

BEYOND THE BOX

1 of 6
INTEGRATION

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LEARN MORE

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Over 86% of SAN networks use Brocade switches and directors. They have the best technology and they cost less to own. Experts agree: <http://www.brocade.com/news/awards.jsp>

The best box out there.

Violator or tag:

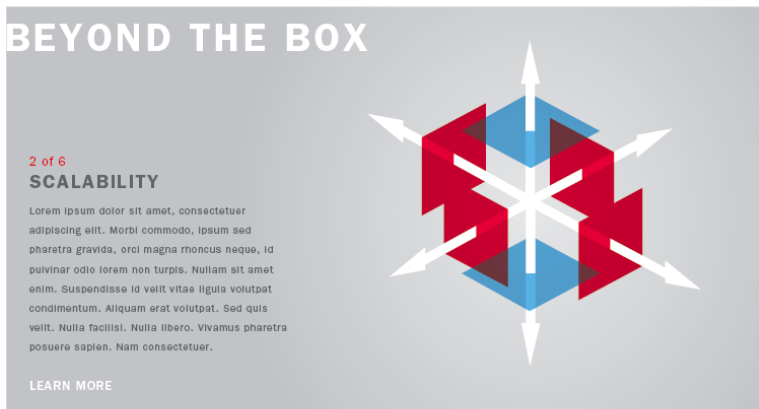
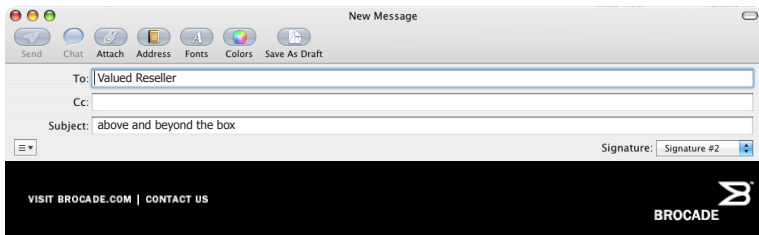
Join Brocade Rewards and earn points for cash with every sale. www.brocaderewards.com

Beyond the Box and each email will speak to Brocade products, how they are more than just boxes for storage. Brocade as a company is continually going “beyond the box” with innovation and leadership within the SAN/FAN industry. The concept objective is to position Brocade as a company with ideas rather than the manufacturer of a commodity.

Each email is numbered to let the recipients know that this is a campaign with a definite end, and not just junk mail that they will continue to receive from Brocade on a regular basis. Think of each email as conveying a small piece of the Brocade brand “story”.

Each email will contain a link to a landing page or a relevant section of the Brocade site where they would find downloadable data and spec sheets, a quiz or survey, as well as Brocade sponsored or authored white papers.

SAN THEME CONCEPTS BEYOND THE BOX

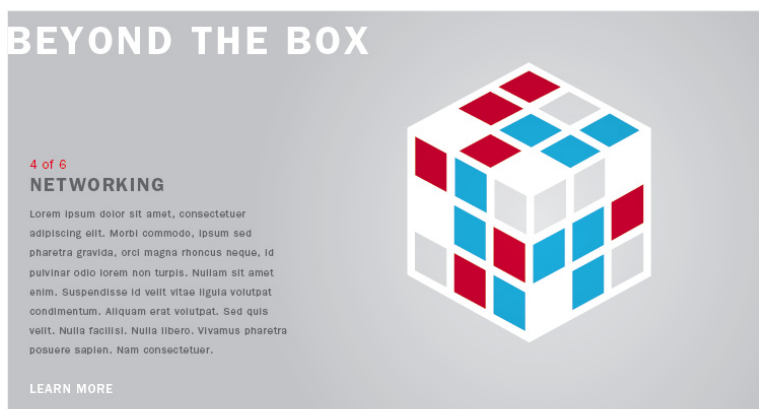
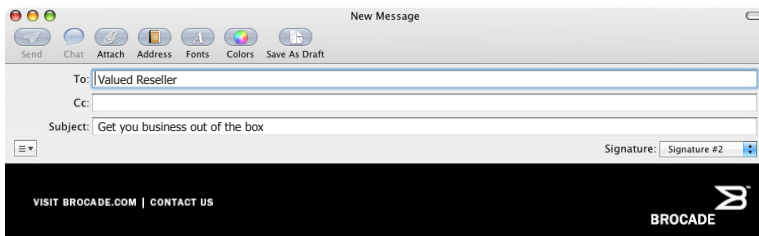


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copy: Value-added SAN services with nice margins. From pre-sale configuration to end-of-life takebacks, Brocade's programs give you more ways to make money: <http://www.brocade.com/services/index.jsp>

Above and beyond the box.

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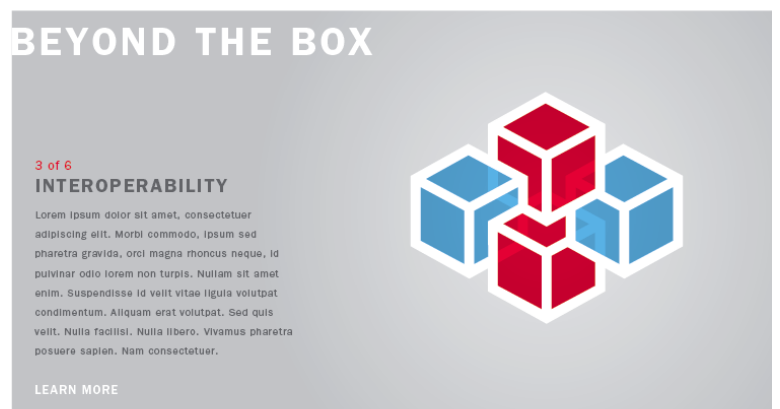
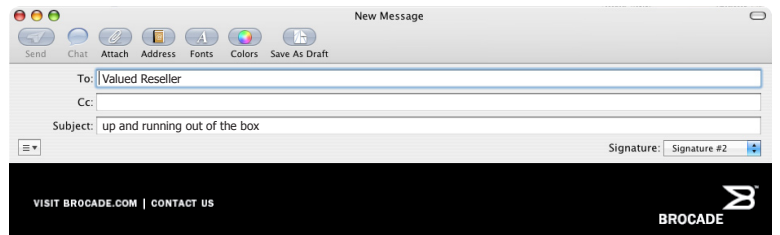
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copy: Think bigger about your SAN business.

Brocade's Alliance Partner Network has the tools you need to win more sales. Including marketing funds: www.brocade.com/news/2006/3_13_channel.jsp

Get your business out of the box.

Violator or tag: Join Brocade Rewards and earn points for cash with every sale. www.brocaderewards.com



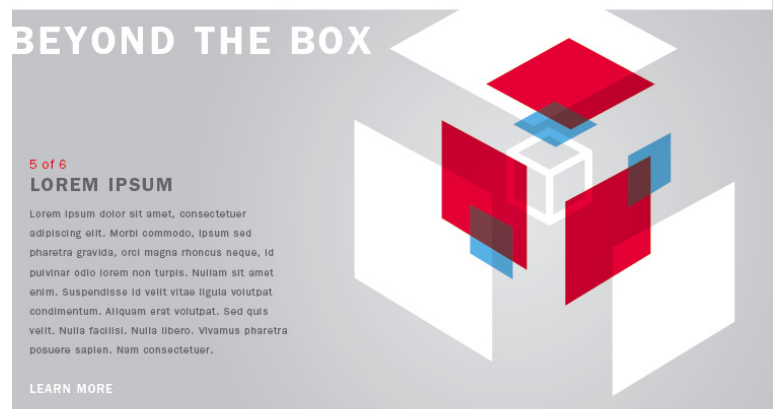
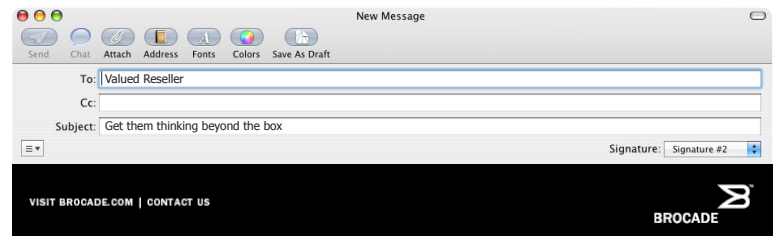
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copy: 99.99% data availability in the SAN. They'll love you for it.

Brocade's 48000 Director not only has near-perfect performance, it saves them money. We can prove it: <http://www.brocade.com/products/competitive/index.jsp>

Up and running out of the box.

Violator or tag: Join Brocade Rewards and earn points for cash with every sale. www.brocaderewards.com



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copy: Make your SAN customers need you desperately.

We'll help you give them what they need, when they need it, as long as they own it. They'll come back for more.

Get them thinking beyond the box.

Violator or tag: Join Brocade Rewards and earn points for cash with every sale. www.brocaderewards.com

6. Sell your SAN customers peace of mind. Get piece of cash.

Other rewards programs give you logo polos and gadgets you don't need. Brocade gives you cash. Spend it at will. <http://www.brocaderewards.com>

Get more out of the box.