

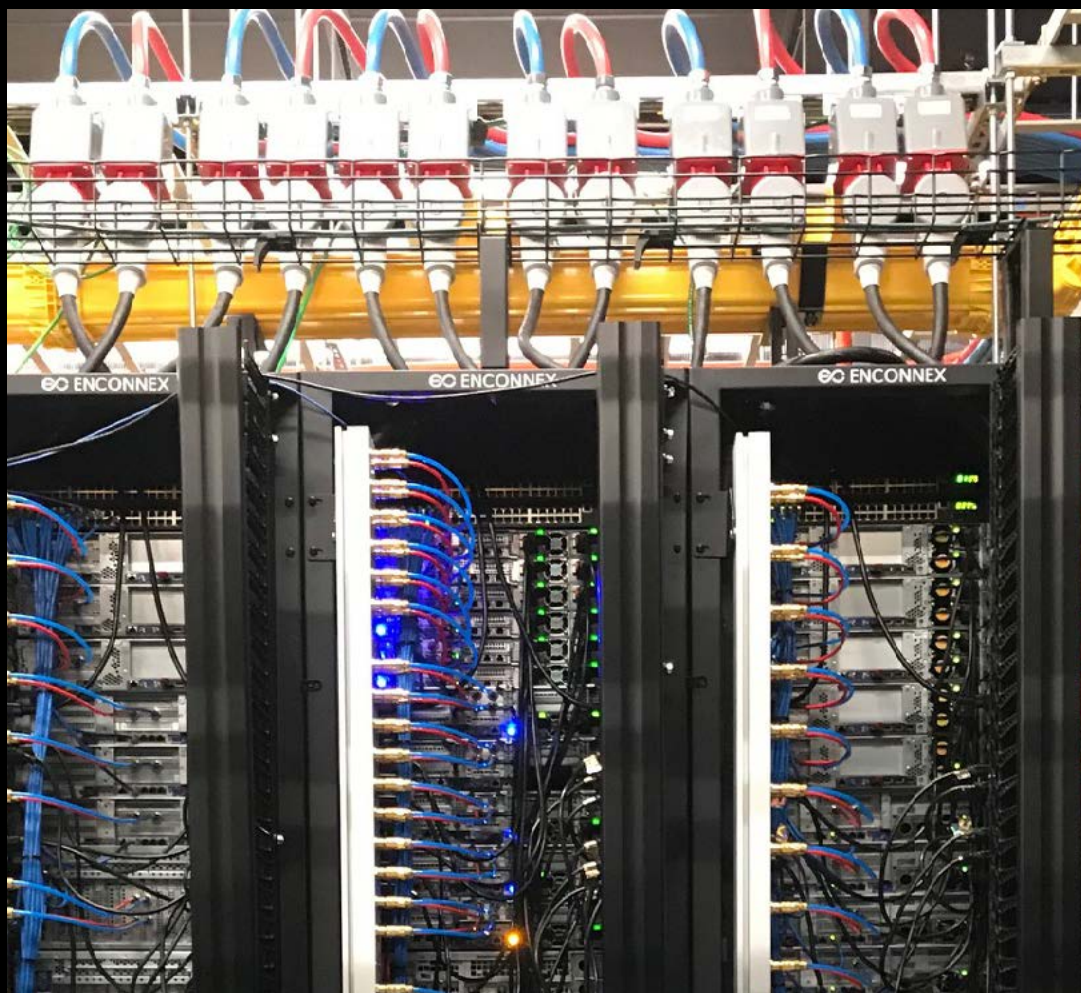


ZUTACORE™

# RACK & ROLL

## Certified Partner Program Guide

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# RACK & ROLL

## Certified Partner Program Guide

### I. Introduction / Value Proposition

#### WELCOME TO THE ZUTACORE CERTIFIED SYSTEMS INTEGRATOR PARTNER PROGRAM

As market demand for high-performance, high frequency and multi-core computing, intense workload environments such as artificial intelligence and machine learning, and challenging edge applications increases, ZutaCore looks forward to partnering with you to provide superior end-to-end data center solutions to your customers.

ZutaCore is a direct-on-chip, no-water, two-phase, liquid cooling technology company that unlocks the power of sustainable cooling. The ZutaCore HyperCool™ waterless two-phase, liquid cooling (2PLC) based system uniquely addresses today's computing density needs and the future cooling demands of the world's computing infrastructure. Mechanically and self-regulated, HyperCool™ provides simple and reliable on-demand capabilities for high performance computing applications requiring high densities in new designs and retrofits.

By dissipating heat at the source, ZutaCore's HyperCool™ system significantly reduces the cooling power infrastructure needed, from the server to the data center. Eliminating the risk of IT meltdown and engineered for low-flow and low-pressure allows for light, compact design, and high densities. Coupled with on-demand and closed-loop features, HyperCool™ maximizes cooling efficiencies, guaranteeing consistent performance in any climate and location. The ZutaCore solution is a complete hardware system that's also enhanced by an optional software-defined-cooling (SDC) platform.

The HyperCool™ solution can be rolled right into existing racks, standard, OCP or Open19 to empower the next generation of cloud infrastructure today. When combined with existing data center solutions and services, we can create significant value for both retrofit and new builds and help transform the future of the data center industry.

The results are significant:

- The data center shrinks
- Scarce energy, water, land, and construction resources are saved
- CAPEX and OPEX are slashed
- Return on investments (ROI's) are accelerated

Now more than ever, data center operators and owners need to think about increased densities and the challenge posed as conventional air cooling reaches its limits.

With ZutaCore, you can offer your customers the latest innovations in waterless, direct-on-chip, two-phase liquid cooling (2PLC) to increase their competitive edge and prepare for the future. Together, we can address a wide range of customer needs across the enterprise, hosting and hyperscale, from the cloud to the edge. By combining our benefits at scale, data center owners and operators can push the boundaries of performance, efficiencies, sustainability and economics.



## II. Program Summary

ZutaCore Certified Partner Program was designed with one ultimate goal: To ensure that our partners are successful with the sales, adoption and deployment of the latest innovations in waterless, direct-on-chip, two-phase liquid cooling (2PLC).

ZutaCore craves our partners success, and we want our partners to benefit from the ZutaCore technology competitive advantages and ensure that your end-user customers are well positioned to meet the future demands and requirements for data center cooling.

ZutaCore Certified Partner Program empowers our partners with the technical, product, sales and market knowledge. Our partners can leverage the ZutaCore extensive collection of the sales and marketing materials, have direct and timely access to experts who can assist and will partner on sales opportunities, solutions design, support solution testing and deployment, and provide ongoing technical expertise. ZutaCore training and certification program ensures consistently successful execution across all partner functions.

Together we will RACK & ROLL!!!

## III. Commercial Opportunity / Vision

ZutaCore is seeking out Certified Systems Integrator partnerships to deliver its innovative cooling solutions alongside services from respected and trusted partners to help a growing community of data center owners and operators to address the cooling boundaries they face with existing technology platforms. Furthermore, as partners committed to providing solutions that decrease the negative impact data centers have on the environment, we can help customers dramatically reduce their data center carbon footprint and provide dramatic relief of energy, water and real estate assets.

ZutaCore's unique solutions eliminate the risk of water and reduce the data center footprint by 50 percent. By shifting to two-phase liquid cooling, we also enable customers to cool the industry's hottest chips up to and above 1,000W and address heat-fluxes over 250W/cm<sup>2</sup>. This is complimented by software-defined-cooling (SDC) solutions for virtualization of cooling assets, predictive operations and optimization of cloud compute, edge and IoT infrastructures. Recent testing shows the SDC Dynamic Frequency Scaling feature can reduce server power alone by upwards of 25 percent!

Coupled with our Certified Systems Integrator partners' data center designs, system integration and commissioning, quality assurance, and support services, we can accelerate the ability for our customers to meet and exceed their business goals. As partners, we will enable them to start to future-proof their data center deployments while leveraging world-class engineering and support. Together, we will help solve challenges for workloads that demand latency and performance without compromise.

## IV. Certified Partner Program Benefits

ZutaCore's Certified Systems Integrator Partner Program aims to tap leading partners to build computing systems for clients by combining hardware and software products from multiple vendors. These joint projects will provide new and improved solutions to increase value for existing customers. Benefits to partners in our program span economic, marketing, pre-sale, sales and support.

### ▶ Economic

- Increased revenue and profitability
- Increased business value - strategic 1st mover advantage
- Expanded market and services = increased sales and new business
- End-to-end solution – integrated for ease of operation, improved value proposition, customer satisfaction and long term retention

### ▶ Marketing

- Co-marketing (branding / logos, weblinks, social media, collateral, industry events, webinars, awards, etc.)
- Joint press announcements and media campaigns
- Success story promotions
- Eco system partnership promotions

### ▶ Pre-Sale

- On-boarding process
- Customized joint offerings
- PoC projects
- Demo, testing, staging and project support

### ▶ Sales

- Assistance with lead generation and qualification
- Sales incentives / competitive pricing
- Joint sales process driving awareness / need ⇒ closing the deal
- Reliable project management
- Customer loyalty and retention
- Product roadmap updates

### ▶ Support

- Education and knowledge
  - ◆ Sales training & certification
  - ◆ Technical training & certification
- Direct and timely access to expert resources
- Access to latest supporting tools and materials
- Enterprise level Technical and Customer support – We ensure that deployed solutions work!
- Commitment to Superior Customer Experience from the time a partner joins the Certified Partner Program to post sales and solution deployment

## V. ZutaCore Commitment

Through its Certified Partner Program, ZutaCore aims to provide customers with best-in-class solutions and our partners with unparalleled support experience.

ZutaCore is committed to providing our valued partners with compelling commercial opportunities for growth, profitability, supported by incentives, sales and marketing enablement and joint marketing.

ZutaCore will foster this collaborative relationship with knowledge sharing, business and technical training programs, and effective communications including business planning & review as well as a consistent report cadence.

Importantly, ZutaCore prioritizes professional & knowledgeable support and a seamless alliance between our partners & customers. Below please find a summary of ZutaCore's Responsibilities and the key elements of our Partner Support Model.

### ZUTACORE STRATEGIC RESPONSIBILITIES

#### ▶ Sales & Marketing Enablement

- Co-sales
- Assistance with lead generation and qualification
- Opportunity & performance management
- Co-marketing, branding, events

#### ▶ Streamlined Administration

- Deals desk
- Project registration & approval
- Order fulfillment

#### ▶ Industry Leading Products

- Innovative & reliable technology
- Quality release control & operations
- Established QA and QC measures

### ZUTACORE TECHNICAL RESPONSIBILITIES

#### ▶ Technical Help Desk

#### ▶ Pre & Post Sales Support

#### ▶ Deep product, technology and data center expertise

#### ▶ Regional coverage ensuring timely response

#### ▶ Product Maintenance

#### ▶ Software support and releases

#### ▶ Hardware Warranty RMA and Logistics services





## ▶ Partner Web Portal

- Incident reporting / Case management
- Search Knowledge-base
- Downloads
- Documentation
- Partner community

## ▶ Partner 'Deal' Team

- Deals Desk setup/introduction (assistance with quotes, configurations, proposals)
- Deal registration / approval process
- Sales assistance with collateral, presentations, quotes and proposals
- Sales tools / CRM
- Technical assistance with data center solution design, configuration and competitiveness

## ZUTACORE TRAINING & CERTIFICATION

### ▶ Business Track - Sales Essentials, Sales Boot Camp

- Supporting materials and Tools
- Certificate of completion
- Joint Road Shows
- Marketing and planning
- Joint Customer visits and deep technical needs analysis

### ▶ Train-the-Trainer program

- ZutaCore will train your trainer on how to successfully deliver and educate your Sales and Technical resources
- Supporting materials and Tools
- Certificate of completion

### ▶ Technical Expertise

- Modularized training
- Instructor Led Training (ILT) and Self-paced
- Supporting materials and Tools
- Certificate of completion



## VI. Partner Commitment

With a pledge to deliver an unprecedented partner experience, ZutaCore's Certified Partner Program is designed for partners who fit the profile as described above, demonstrate technology leadership, are customer driven with an established quality and customer satisfaction track record, have cultivated strong commercial relationships with myriad customer sectors and have minimal annual revenue of \$100M.

ZutaCore hopes to partner with full service system integrators that are data center Infrastructure and IT Integrators and/or VARs that are:

### ▶ Well positioned to:

- Help educate the market and influence next-generation DC infrastructure, power/cooling, compute designs, and operating models
- Deliver integrated and end-to-end DC solutions
- Deliver high quality services and support for design, implementation, project management, IT support and administration
- Deliver the best economics and TCO from operational efficiencies and cost savings, reduced / elastic CAPEX and improved ROI on existing ("stranded") assets
- Be driven to have 1st mover advantage and take industry leadership position leveraging ZutaCore's technology

### ▶ Qualifications

- Strong DC industry domain expertise delivering value for customers in system integration, services and support.
- Serving the most innovative and fastest growing DCs owners globally.
- Forward-thinkers & innovators.
- Integration of end-to-end solutions and services.
- Direct sales & marketing organizations.
- Possess data center professional service & support organizations (ecosystem around ZutaCore products).

### ▶ Partner Responsibilities

- Alignment / sign-off on strategy and business / performance goals (annual business plan)
- Assigned partner sales/technical team (internal partner's "ZutaCore" specialists)
- Active lead generation, lead qualification, sales effort & campaigns
- Win and deliver customer projects at high customer satisfaction
- Monthly/quarterly opportunity review and planning
- Complete ZutaCore requisite business and technical training courses and certification
- Purchase and commission ZutaCore 'starter' (test & demo) system, \$30K
- Stock ZutaCore equipment for Fast Track pilot projects
- Lead co-marketing & branding



## VII. Program Structure

Upon engagement, ZutaCore and members of the partner program will meet to exchange, review and set business goals and ensure technical alignment.

Importantly, as partners we will agree on the commercial opportunity, mutual goals, starter system package, knowledge transfer, support, expectations and next steps.

We are one team, dedicated to the primary goal: a seamless and successful customer experience through integrated, end-to-end solutions.

Below please find a summary of the key stages of our *Partner On-Boarding Process*.

### Commercial Agreement Execution

#### Establish Commercial Terms / Incentives

- I ZutaCore Standard Price Schedule / Product SKUs
- I Discount (Rebate) schedule based on dollar volume achievement
- I Partner Performance Incentives (SPIFs)
- I "Bonus" for purchase order (min 20kW system) within 1st 90 days
- I Maintenance revenue / commission (multi-year contracts)
- I Commitment for co-marketing, co-branding and industry/client events (MDFs)
- I Equipment depot/stocking

#### Contact

- I Term – minimum 2 years
- I Further details about benefits, program structure and partner support will be provided as Appendices as necessary

#### Business Planning / Goals Alignment

- I Develop joint business plan with clear goals and responsibilities
- I Agree on priorities and timeline
- I Agree on how to measure success

#### Partner's Purchase Order

- I Discounted Starter System Package (not for resale - NFR)
  - The partner will procure and install a discounted 'STARTER SYSTEM', a HyperCool In-Rack waterless 15kW system based on ZutaCore's 2PLC technology delivering a distinct combination of self-regulated, on-demand, low-pressure cooling in a well-integrated, single cabinet.
  - The complete package is comprised of:
    - Server-Kit with ENEs, 2kW minimum and upwards of 15kW
    - Smart Refrigerant Distribution Unit (S-RDU)
    - Smart Heat Rejection Unit (S-HRU)
    - Software-Defined-Cooling Platform (SD)
- I Equipment Onsite Stock Order (HRUs and RDUs)

#### Knowledge Transfer (initially assigned partner's specialists)

- I Shipment & install of partner's starter kit/demo equipment
- I Partner's Technical Training (onsite & web) – Product, Installation and Operations
- I Sales Bootcamp - ZutaCore playbook, sales admin/tools
- I Coordinate geographies & multi-sites



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### **Sales / Support Enablement**

- See above for details

### **Initial Sales Engagements**

- Joint Fast Track PoC Collaboration

### **Quarterly Business Reviews (QBRs)**

- Work off signed-off quarterly plans
  - Monitor milestones
  - Joint promotion of success stories
- 

## **VIII. Our Partnership – Call for Action!**

The desired outcome of the ZutaCore Certified Partner Program is to build a community and deliver an unprecedented technology and solution benefits, and Enterprise level superior services and support experience.

Together, we can revolutionize the data center value-chain from 'custom design, build and commission' to standard building blocks that are systematic, highly replicable, minimal footprint, fastest cycle and scale, highest density and easy to operate and support.

We look forward to engaging with you and hope you will join us on this journey.

## **X. Contact Us**

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