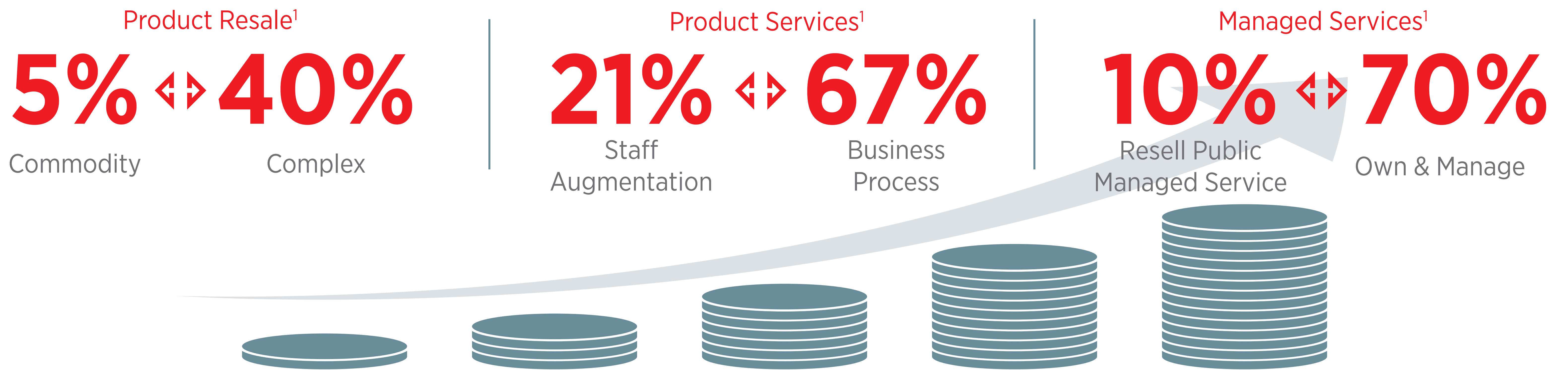


INDUSTRY INSIGHTS

PARTNER MARGINS



¹Source: IPED Partner Profitability Study

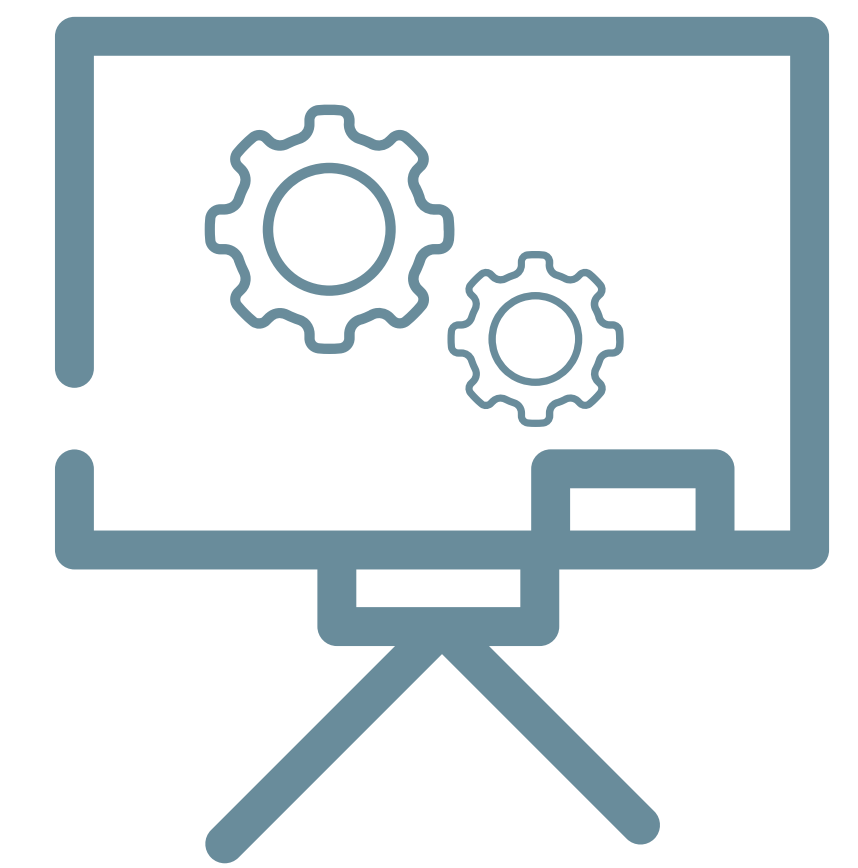


10.6

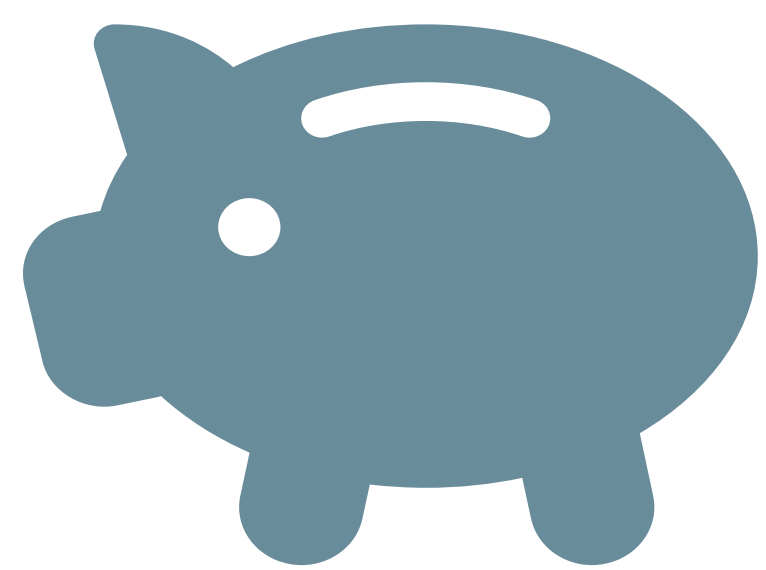
days of Sales Training per person/per year²

15.2

days of Technical Training per person/per year²



²Source: IPED State of Partner Enablement & Marketing Study



5-10%

Marketing Investment % of Total Revenue³



Partners Expect Payback within

~ 12 months on Investments

60% of all partners expect to achieve payback within 12 months⁴



70-80%

of Revenue from Existing Customers⁵

³Source: IPED Financial Acumen Curriculum

⁴Source: IPED Partner Profitability Study

⁵Source: IPED State of The Market Study



ARC IMPORTANCE RANKINGS ⁶	RANK
(Product) Quality and Reliability	1
Richness of Product Features / Functionality	2
(Product) Technical Innovation	3t
(Product) Compatibility & Ease of Integration	3t
Revenue and Profit Potential	4
Ease of Doing Business	5
Post-Sales Support	6t
Marketability	6t
ROI	7
Services Opportunity	8t
Technical Support	8t

ARC IMPORTANCE RANKINGS ⁶	RANK
Pre-Sales Support	8t
Communication	8t
Manages Channel Conflict	9t
Solution Provider Program	9t
Quality of Field Management	10
Ability to Add Services	11t
Training	11t
Partner Portal	12
Marketing Support	13
Marketing Resources	14

⁶Source: 2016 Annual Report Card Study. Ranking shown reflects average across 25 product categories included in the study.