

**TrueNet®**

**Value-Added Reseller  
Partner Program**



***Teamwork***

# Program Overview and Goals

ADC's new TrueNet Value-Added Reseller (VAR) Program is specifically designed to enhance relationships and grow sales for both ADC and its partners. Membership includes select benefits and incentives to those that qualify to support our shared customers' needs. Strong inclusion standards will limit certification to committed partners that add value and have the appropriate resources to provide tangible business benefits to all prospective clients.

## PROGRAM HIGHLIGHTS

- Competitive differentiation and exclusivity
- Comprehensive rebate programs and project registration discounts
- Opportunity to serve on ADC Advisory Board and participate in ADC sponsored sales achievement events
- Exclusive access to training, pre- and post-sales support, marketing and sales tools, promotional materials, leads and other benefits such as joint marketing activities
- Opportunity to promote, sell, support and guarantee ADC and TrueNet product and system warranties

## WORKING TOGETHER

As an ADC Value-Added Reseller you will find that ADC embraces 5 key values that will insure our mutual success. The ADC Way values are:

- *Customer*  
Everything begins with a focus on our customers
- *Quality*  
ADC is unwavering in our goal to deliver high quality products and services
- *Innovation*  
We move quickly and boldly to identify and implement new products and services
- *Teamwork*  
All of ADC's success is derived from people working together
- *Integrity*  
We are committed to total honesty in all our business dealings.