

THINK FAST

*An Introduction
to the TELEHOUSE
Channel Partner Program*

FAST quotes ***FAST*** response time ***FAST*** implementation

The TELEHOUSE Channel Partner Program is designed to support our partners in expediting sales to help you grow your business—***FAST***.

What to Expect

When you partner with TELEHOUSE, expect:

- Competitive compensation & pricing structure,
- Channel Account Managers to support each partner,
- Pre and post-sale technical resources & sales support,
- Training on TELEHOUSE products and services,
- Marketing collateral, sales aids and press releases,
- Co-sponsored industry and customer events for partner's marketing goals and lead-generation efforts,
- Extend customer's global footprint with one point of contact.

The Advantages

- **Expand customer relationships** – offer customer a global footprint, 46 data centers in 12 countries, along with scalable/managed IT services including CDN, Peering, Cloud and Security services
- **Create competitive differentiation** – Offer leading edge solutions at competitive rates, carrier neutral, Tier 3 data centers (US - SSAE 16 certified; HIPAA certification underway)
- **Increase sales** – Expand relationships and differentiate your business as a TELEHOUSE partner.
- **Field based resources** – Direct access to TELEHOUSE sales professionals/consultants. One point of contact for each partner and coordinate resources based on sale with no channel conflict.
- **Marketing sales tools** – Co branding opportunities & programs to support partners' marketing
- **Portal based system** - 2014

The Real Selling Differences

1. **99.999% Uptime: Teleport 25yrs - Chelsea 3yrs - LA16yrs,**
2. **Lowest Monthly Cross Connect fees; \$150/mo – fiber,**
3. **Cabinet Install: 10 biz days, CrossConnect install: 3 bizdays,**
4. **Remote Hands: Avg. Response time is under 20 minutes,**
 - **the first 30, tool free, minutes of every help ticket is included – UNLIMITED;**
5. **NYIIX public IP peering : 85 10th Ave, 60H, 111 8th, 32AoA, 165 Halsey; Teleport....**
6. **Carrier Neutral – no Partner network competition**
7. **Agent gets paid on “committed” power.**
8. **2yr Promo: up to 25% Discount for “moving” clients**

Telehouse Referral Partner Program

Tiered Compensation:

- Tier 0: Up to \$500 MRR - Commission: 10% of MRR
- Tier 1. Up to \$15,000 MRR- Commission: 11% of MRR
- Tier 2. Up to \$30,000 - Commission: 13% of MRR
- Tier 3. Over \$30,001 - Commission: 15% of MRR



THINK FAST

Terms:

- Minimum 12 month agreement
- Meets all other Agreement terms

To request a quote or more info, email
channelpartners@telehouse.com

Telehouse Incentive Program

Additional One time Bonus Payments

- **\$1,000 per TELEHOUSE U.S. “full” cabinet Colo service order, or**
- **\$500 per TELEHOUSE U.S. “half” cabinet Colo service order, and/or**
- **\$500 per Telehouse non-U.S colo service.**



Terms:

- **Minimum 12 month terms**
- **Meets all other Agreement terms**

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About TELEHOUSE

The TELEHOUSE Commitment

Our Vision

We envision a global community that has trust in the protection and security of its data.

Our Mission

To deliver the highest level of customer service and offer unsurpassed reliability within the industry. To continually invest in our global data centers and provide solutions that enable our customers to grow their business.

Global Partners



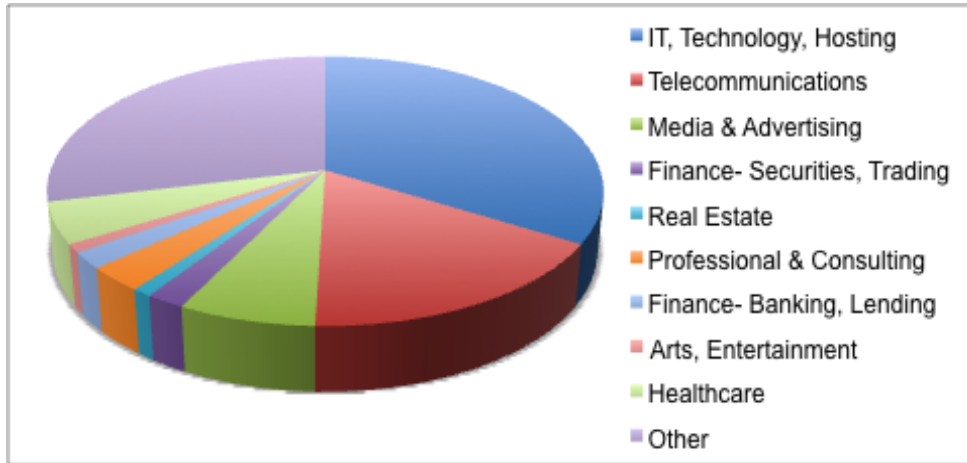
Who Are Our Customers?

- 70% of TELEHOUSE revenue - **enterprise business**
- 30% of TELEHOUSE revenue - **Small-Medium business**
 - 94% of all opportunities for 2013 are **under 5 racks (85T)**

Challenges:

- 5 racks and under - **price & solution sensitive**
- 50-100 racks – **more consultative business / selling strategy to C-level audience**

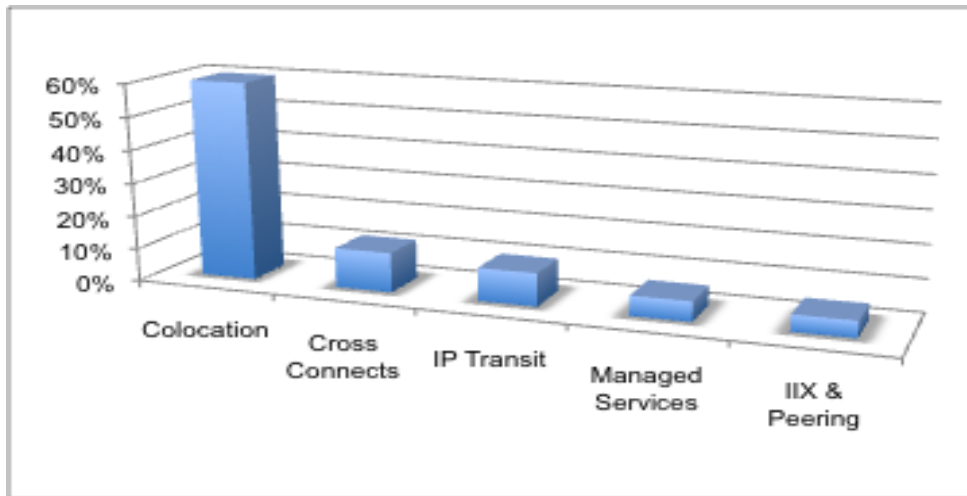
Customer Demographics



• Primary verticals:

- IT & Hosting 34%
- Telecom 17%
- Media 7%
- Healthcare 5%
- Finance 4%

• 80% customers US based



• Product Mix:

- Colocation 60%
- Cross Connects 12%
- IP Transit 10%
- Managed Services 6%
- IIX & Peering 5%
- Other 7%

Why TELEHOUSE?

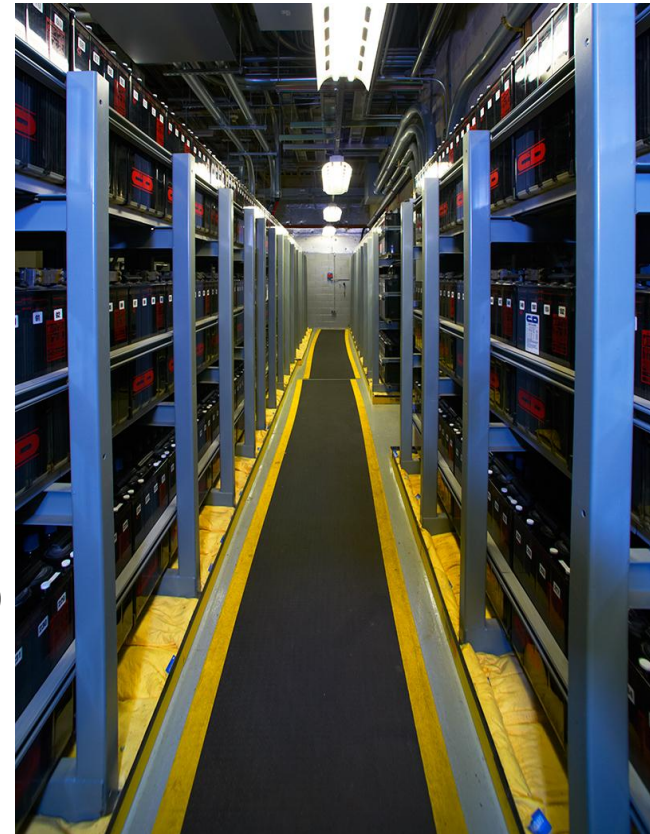
For over 25 years, the TELEHOUSE brand has been synonymous with state-of-the-art data center services throughout the world, with scalable business continuity solutions adaptable to our clients' specific requirements.



TELEHOUSE Standard

Key Features of our Data Centers

- **Carrier Neutral**
- **Tier 3 / Tier 4 / 2N**
- **State of the art security protection**
- **24 x 7 Operations / Access**
- **Global Standardized service menu**
- **Global Standardized specification, operation & maintenance**
(More than 100 self quality standards)
- **Ideal for Enterprises, Carriers and Service Providers/Content Providers.**
- **Over 80% Sites Fully Owned building**



Scalability and Flexibility

Custom IT Support Solutions

- ✓ Scalable or Managed IT
- ✓ System Monitoring
- ✓ Network Management
- ✓ Security Service
- ✓ Content Delivery Network
- ✓ “Cloud” Solutions
- ✓ Virtualization
- ✓ Global Disaster Recovery
- ✓ Purpose built, DR/BC sites



Global Presence

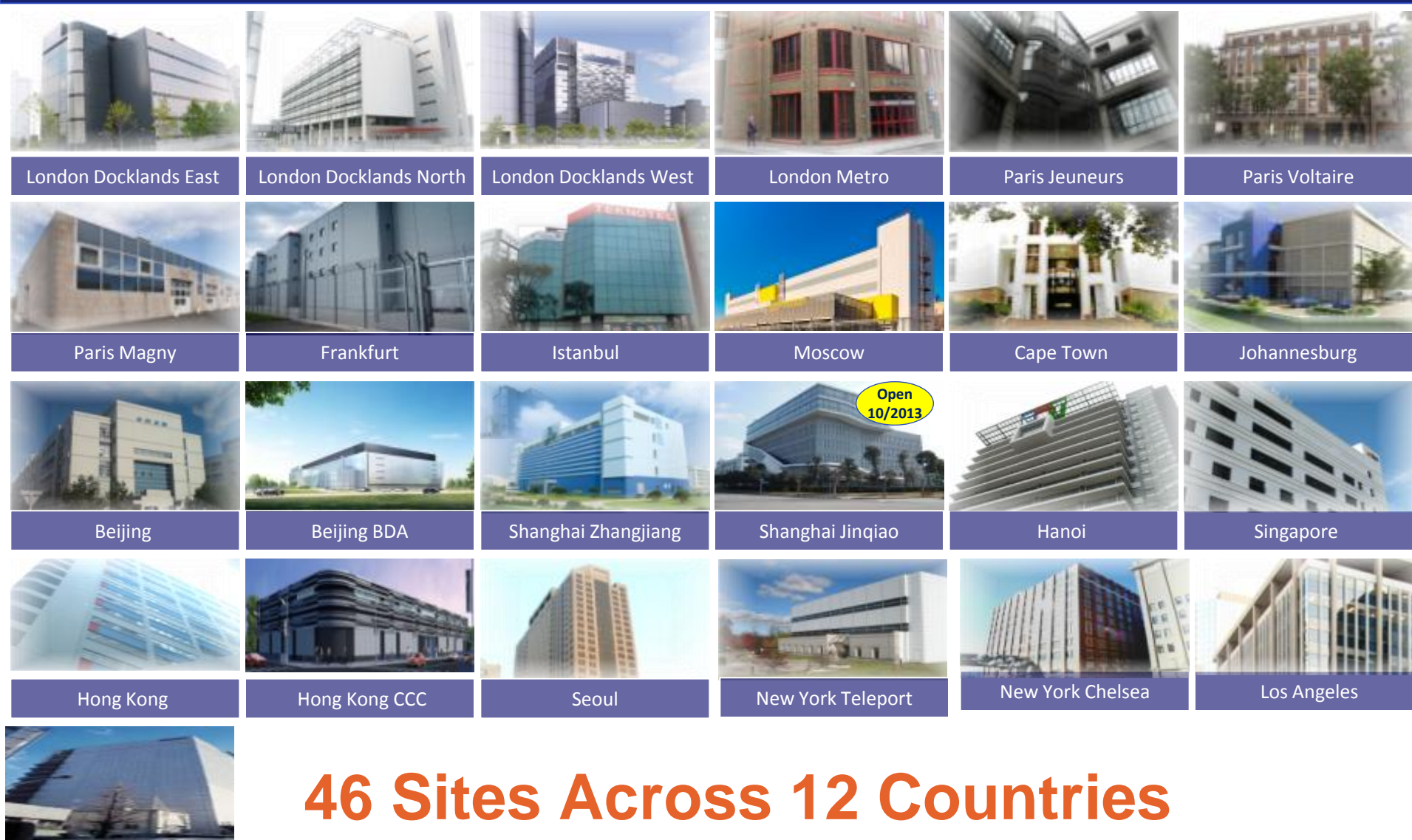
Connecting businesses and people

- **High NW Connectivity & IP-Traffic**
 - ✓ **Over Our Global Sites**
 - ✓ **Peering Exchanges**
- **Focus in Asia Pacific – 5 DC's in China**
 - ✓ **Largest non-Chinese DC provider**
 - ✓ **2012 China IDC award: Best 3rd Party infrastructure award**
 - ✓ **Total ICT solution capability with KDDI**
- **46 sites across 12 countries**

Global Locations



Data Centers



Qualifying Questions

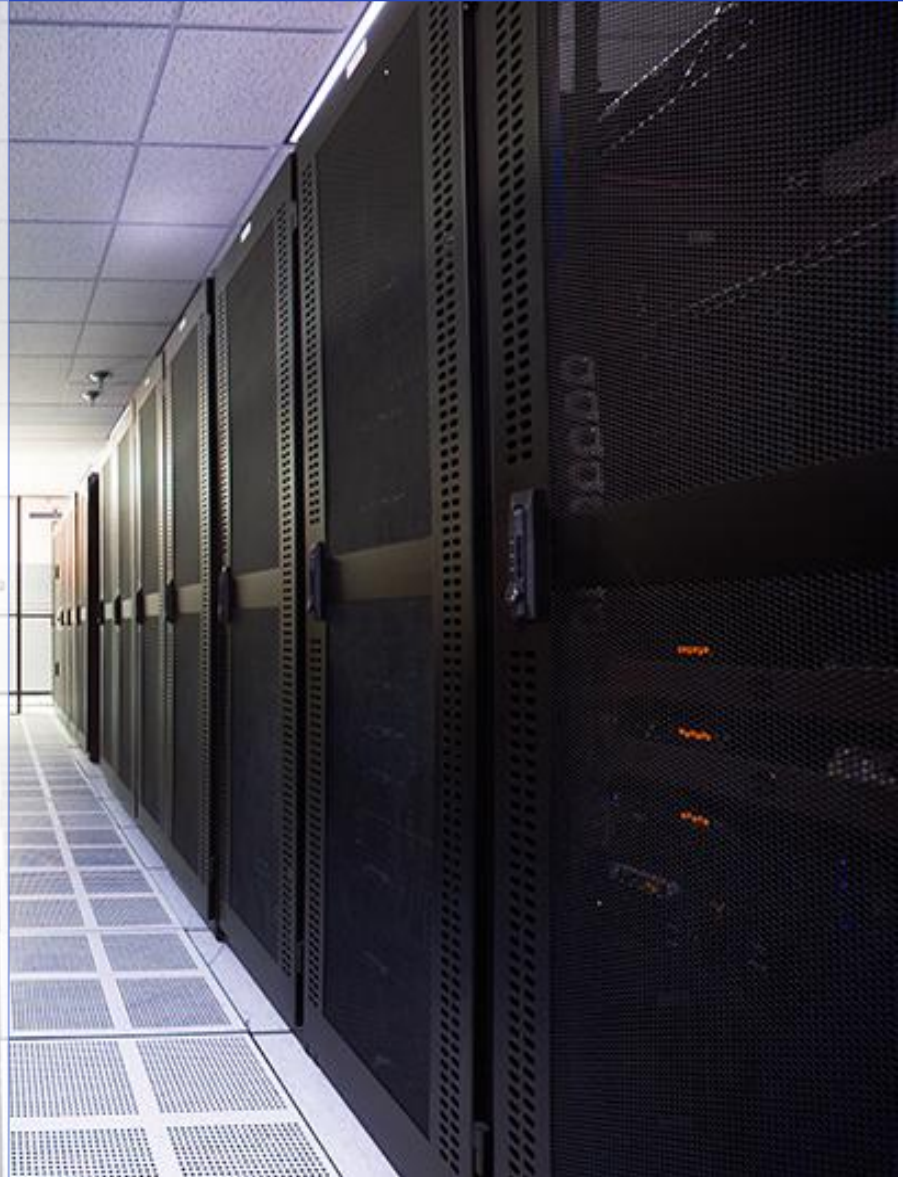
- **What are the business goals related to this colocation?**
Expansion, Cost Savings, new application, DR/BC.....
- **What are the DC service requirements?**
Colocation, IT Services, peering, cloud...
- **Which geographic location is preferred?**
US East/West Coast, Midwest, Asia, Europe....
- **What type of Security or Compliance requirements ?**
SSAE 16, HIPPA, PCI or other....
- **The “Decision Date” & projected “Start date” of this project?**
- **How many racks are required day 1? Will this project be phased in? What growth is expected in the first 12 months? 24 months and beyond?**
- **What are the expected power consumption requirements (kW, kVA, amps) ? Telehouse is a metered power solution with a minimum commitment.**

Qualifying Questions

- What are the telecom requirements...voice, data, internet, peering? Do you have any preferred telecom vendors?
See TELEHOUSE's Carrier/ISP list.
- What Scalable or Managed IT Solution services are needed?
Network management, System Monitoring, System Security, Virtualization, Cloud, Disaster Recovery – Business Continuity, Content Delivery...other....
- When can we schedule a tour of the facility?
- What are the top 3 driving factors for your decision?
Cost, location, support services, security, telecom, dark fiber, certification, cloud connections....what priority?
- Who are the top 3 colocation companies being considered?
- Does the project have budget approval?
If yes, who is the primary executive sponsor.
- What is the procurement process? RFP, multi-responses...

TELEHOUSE USA Facilities

- **New York: 2 Data Centers**
Los Angeles: 1 Data Center
- **Carrier Neutral - multiple carriers and entry paths.**
- **Public Peering - NYIIX / LAIIX**
- **Scalable/Managed IT Services:**
Content Delivery,
Public/Private Cloud;
Cloud Security offerings,
System Monitoring
Network Management
DR/BC Planning / Facilities
- **Lowest Cross Connect Fees**
- **Remote Hands – first 30 tool free minutes of every help ticket is included - UNLIMITED**



Security is Our Priority

Features:

- **CCTV - DVR coverage**
- **24 X 7 Security Guards**
- **ID card - biometric access**
- **Man-trap**
- **Authorized Access Lists**



Facility Specifications

Building	Location	Chelsea/Meat Packing Area 85 10 th Ave. (15 th St.) New York, NY 10011
	Provided Area	60,000 square feet
	Ceiling Height	12 Feet
	Raised Floor	18 inch
	Max. Floor Load	100lbs/sft
	Fire Suppression	VESDA Smoke Detection; Pre-Action Sprinkler System
Power Supply	Bldg. Power	4.2MW
	Diesel Generator	N + 1
	UPS	N + 1
	Power / Rack	Up to 10kW
Climate Control	CRAC Config.	N + 1
	Temp-Humidity	75° F - 65%RH
	Leak Sensor	Yes

Feeder type	Single Feed	PDU: A, UPS: N+1
	Dual Feed (PDU A+A)	PDU: A+A, UPS: N+1
	Dual Feed (PDU A+B)	PDU: A+B, UPS: N+1
	Diverse Feed	PDU: A+B, UPS: N+1
Network	Carriers /ISPs	22; See list on Connectivity
	Public Peering	NYIIX (85T, 60H, 111 8 th , 32AoA,165Halsey, Teleport)
Installation	Colo Installation Prewire Cabling Cross connects	10 Biz Days; 10Biz Days 3Biz Days
O&M	Operation Hours	24/7
	Security	7 th floor elevator access card, CCTV surveillance internal and external, Man trap with access card & biometric security, 24/7 Security Personnel require Photo ID and access list confirmation.
Others	Rest Space	Yes
	BCP Solution	Customized solution available
	Parking Space	Public parking within 2 blocks

Scalable or Managed IT Services Partners



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***FAST* response time**
***FAST* implementation**

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CONTACT INFORMATION

A silhouette of a man in a suit standing with his back to the camera, looking out over a city skyline at night through a large window. The city lights are visible in the background.

For information go to our website:
www.telehouse.com/partners/channel-partners