

SonicWALL and ActivCard Go-To-Market Plan

Activity	Owner	Due	Status
Market definition - 100-1000 Employees, SOX/HIPAA compliance, SME/Healthcare: relative pull SOX ACTI, HIPAA S-WALL	Tom C/SW	3/4	complete
Bundle definition - S-WALL 4060 Enhanced OS, VLAN-, or 3060 and ACTI single server AAA 6.3 with 25 Keychain tokens	Team	3/16	SKU: 25 starter pack
Success Metrics Defined: a) expectations: VAR Compliance Summit success, pt is multi-factor end-point pull	Team	3/16	extend after Compliance Summit
Compliance Summit with AltTech:45 VARS at the compliance summit, 2 slides for PPT, mini-expo, 20-25% of VAR engagement, 10 sell S-WALL now, about 20 sell ACTI now	Tom C/Jonathon	3/24	
Bundle Pricing & SKUs - 25 user starter kit, \$2499, *Kendra, Pauline Turski, *Heather/Marcy, *Aaron Zitzer	Team	3/23	Phone conv. offline
AltTech Question re: mktg segmentation: 75% healthcare focus, SOX	Oliver	3/16	complete, based on available info
Contacts with roles identified	Ron	3/16	complete
Collateral Definition	Team	3/16	in progress
Survey for Compliance Summit - in the small groups at the event, recruit reference account(?)	Brian T.	3/24	
Data sheet/flyer with pricing for Compliance Summit	Brian T.	3/23	in-progress/review
Data sheets & detailed product documentation bundle	Brian T.	3/29	
Website page	Brian T./Pauline	3/28	
Partner Portal page	Lavi	3/29	
Technical White Papers - decision	TBD	TBD	down the road, part of a larger future discussion
Config guide	Diaz	3/29	Update - Tom
Online promotions	Wessels	3/29	
Creative	Wessels	3/23	
Preso for SonicWALL VAR event - one slide in each of ours presos	Brian T.	3/22	
Banner ads	Lenon	3/22	
Co-marketing	Team	3/11	in progress
email lists and blast, eBulletins, education, telemktg(?)	Lavi	3/22	
Press & analyst coverage, mentions, articles and reprints - larger announcement with ACTI, Mary McEvoy	Schultz/Mary	3/31	
Seed SonicWALL customer with SRA for quote/reference account,	Cedric	4/1	
VAR tools - prospect list, sales kit, telemktg support(?)	Wessels	3/31	
Return on investment (ROI) tool	Brian T.	3/23	
SonicWALL VAR Event - Peak Performance 4/13-16, goes into Sales	Lenon	3/31	
Dress tabletop	Lenon	3/31	
Demo with SonicWALL, AAA and tokens	Kowal	3/31	
Preso for SonicWALL VAR event	Wessels	3/31	
Signage	Lenon	3/31	
Upgrade path / Update notices (?)	SWALL	3/31	

First	Last	Company	Title
Oliver	Gatchell	AltTech	Business Development
Marcia	Raguse	AltTech	Product Marketing Manager (SWALL)
Heather	Baker	AltTech	Product Marketing Manager (ActivCard)
Geoff	MacDonald	AltTech	Product Marketing Manager (SWALL)
Jonathan	Zar	SonicWALL	Bus Dev
Kendra	Krause	SonicWALL	Channel Account Manager
Pauline	Turski	SonicWALL	Channel Marketing
Mary	McEvoy	SonicWALL	Sr. Manager Public Relations
Tom	Chester	ActivCard	Sales Manager Northwest
Brian	Tokuyoshi	ActivCard	Solutions Mktg
Ron	Wessels	ActivCard	Solutions Mktg
Aaron	Zitzer	ActivCard	Solutions Mktg/Dir.
Victoria	Lavi	ActivCard	Channel Mktg
Marie	Lenon	ActivCard	Corp Marcom
Robin	Schultz	ActivCard	PR Mgr
Christine	Harris	ActivCard	Sales Manager Distribution / SI
Mario	Diaz	ActivCard	Manager Pre-Sales Engineering
Brian	Kowal	ActivCard	Sr. Technical Marketing Manager

Role in GTM Plan	Email	Phone
Mgmt. Guidance, reference customer	ogatchell@alttech.com	719-231-2855, mobile
Pricing, bundle, SKUs	marcia.raguse@alttech.com	(877) 731-4315
Pricing, bundle, SKUs	heather.baker@alttech.com	(866) 739-4119
	geoff.macdonald@alttech.com	(877) 731-4379
Presos, overall plan/bundle, Mgmt guidance	jzar@sonicwall.com	408-209-0199
Pricing	kkrause@sonicwall.com	972-966-1372
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Technology review, integration approach, demo	bkowal@activcard.com	510-574-1751