



Intel® ESAA eBlast - August 2007

Hello Intel® ESAA Vendors -

It is our intent to offer more value to your "white box" server market expansion efforts. Engineering validation has been the initial program objective designed to consolidate the white box channel from a certification standpoint. We've fine tuned that process and our certified solution online catalog consists of over 200+ recipes across 32 vendors.

ESAA's recent expansion into the VAR/Integrator channel has opened new opportunities for growth. This is a tier of Intel **indirect** resellers who purchase through broad distribution and generate over 60% of our EPSD board sales volume (historical ESAA focus was solely on the Intel **direct** OEMs, i.e. Lenovo, Gateway, Acer...). The ESAA channel expansion occurred in January of this year and has yielded over 150 new reseller members worldwide. The full list of ESAA members can be found here:

<http://www.intel.com/design/servers/esaa/members.htm>

Moving ahead, we have three announcements to make which will further enable your selling efforts with this target audience:

1) Beginning August 1, the Intel ESAA team will provide the pre-sales leads to each respective ISV/IHV. You can utilize these to reach out to a customer who is interested in your product offering and work to close the deal directly. Initial pre-sales activities have resulted in a consolidated **\$62M funnel.**

2) ESAA will launch a specific ISV/IHV landing page on our website designed to provide reseller usage data when you need it. Use the new page to download your specific funnel activity, recipe download activity, closed deals as reported by VARs, etc. The page will contain unique passwords for each vendor. **Launching in September, the ISV/IHV landing page will be part of a broad Web2.0** enabled update to the ESAA website. Reseller features include a recipe subscription capability (RSS feed) and a performance blog. Additionally, we will link to partner marketing collateral that will allow you to reach resellers at a lower cost.

3) ESAA will provide a database via TSANet that is designed to allow you to query members of the ESAA reseller community. Historically, ESAA has been a "post and push out" model as it pertains to recipes/certified solutions. The next step is to provide you direct access to our community of resellers. **Launching late Q3 via TSANet,** you will be able to search by region or country and identify the resellers you would like to target.

We hope you find the improvements beneficial. I'm interested in your feedback on how we can continue to improve the alliance model, so please do not hesitate to contact me directly.

Thank you -

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