



## Business Topic: Up Sell Additional Products to Existing Customer Base (UPSELL01)

This is to generate revenue from existing client base and tie them further to Marshal8e6 by offering a quick win of buying the additional items at a special price.

### *What does the promotion offer?*

- Existing Marshal8e6 customers users can buy additional products at a discounted rate detailed below:
  - 30% OFF 8e6 Professional Edition (Licenses Only - does not include Hardware)
  - 30% OFF 8e6 Mobile Client licenses only
  - 30% OFF MailMarshal SMTP
  - 30% OFF MailMarshal Secure Email Server
  - 30% OFF MailMarshal for Exchange
  - 30% OFF WebMarshal Malware

### *Who is entitled?*

- Existing Marshal 8e6 Customers with valid maintenance contracts
- The promotion does not apply to additional new license sales for existing owned products

### *When is this promotion available?*

- 1<sup>st</sup> January - 30<sup>th</sup> June 2009

### *How does it work?*

- Resellers must quote 'Promotion Code' on their order to distribution
- Orders must be placed and the total package must be invoiced in advance
- It is not possible to co-term this deal
- It is not allowed to apply more than one discount type
- You can not apply the promotion to pricing for competitive upgrades, 2nd product purchase, government, education or non-profit organisations
- Promotion is available in emerging markets, but applicable only to standard RRP prices
- Discount does not apply to maintenance
- Discount does not apply to 3<sup>rd</sup> party add ons
- Discount does not apply to additional license sales.

### *Terms & Conditions*

- 'Promotion Code' must be quoted on the purchase order forms
- The unit price must include promotional discount on each applicable line item
- Orders must be received by Marshal8e6 before close of business 30<sup>th</sup> June 2009
- Normal channel discounts apply to the products that form this promotion
- Normal part numbers apply
- Standard escalation and channel support responsibilities apply
- Orders must be placed and the total package must be invoiced in advance
- Orders must be mailed to:
  - [emeaorders@Marshal8e6.com](mailto:emeaorders@Marshal8e6.com)
  - or faxed to +44 (0)870 622 0202, Marshal8e6 Order Services Group