

CSI

DSP85: The Wireless Engine

Partner Program Guide

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CSI Partner Program Guide

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1. Overview

Building on strong customer traction gained by ten years of in-building wireless success, Cellular Specialties, Inc. (CSI) will continue to be a dominating force in 2008 and beyond. A critical component to this continuing success is the new digital repeater – DSP85. Already adopted by AT&T as a preferred product, this new repeater is now available.

Together, CSI and its Authorized Distributors are launching this leading edge DSP85 digital product backed by a comprehensive package of technical training and certification. This CSI Partner Program Guide documents the process and benefits available through DSP85 certification and authorization. At this time, the program is only available domestically.

This new program complements the open availability policy for non-digital CSI BDA products, which will continue to grow and be supported as a strong business line. Familiarity with current CSI BDA products is beneficial but not a mandatory pre-requirement to DSP85 technical training. It is expected that existing VARs will become authorized.

CSI looks forward to working with a select number of Authorized VARs who add value by providing technical services in areas such as design, installation and support.

CSI works with multiple types of partners. Some are contractual; others are local field engagement relationships. The business relationship terms within this document are included for clarity sake to describe program entitlements offered by CSI and neither express nor imply any legal status, standing or have any other legal business relationship implications. CSI reserves the right to modify any program, entitlement or feature without prior notice.

2. Partnership Highlights

CSI provides a range of benefits to Authorized VARs majoring on technical design, installation and support of the digital DSP85 product. Additionally, use of the CSI logo is made available. Please consult CSI for further details.

Authorized VARs

Authorized VARs are technically trained by CSI and its Authorized Distributors to cost effectively install the DSP85 range of digital repeater products from pre-install surveys through commissioning. The training module includes walkthrough check list and design methodology, plus correct installation and commissioning procedures to ensure no interference with carrier or private systems.

Additionally, Authorized VARs are entitled to purchase one DSP85 model for demonstration and evaluation purposes at a preferential discount using a coupon provided at the training.

Authorized Distributors

CSI's Authorized Distributors are stocking distributors with in-house technical support capability for DSP85 and other products in the CSI family. 1st level support to VARs is exclusively provided for CSI products, working closely with 2nd and 3rd level within CSI. Authorized Distributors are technically trained by CSI to provide the highest quality 1st level support.

This 1st level support will continue to be openly available for the current BDA line, front lined by the Authorized Distributors. This program is being rolled out in unison with CSI's Authorized Distributors.

3. Technical Support

Technical Training

Technical training is a requirement of joining the exclusive group of CSI Authorized VARs. The technical training module must be completed. This training is provided directly from CSI in conjunction with its Authorized Distributors.

The technical training module includes;

- CSI product support
 - Roles and responsibilities
 - Team members
- Overview of the features and benefits to be gained from digital repeater technology
 - SAW versus digital filtering
 - Performance specifications
 - Out of band rejection
- System planning and integrating the DSP85 range into real applications
 - Single and dual band configurations
 - Levels
 - Isolation
 - Cost effective installation techniques
- System installation setup
 - Installation check list
 - Managing composite power
 - Local and remote GUI
 - Correct commissioning to ensure no interference with carrier or private systems
- Dynamic range calibration for digital products
 - Maximizing dynamic range
 - Using padding and other techniques
- Fault finding
 - Complete diagnosis and troubleshooting.

The technical training module is delivered through focused webinars and from time to time at Authorized Distributor sites.

CSI's Marketing Manager and Authorized Distributors can assist with dates for training courses.

4. Sales Support

Account Management and Field Assistance

CSI will assign a knowledgeable Sales Manager to work with as a corporate liaison for joint business planning and any sales-related activities.

Training is available to assist CSI partners in effectively presenting CSI's value proposition and proposing CSI solutions. The CSI Sales Manager is available to help develop a training plan with you for your organization if required.

Our goal is to optimize and ensure customer satisfaction. Your CSI National Sales Manager is John Cardozo, phone 678-772-4693, jcardozo@cellularspecialties.com.

Product Briefings

CSI offers Product Briefings on a quarterly and ad-hoc basis via Web conferencing.

Quarterly Product Briefings are typically 45 minute events. CSI product managers, sales support engineers, business development managers, as well as CSI Sales Managers, are the key people involved in delivering this event. Typical Quarterly Product Briefings include product and solution presentations, competitive comparisons, and Q & A's.

5. Marketing Support

CSI Partner Certificate and Logos

Upon completion of the training module, CSI issues a plaque and certificate to those VARs who have made the commitment to have their people trained as part of accreditation. CSI offers a training program designed to develop a high-level of technical competency in supporting CSI's DSP85 products. The Authorized VAR is expected to display the certificate so that prospective customers recognize the high level of technical competency achieved in the CSI DSP85 product line.

Typically one plaque is allocated per VAR, however, on a per case basis, additional plaques may be distributed to remote offices where technical people have been trained on CSI's DSP85 products.

The CSI logos are designed for qualified VARs to share in the power of the CSI brand and identity. You are entitled to display the associated CSI logo in printed and electronic media as described in our collateral specification sheet. As part of the formal relationship, it is expected the CSI logo will be displayed on the web site and linked to CSI's corporate web site.

Collateral

You can use CSI brochures, data sheets and customer success stories with your own promotional mailings, proposals, or at seminars and trade shows. Quantities are typically limited in quantity of each item per order. Charges for ordering sales collateral may apply. Please contact your CSI Marketing Manager to order literature.

Contact information for marketing questions

CSI's Marketing Manager is available to answer your questions, listen to your ideas, and offer advice on marketing programs. Contact CSI's Marketing Manager: Jen Davis, phone 603-626-6677 Ext 240, jdavis@cellularspecialties.com.

Disclaimer

CSI, Inc. has made this Partner Program Guide as complete and factual as possible. However, as programs may change, the recipient is responsible for contacting CSI and its Authorized Distributors for the latest information. Title in and to this Guide remains at all times in CSI and recipient will surrender same to CSI upon request.

The materials contained herein are summary in nature, subject to change, and are intended for general information only. Details and specifications regarding the use and operation of CSI equipment and software are in technical manuals.

CSI reserves the right to add, modify, or delete programs and services after giving notice of the change.

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