



www.btisystems.com

Optical Network Technology

- Merges Ethernet and optical networking with a fully-featured WDM infrastructure, including performance monitoring and protection for carrier-grade service delivery
- A complete portfolio of client service modules, CWDM, DWDM and ROADM networking capabilities, reach extension and fiber adaptation for any application
- Delivers end-to-end network efficient multiprotocol gigabit services and high capacity for smarter and faster campus, metropolitan and regional networks



www.halomarketlink.com

Halo Monitoring

- myHalo - advanced personal monitoring and alert system for seniors and their caregivers
- Advanced fall detection featuring Motion Signal Processor (MSP) fall detect technology
- Tracks vital signs, activity and more with an easy-to-read web interface
- 24/7 call center monitoring plus cell phone text messages and e-mail blasts



www.marketstor.com

Storage Solutions for Backup, Recovery, Video Surveillance and Archiving

- Intelligent storage - efficient, robust and scalable storage solutions
- High-performance and price-sensitive backup solutions with the benefits of SAN and iSCSI, and the simplicity of DAS
- Expand IP Video Surveillance environments with highly scalable storage, easy installation, superior performance and low cost of ownership
- Disaster recovery - rapidly restore mission-critical data with MarketStor's solutions
- MS e-Archiver appliances reduce e-mail storage and management costs by more than 80 percent
- Captures and encrypts all email messages including incoming, outgoing and internal emails
- Meets regulatory compliance and eDiscovery requirements

Who Is MarketLink?

MarketLink is a national sales and marketing launch organization. We build channels and drive demand.

How long has MarketLink been in business?

Twelve years, we started MarketLink in 1997.

What is your process for building channels?

We have a large database of resellers (more than 25,000) of which approximately 5,000 opt-in to our monthly newsletter e-mail. We determine which VARs make the most sense for your product line based on our experience and identify them in our CRM database. We then pursue them to become authorized resellers for your product line.

Our procedure for launching an effective channel include the following:

- Identify
- Recruit
- Sign/authorize
- Train (sales)
- Jumpstart (contact their end users)
- Manage

What are your product strengths?

We have many product strengths based on our vast experience, however our core categories include:

- Security & Surveillance
- Networking
- Storage
- Mobile & Wireless Technologies
- Software & Services

What services do you offer?

- MarketPrep
- Field sales (VAR recruitment and management)
- Inside VAR recruitment
- Inside end user pursuit
- E-mail marketing
- Inbound customer service
- Web marketing and management, hosting, reporting/monitoring
- Search engine optimization and management
- Lead registration tool and partner portal development

- PR and marketing services
- Field installation and support of products

Are your people dedicated to our product line or do they work for other manufacturers too?

Our field teams are a shared resource across all of our product lines and our inside business development teams are dedicated resources per product line.

Who have you had success with?

Many, including:

- Barracuda Networks
- Handspring Treo (now Palm)
- Netscreen (now Juniper)
- Phobos (now SonicWall)
- Quantum SNAP
- Symantec

What is the typical program/agreement length?

We strive to sign a two-year agreement, however you have a 90-day exit if you so elect.

Where are you located?

Our headquarters are in Novi, Michigan, a Detroit suburb, and we have offices in St. Louis, Denver and Salt Lake City. Our field sales people typically work from their offices.

Will you work for manufacturers that only sell direct (don't sell through channels)?

We will consider this type of model but it is a departure from our typical program.

What's the difference between you and a distributor like Tech Data or Bell Micro?

Distributors warehouse and ship product and provide credit to resellers. They help you get your product to market but, because of the thousands of products they sell, it is difficult to get mindshare from their sales teams. They are typically ineffective in proactively selling products for manufacturers.

MarketLink is a professional sales and marketing organization and we don't warehouse product or offer credit for sales. However, we do drive demand for product lines, train and manage resellers and typically have 4-7 product lines at any given time, so we are much more focused.