner programs	Eligible	Eligible	No
AMD recognition program	Yes	Yes	Yes
Event participation	AMD Executive Forum Team AMD Tech Tour	Team AMD Tech Tour	Team AMD Tech Tour
Business Acceleration			
AMD.com Where-To-Buy	Yes	Yes	Eligible
Sales promotions	Yes	Yes	No
Marketing funds	Eligible	Eligible	No
Customer referral programs	Eligible	Eligible	No

About AMD

Founded in 1969 and based in Sunnyvale, California, AMD (NYSE: AMD) is a global supplier of integrated circuits for the personal and networked computer and communications markets with manufacturing

facilities in the United States, Europe, Japan, and Asia. AMD, a Standard & Poor's 500 company, produces microprocessors, Flash memory devices, and silicon-based solutions for communications and networking applications.

For more information, please visit: <http://marketbuilder.amd.com/spp>



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