



LIQID “Momentum” Partner Program

Tools, tips, and processes to sell the leading and most comprehensive Composable Infrastructure technology on the market.



Welcome

Hello and welcome to LIQID's all new Partner Program, named **"Momentum"**! Not only is LIQID's technology gaining massive traction within HPC, AI, & VDI environments, our partners have benefited greatly from introducing LIQID to their customers. Even greater, as the market continues to push toward faster and more power-hungry hardware and applications, the market is coming right at us.

We appreciate your partnership & invite you to review the tools available to you within this doc & on our Portal. Let's keep building **Momentum** together...

Content

Quick Start Menu

Partner Program

LIQID's Channel and Executive teams have built this program to make selling LIQID's Composable Infrastructure as easy and rewarding as possible.

In this doc, you will find key details on how to market, position, and sell LIQID's hardware and software in the ever-changing world of AI and HPC.

If you have any questions about the content in this document, please feel free to reach out directly to:

channel@liquid.com

Maximize Efficiency and Performance With LIQID

PARTNER PROGRAM

Solutions

Liquid's advanced software platform for GPU pooling and sharing enables businesses to dynamically scale to meet AI workload demands, while reducing energy consumption and operational costs.

Benefits

Maximize Performance - Achieve 4-8x higher performance with up to 30 GPUs per node. Reduce Costs - Cut infrastructure costs by 50% and decrease server and power requirements by 75%. Increase Agility - Benefit from multi-vendor GPU support, dynamic pooling, and 100% GPU utilization.

Target Use Cases



AI



M&E

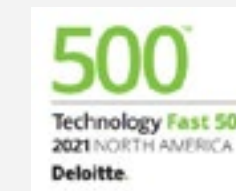


HPC



VDI

Awards



Select Customers



Locations

Headquarters: Denver, CO

Offices: US, Canada, UK

Background/Elevator Pitch for LIQID

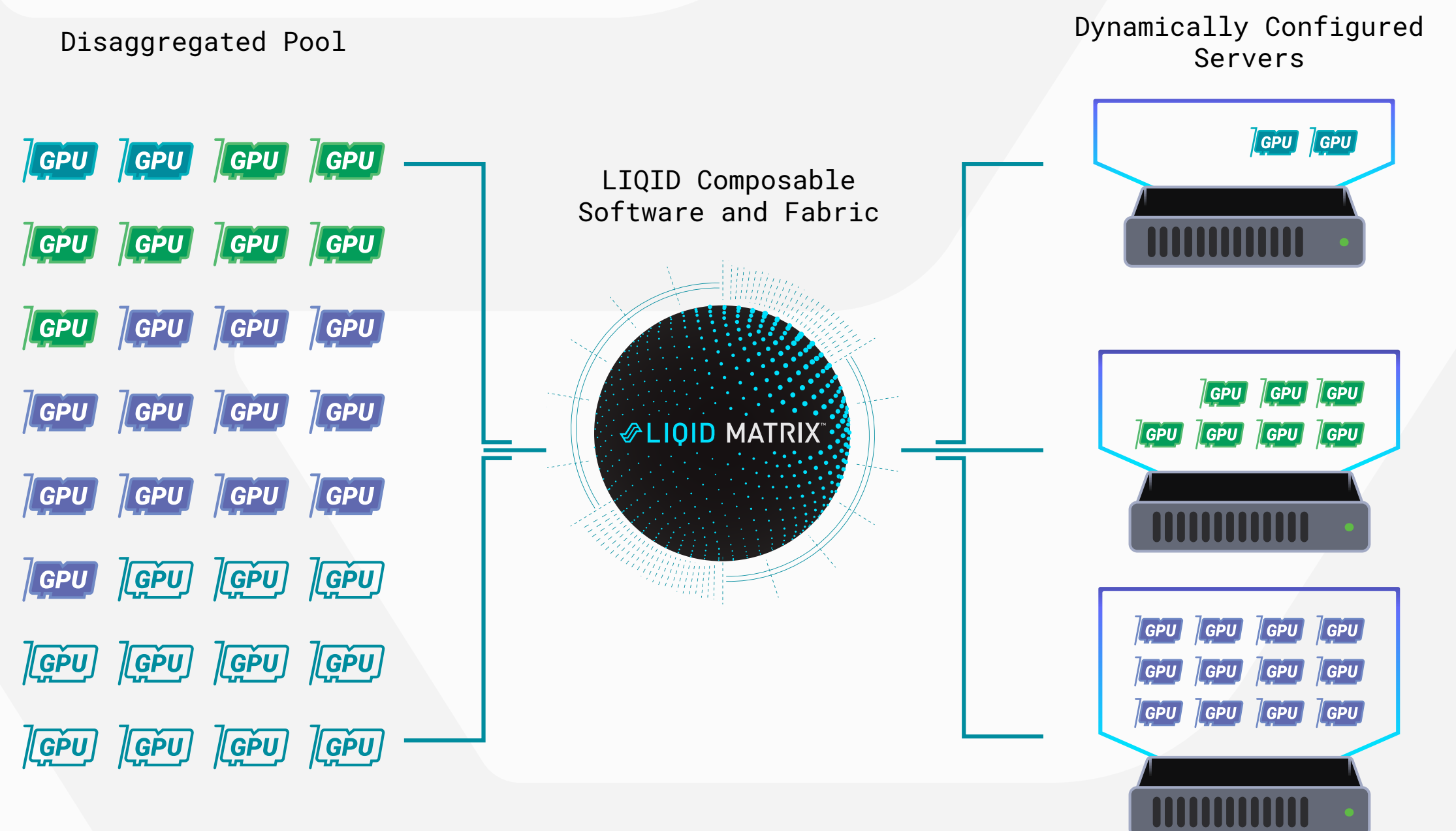
PARTNER PROGRAM

LIQID is the industry leader in Composable Disaggregated Infrastructure (CDI).

Our hardware and LIQID Matrix™ software are used for sharing datacenter accelerators (such as GPUs) between servers within High-Performing computing environments.

Liquid users dynamically share components between servers and workloads - allowing them to buy more of what they need and less of what they don't. Users may also build "impossible" server configurations (such as 30 GPU per server) to maximize performance.

This all results in huge cost savings- i.e. less HW, less SW licensing, less power consumption, smaller footprint, easier to manage...



Partner Tiers & Benefits

PARTNER PROGRAM

LIQID's Momentum Partner Program combines the best qualities of any vendor program - amazing technology, a channel-first go-to market strategy, and very healthy margins in a white-hot market!

Authorized Partners have access to LIQID's Executive, Channel, Marketing, and Field Sales teams for help in solution positioning and selling.

Partner Responsibilities	Launch	Boost	Surge
Cert. Sales	✓	✓	✓
Cert. SA		✓	✓
Cert. PS			✓
Qtly Marketing Event		✓	✓
Sales & Exec Support			
Co-Selling	✓	✓	✓
Exec Sponsor			✓
QBRs		✓	✓
Channel Sales Mgr	✓	✓	✓
GTM and Pricing			
Deal Registration	✓	✓	✓
Discounts		✓	✓
Lead Sharing		✓	✓
Deal Sharing			✓
Marketing Support			
Partner Portal Access	✓	✓	✓
Branding/Logo Provided		✓	✓
PR/Co-Marketing Available		✓	✓
Sales SPIFFS		✓	✓
Partner Locator/on Liqid Site		✓	✓
MDF			✓
Support			
Direct Line to Support		✓	✓
Support Email	✓	✓	✓
NFR HW/SW for Lab			✓

How to Sell and Questions to Ask

PARTNER PROGRAM

Workloads to Target:

AI, HPC/Research, Cloud (GPUaaS) Providers

- » “Are your executives asking how AI and applications like ChatGPT will help your business?”
- » “Is your infrastructure ready for next generation applications like AI and HPC?”
- » “Are you concerned about GPU cost, availability, or power consumption?”

Animation/3D, VDI

- » “Would it be valuable to share pooled GPUs via VDI instead of installing a siloed GPU in each work station”?

Would it be valuable if you could:

- » Share GPUs between servers-increasing utilization rates & cutting HW, SW, and power costs?
- » Add more GPUs than your server physically allows-building faster systems?
- » Extend the life of existing servers by connecting GPUs?

Selling LIQID

LIQID wants to be the easiest vendor our partners work with. Our Partner Program includes Deal Protection, SPIFFS (where accepted), Marketing and Lead Generation assistance, etc to ensure our partners feel valued, supported, and empowered to sell LIQID's technology to their customers.

Deal Reg

SELLING LIQID

LIQID is steadfast in making sure partners are protected and their efforts are rewarded when they promote and sell our technology. The Deal Registration process is easy, transparent, and all LIQID reps know to follow our partners' lead when being introduced to a customer.

Deal Registrations are accepted "per project" and may be entered [here](#).

Upon receiving the registration, LIQID Field Sales will approve the project after qualifying the opportunity with the customer.

LIQID Products

SELLING LIQID

LIQID SmartStack and LIQID UltraStack are advanced infrastructure solutions designed to optimize data center performance and efficiency. SmartStack integrates LIQID's software-defined composable infrastructure with leading enterprise technologies to deliver scalable, high-performance systems tailored for diverse workloads. UltraStack extends these capabilities with unparalleled flexibility, enabling dynamic resource allocation and ultra-efficient management for demanding applications. Both solutions empower businesses to reduce costs, increase agility, and maximize resource utilization across their IT environments.



	Small	Medium	Large	XL
SmartStack	SmartStack 10: 10x GPU / 4x Hosts	SmartStack 20: 20x GPU / 8x Hosts	SmartStack 30: 30x GPU / 6x Hosts	SmartStack 30+: 30x GPU / 16x Hosts
UltraStack	UltraStack 10: 10x GPU / 1x Hosts	UltraStack 20: 20x GPU / 1x Hosts	UltraStack 30: 30x GPU / 1x Hosts	-

SmartStack

- » Multi-Server GPU-On-Demand
- » Focused on Pooling & Sharing
- » Enables Silicon Diversity

UltraStack

- » High Density GPU Server Node
- » Focused on GPU Performance
- » Best in Class Ops/W + Ops/\$

SPIFFS

SELLING LIQID

When and where acceptable, LIQID enjoys compensating partners when they take the time to discuss our value proposition with customers.

There are 2 possible incentives available to partners involving (a) Introduction of the technology to a customer and (b) a successful sales campaign leading to a customer order.

SPIFFS are updated quarterly so please check with your Channel or Field Sales contacts for updated information.



Why Liqid

Liquid's technology allows GPUs, and other accelerators, to be shared between servers and workloads- just like SAN allows storage to be shared.

Target Customers

- » Life-Science
- » High Education
- » Finance
- » Gaming/M&E

Use Cases

- » HPC
- » AI/ML
- » Large Language Models
- » VDI

Customer Pain

- » Inflexible systems
- » Need to compute faster
- » Datacenter Power/ Footprint limitations



LIQID 2024 Sales Incentive Program



SPIFF #1 – LIQID will pay Partner Account Team \$250 per qualifying deal registration*

- » Customer has a project/pain that LIQID technology can solve - 10 GPUs minimum.
- » Project timeline of 9 months or less.
- » New Logo or New opportunity in existing account.
- » Registrations are opportunity-based only, not for an entire account
- » Payments split 50/50 between Partner AE & SE.

SPIFF #2 – LIQID will pay Partner Account Team \$1,000+ upon deal closure (see table)**

- » Must originate from a partner-initiated, approved deal registration
- » Opportunity must have a minimum of 10 GPUs
- » Payout will be submitted after PO is received/accepted.
- » SPIFFS split 50/50 between Partner AE & SE.

10 GPU	20 GPU	30 GPU 6 NODE	30 GPU 16 NODE
\$1,000 💰	\$2,000 💰	\$3,000 💰	\$4,000 💰

Deal Registration

*All new SPIFFS (#1) must be submitted by 3/31/2024.

**All deal SPIFFS (#2) must close 12 months after registration acceptance.

Demo Program

SELLING LIQID

If a customer would like to benchmark LIQID's technology, there are many ways to accomplish the testing:

- » LIQID has several testing stacks at its HQ in Colorado. Customers may work with partners to schedule time on the technology in the lab.
- » LIQID's technology is available in several Alliance datacenters such as Dell's CSC environments worldwide.
- » Partners with their own labs may acquire NFR technology at a steep discount which their customers may use.

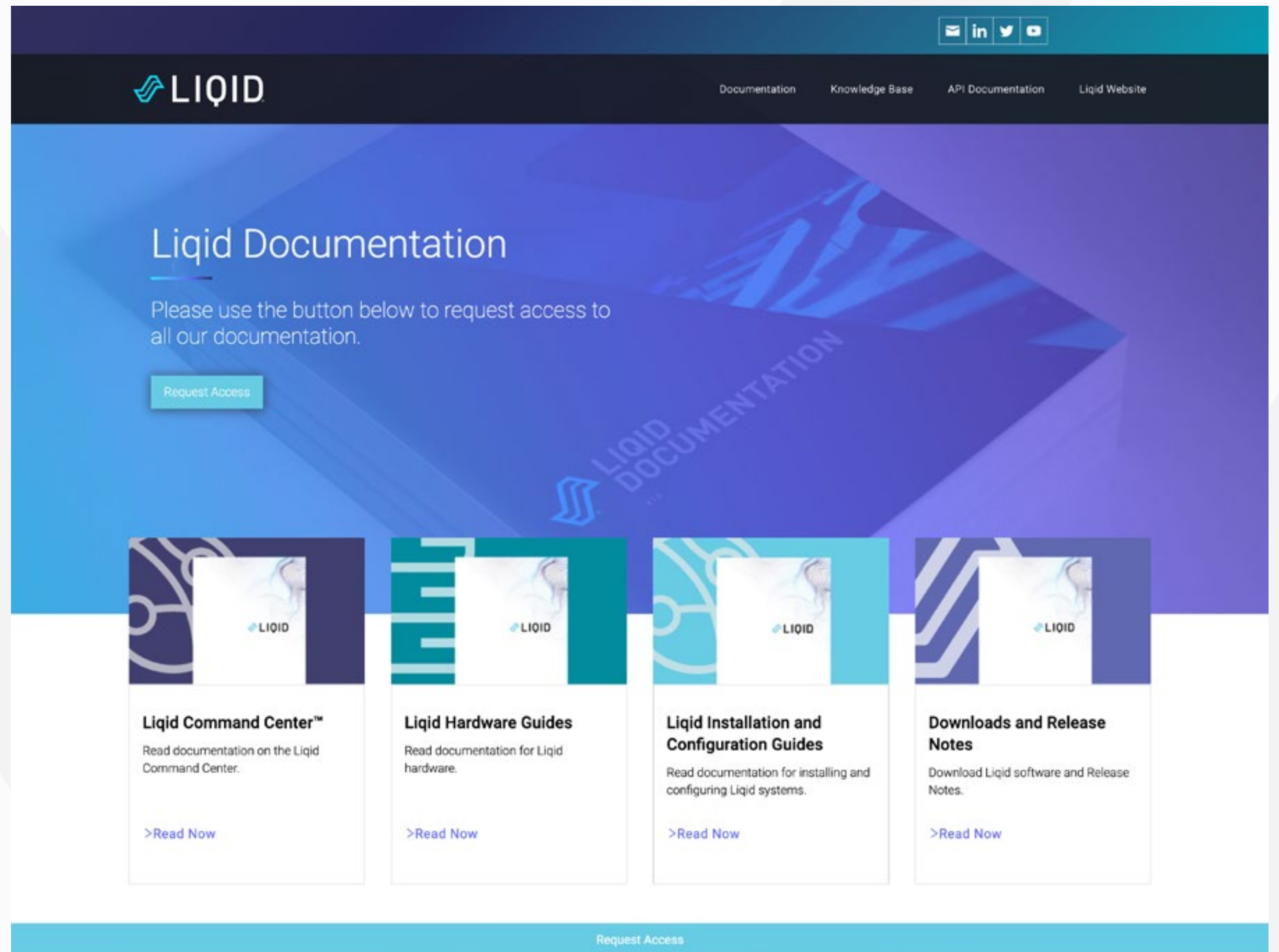
- » Customers may participate in LIQID's Try/Buy program where technology can be deployed and tested onsite against pre-approved benchmarks and requirements.



Portal

SELLING LIQID

To consolidate all Training Materials, Marketing Content, Technical Information, etc, LIQID has created a one-stop shop for Partner Sales Executives and System Engineers to self-train at their own pace.



Marketing Tools

LIQID Marketing Tools are designed to empower our partners with a comprehensive suite of resources for driving growth, enhancing engagement, and maximizing brand visibility. From co-branded collateral to digital assets and promotional materials, LIQID Marketing Tools provide everything needed to effectively communicate the value of LIQID's solutions. This platform ensures that partners are equipped with the latest marketing insights and resources, enabling them to build stronger connections and accelerate success within the LIQID ecosystem.

Marketing Resources

MARKETING TOOLS

Our Marketing Resources offer partners everything they need to promote LIQID effectively, from co-branded materials to high-impact digital assets. Designed to enhance visibility and drive engagement, these tools empower partners to showcase LIQID's unique solutions seamlessly. Stay equipped with the latest resources to strengthen your marketing strategy and connect with your audience.

EBLASTS

LIQID eblasts offer customizable email templates to help partners engage audiences with the latest LIQID solutions and updates.

SOCIAL

LIQID social media templates provide ready-to-use content to help partners share the latest updates and solutions across their networks.

INSTANT WEBPAGE

The LIQID Instant Webpage tool lets partners quickly create a branded webpage showcasing LIQID solutions to connect with customers online.

CO-BRANDED CONTENT

LIQID co-branded content provides partners with customizable materials to highlight joint solutions and showcase shared value to customers.

WEBINARS/NEWSLETTERS

LIQID webinars and newsletters provide partners insights and updates on the latest advancements, helping them stay informed and share knowledge with their networks.

EVENTS

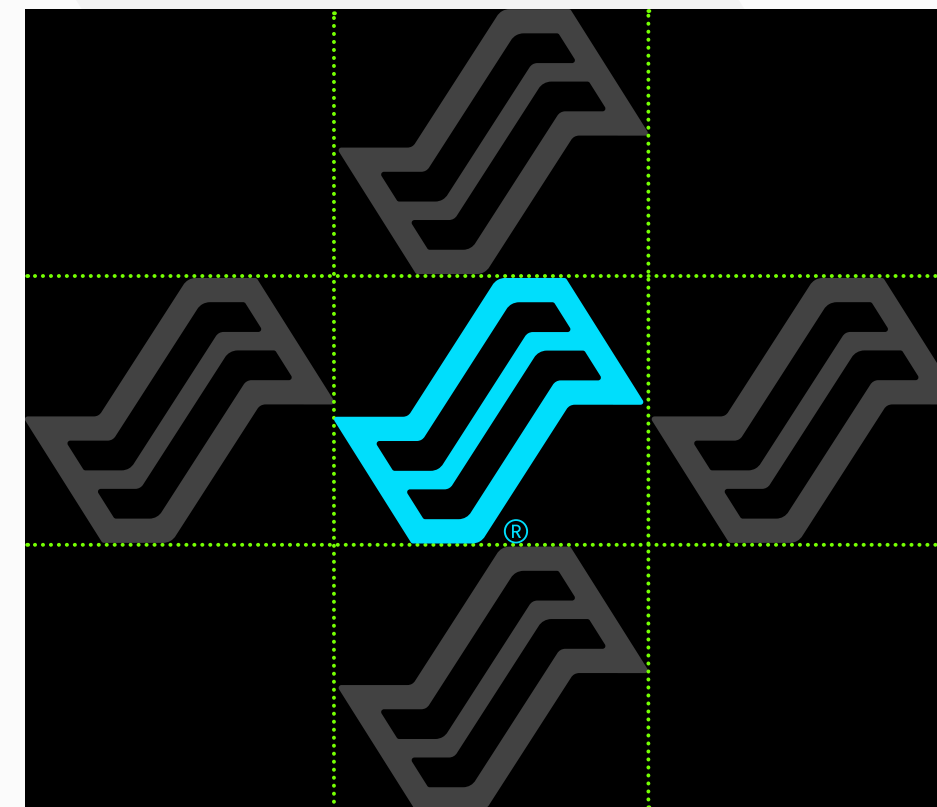
LIQID events offer partners opportunities to connect with industry leaders, showcase solutions, and build valuable relationships in key markets.

Logo Sharing and Usage

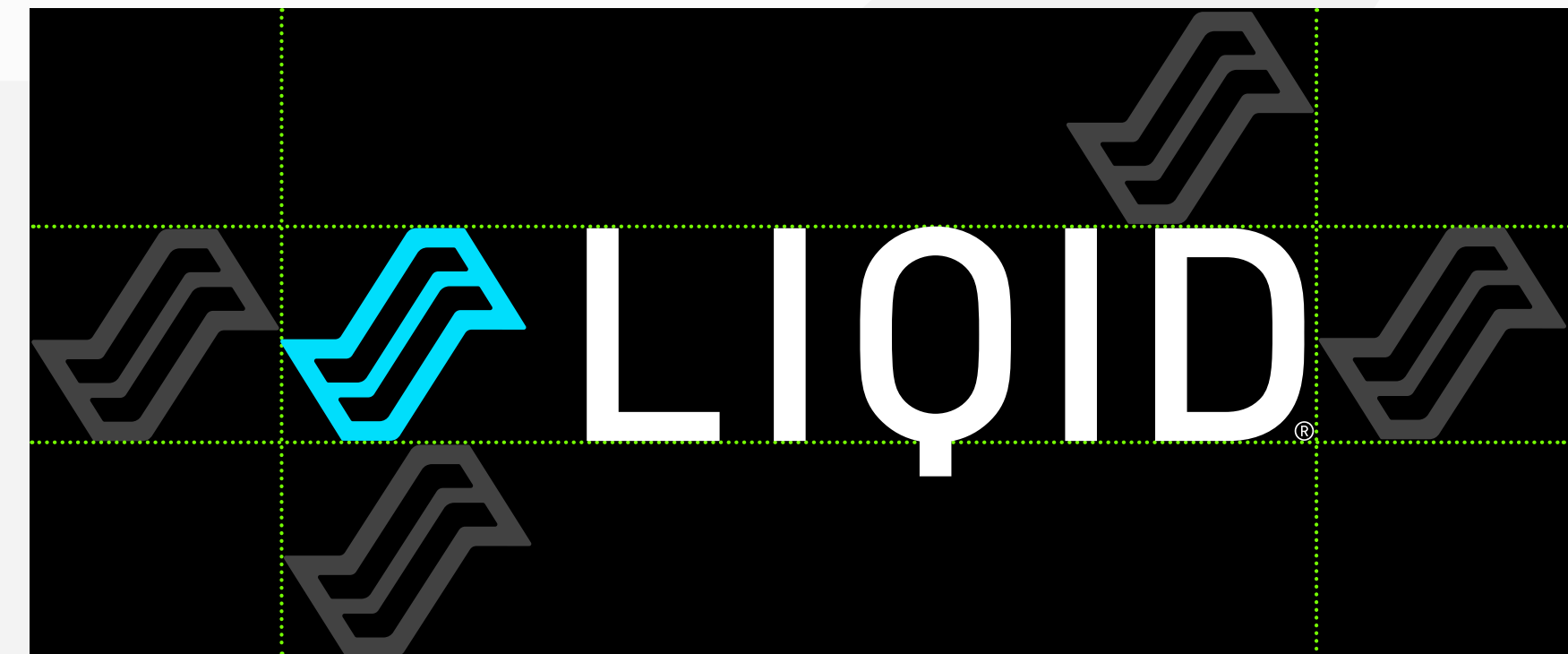
MARKETING TOOLS

Want to share Liquid's logo on your site? Or want Liquid to advertize your logo on theirs? Let us know & we can accommodate!

MINIMUM CLEARANCE



A. The space to the top and bottom is 100% the height of the logo. The space to the right and left is 100% the width of the logo.



B. The full mark utilizes the same rules as the isolated logo.

GTM Process

If you'd like a training on Liquid's technology or to introduce Liquid's technology to an account, you can:

1. Reach out to your local rep to schedule a session
2. Deal register the project [here](#).
3. Contact Liquid Channels at channel@liquid.com.

Contact

11400 Westmoor Circle, Suite 225
Westminster, CO 80021

Phone: 303.500.1551

Website: liquid.com

General Info: info@liquid.com

Partner Info: partner@liquid.com