



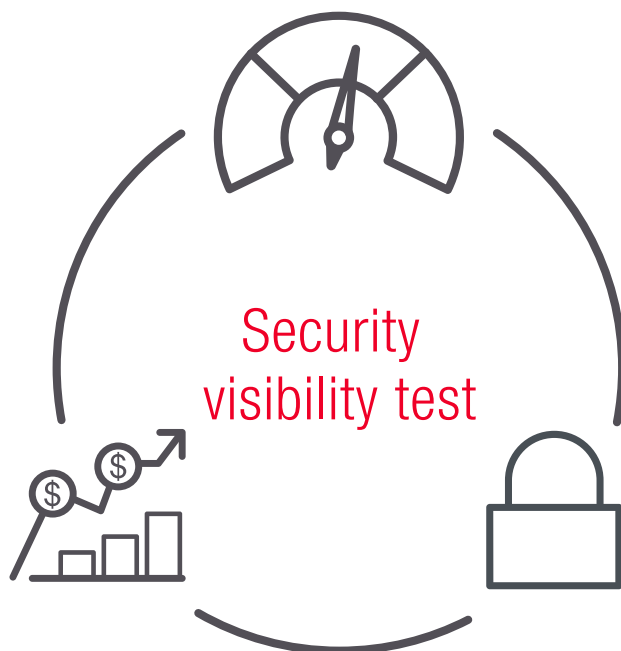
Keysight Channel Xcelerate

More ways to land. New ways to expand.

Turning Change Into Opportunity

Today's networks, operations, and cyber defenses all have one thing in common: everything changes constantly. Joining Keysight's Channel Xcelerate Partner Program positions you to grow your business by helping customers navigate and profit from change:

- Data center evolution
- Security threats
- User expectations
- Managed services
- IoT/edge networks
- Cloud and SD-WAN



More ways to land and expand. Leverage keysight's full suite of solutions throughout the technology lifecycle to design, deliver, and defend it infrastructures.



Join Keysight's Channel Xcelerate today!

Why Keysight?

Partnering with Keysight means more ways to “land and expand” with easy-to-sell solutions for customers’ greatest challenges – performance, security, and operational excellence – while creating a foundation for change. Backed by Keysight Technologies’ innovation leadership and global support, our partners are able to increase the size, scope, and profitability of virtually any sale and strategic relationship.

With market-leading solutions for network visibility, active monitoring, cybersecurity, and test, Keysight equips you to:

- Build differentiated solutions
- Grow your share of customer (and wallet)
- Improve margin on every deal
- Add value at every stage
- Target enterprise, services providers, government agencies
- Deliver best-of-breed solutions

Keysight brings 80 years of innovation leadership to helping you architect, deliver, and demonstrate the value of your winning solutions. And, we already partner with market leaders whose solutions you already sell – from Cisco, ExtraHop, FireEye, Forescout, IBM, Spunk, Symantec, Trend Micro and dozens more.

The New Channel Xcelerate Program: A Lasting Advantage Made Easy

Keysight's Channel Xcelerate Program features three tiers — Authorized, Preferred, and Elite — to meet your company's growth objectives. The newly enhanced program offers powerful financial incentives backed by robust marketing and enablement programs to enhance your profitability:

Partner Benefits	Authorized	Preferred	Elite
Deal Registration	Yes	Yes	Yes
Demo Equipment Program	Yes	Yes	Yes
Access to Channel Xcelerate Portal/ Enablement	Yes	Yes	Yes
Online Training	Yes	Yes	Yes
In-person Training		Yes	Yes
Partner Promotions	Yes	Yes	Yes
Joint Marketing	Yes	Yes	Yes
Advisory Board		Yes	Yes
Dedicated Channel Account Manager (CAM)			Yes
Leads			Yes



Benefits of the Channel Xcelerate Program

Benefits	Description
Deal Registration	Newly enhanced discount structure increases the value of registering and protecting new opportunities
Discounted demo equipment	Seeing is believing, so we make it easy to show how your solutions outperform competitors'
World-class distributors	Keysight works with the best providers in each region to support you in onboarding, training, marketing, sales, and placing orders
Worldwide support	Expand your reach with confidence – our global team of experts is behind you
Enablement	Flexible online and in-person training and our new world-class partner portal
Marketing	We'll help you co-brand, run campaigns, host events, and generate leads
Partner communications	You'll hear about new products, resources, and promotions from us, and we want to hear from you!

Requirements	Authorized	Preferred	Elite
Partner Agreement	Yes	Yes	Yes
Annual sales targets		Yes	Yes
Registered deals closed		Minimum 2 per year*	Minimum 4 per year*
Technical certifications		2	5
Sales certifications		2	5
Business planning	Suggested	Semi-annually	Quarterly
Sales forecasting	Suggested	Required	Required
Marketing campaigns**	Suggested	Minimum 2 per year*	Minimum 4 per year*
Public-facing case study	Not required	1	1
Lead follow-up and reporting			Required

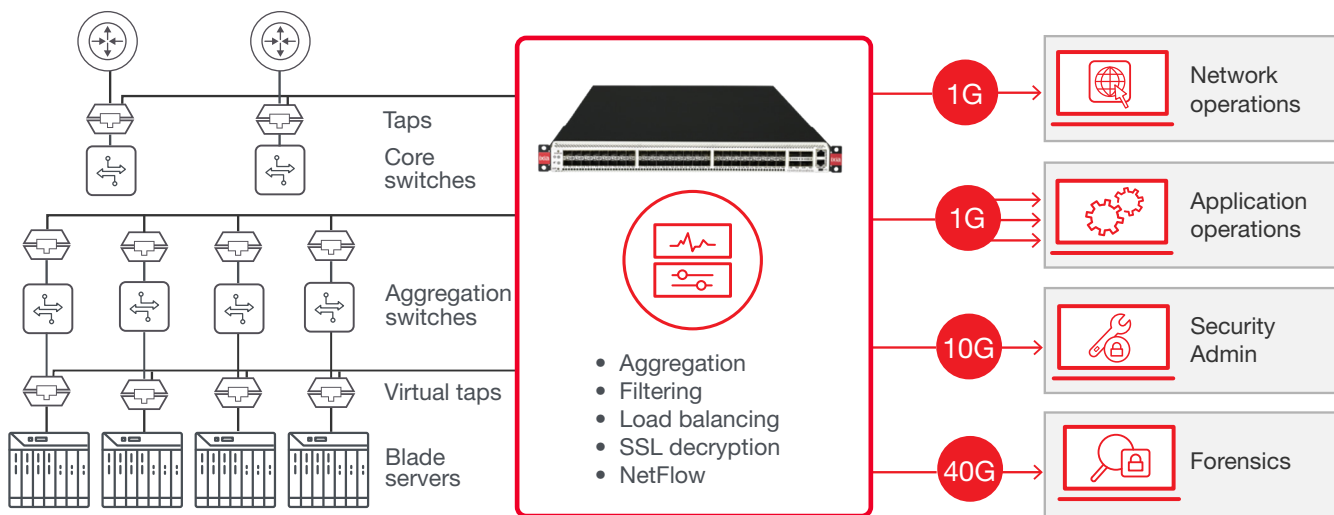
* Year begins upon acceptance into the program

** Qualifying marketing activities include customer-facing activities such as: Hosting seminars, "lunch and learns," and other events; featuring Keysight at trade shows; conducting webinars, appointment-setting and/or email campaigns; social media campaigns; press releases

Deliver Best-in-class Visibility, Security, User Experience

Keysight's Network Visibility Architecture adds a vital layer to network, security and development operations (NetOps, SecOps, DevOps). Intelligent visibility creates an "abstraction" layer between customers' networks and the tools used to optimize performance and security. Dynamic visibility puts change on your side:

- Accelerate troubleshooting, threat detection and incident response (IR)
- Make security and monitoring tools more efficient
- Add automation for better configuration and management
- Improve cost of ownership
- Fast-track value – virtualization, 100/400/800G, new applications



Keysight's taps, Vision series of network packet brokers (NPBs) and CloudLens visibility solutions outperform piecemeal approaches with zero-packet loss, hardware-driven processing, and built-in active performance monitoring that no other provider offers.



Set the Bar Even Higher...

Build upon visibility sales with targeted solutions for enhancing application quality, cybersecurity, and operational excellence:

Rollouts/troubleshooting: Keysight's active performance monitoring optimizes delivery of Wi-Fi, cloud, SD-WAN, voice over IP (VoIP), Office 365, Skype for Business, video, and new services.

Cybersecurity: Differentiate your security services "only Keysight" solutions:

- Security test: Put firewalls, IPS, DDoS, and other defenses to the test
- IP filtering gateways: Stop unwanted traffic before it reaches the network firewall
- Bypass switches: Safeguard defenses against planned and unplanned outages
- Cyber Range Training: Keep cyber warriors a step ahead!

Services, services, services! Help customers evaluate new products, providers and designs – firewalls, data centers, Wi-Fi, cloud migration – with Keysight's Test as a Service (TaaS) or build your own differentiated services around products no other company offers. Find us at <https://www.keysight.com/us/en/partners.html> Page 7

Join Keysight's Channel Xcelerate today!



Keysight enables innovators to push the boundaries of engineering by quickly solving design, emulation, and test challenges to create the best product experiences. Start your innovation journey at www.keysight.com.