



**5.769 RF Bench Campaign 12% Promotion**

**BUSINESS UNIT:** EMG - MCD (PL12, PL15), CTD (PLWN), BID (PLWC)

**SCOPE:** WW

**SALES FORCE:** 33

**START DATE:** June 1, 2009

**END DATE:** November 30, 2009

**CONTACTS FOR QUESTIONS: QUOTES/OP:** Region Superusers/BPAs or TBD (Interim is Renee Lang-Schantz)

**SALES:** Mark Lightner or Sandra Oberdorfer

**I. PROMOTION DESCRIPTION:**

Agilent Technologies' customers, designated resellers and distributors (excluding education\*), who purchase an eligible product for their RF bench are eligible to receive a 12% promotion discount.

\*Agilent Technologies' education customers, who purchase an eligible product for their RF bench are eligible to receive a 5% promotion discount.

Eligible Products:

Category	Product	Option
USB Power Sensors	U2000x	N1918A-100
USB Power Sensors	U2000B	
USB Power Sensors	U2000H	
USB Power Sensors	U2001B	
USB Power Sensors	U2001H	
USB Power Sensors	U2002H	
Signal Generators	N5181A	501 or 503 or 506
Signal Generators	N5183A	520 or 532 or 540
Signal Generators	E4428C	503 or 506
Signal Generators	N9310A	
Spectrum/Signal Analyzers	N9320B	
Spectrum/Signal Analyzers	N1996A	503 or 506
Spectrum/Signal Analyzers	N9010A	503 or 507 or 513 or 526
Spectrum/Signal Analyzers	E4402B	
Spectrum/Signal Analyzers	E4403B	



Spectrum/Signal Analyzers	E4404B	
Spectrum/Signal Analyzers	E4405B	
Spectrum/Signal Analyzers	E4407B	
Spectrum/Signal Analyzers	E4408B	
Spectrum/Signal Analyzers	E4411B	
Network Analyzers	E5071C	240 or 245 or 260 or 265 or 280 or 285 or 2D5 or 2K5 or 440 or 445 or 460 or 465 or 480 or 485 or 4D5 or 4K5
Network Analyzers	E5061A	
Network Analyzers	E5062A	
Accessories: Switches, Amplifiers, Attenuators, Limiters, Adapters, Connectors Directional Couplers and more: <b>There are ~200 eligible test accessory products. Please refer to the xls-product listing under III. ELIGIBLE PROGRAM PRODUCTS for the entire list of product numbers.</b>		

**DESIGNATED RESELLERS AND DISTRIBUTORS:**

It is recommended for all designated resellers and distributors to pass through the full 12% promotion discount (funded by Agilent Technologies) to their end user customers.

Designated resellers and distributors are required to reference the promotion number 5.769 and recommended to provide the customer’s name and address upon order placement.

**II. ELIGIBLE CUSTOMERS:**

Customer Type	Eligible To Participate In This Marketing Program
End-User	Yes
Education	Yes
GSA (US Only)	Yes
Designated Reseller	Yes
Distributor	Yes
OEM	No



Rental Company	No
VAR	No
System Integrators	No

**III. ELIGIBLE PROGRAM PRODUCTS:**

Step 1: See promotion description.

Step 2: Customer is eligible to receive the following promotion discount.

PRODUCT	PROMOTION DISCOUNT (USDDP & INT'L)
U2000B (example)	12%
U2000B (example)	5% for education

**Please refer to the spreadsheet for the entire list of eligible products including accessories.**



5769 Eligible Product Listing.xls

**IV. PROGRAM CONDITIONS:**

1. The promotion discount is not combinable with the standard purchase agreement discount.
2. Products or options that do not receive the promotion discount may receive any eligible discount as per the requirements of the *EMG Discount Policy* (i.e. purchase agreement discount, MA9, M72, etc).
3. Associated options not outlined within this promotion are not eligible to receive the promotion discount.
4. Support options are not eligible to receive the promotion discount.
5. Other products can be added to the order but cannot receive the promotion discount.



6. This promotion cannot be combined with trade-in specials and any other current programs or special offers.
7. This program offer can be combined with Global DDP and Payment Term Customer Specific Pricing (CSP). This program cannot be combined with Product Specific or Multiplier CSPs (for additional information, please check the CSR CSP Process.) Customers authorized to place orders based on a CSP or a special price list, must purchase program products at the current local currency list price on the Agilent CPL to qualify for the promotion discount.
8. Customers who purchase products under this program must accept the conditions established under Agilent's Order Acceptance Policy.
9. Program products cannot be substituted with other Agilent products.
10. All program products must be placed on the same purchase order.
11. Customers' standard purchase agreement terms and conditions apply to this offering.
12. Multiple promotions can be placed on the same quote and order. This is based on the condition the promotion products are not eligible to receive more than one promotion discount on each product or are used as a qualifier for more than one promotion.
13. Open and closed orders placed prior to the start date of this promotion are not eligible for this promotion.
14. Lease orders are not eligible to participate in this promotion.
15. It is recommended for all designated resellers and distributors to pass through the full 12% promotion discount (funded by Agilent Technologies) to their end user customers.
16. Agilent Technologies reserves the right to modify or discontinue this offering during the promotional period.

**V. DISCOUNT AND ORDER CONDITIONS:**

**A. DISCOUNT ELIGIBILITY**

**METHOD OF DISCOUNT:** Promotion Discount – 12% (5% for education)

**PROMOTION DISCOUNT/ADJUSTMENT AMOUNT:** SEE ELIGIBLE PRODUCTS

Discount Type	Discount Eligible To Be
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	Combined With Promotion Discount
Volume End User Discount (M99)	No
Education Discount (M99)	Yes
General Services Administration (GSA) Discount – US Only	No
Designated Reseller (M99)	Yes
Distributor Discount (M99)	Yes
OEM Discount (M99)	No
Rental Company Discount (M99)	No
VAR Discount (M99)	No
Negotiated (M72)	No
Regional (MA9)	No
Quotation Adjustment (M60)	No
RMKT/Refurbished (M04)	No
Special Price Adjustment (M15)	No
System Integrator (M99)	No
Demo Development Discount	Never Eligible
Demo/Used/Consignment Discount (M04)	No
Other Discounts	Yes

**VI. QUOTE/OP INSTRUCTIONS:**

- >Highlight line item to be discounted.
  - >Click Actions button.
  - >Choose Promotion/Pricing Attributes from the LOV.
  - >Click the LOV in the Promotion No field.
  - >Select the modifier that begins with 5.769 followed by your ordering currency.
  - >Click on OK.
  - >Click on the List Line.
  - >Click on the Apply button.

Repeat these steps to apply the promotion discount to each eligible product and option

- The promotion discount is to be applied at the time of quotation and/or at the time of order entry.
- Ensure the quotation end date does not exceed the promotion end date. If the quotation end date exceeds the promotion end date, a statement must be placed on the quotation. The statement must reflect promotion products and associated promotion discounts are only valid until the expiration date of the promotion. All other products on the quotation are valid until the quotation end date.



4. Ensure the purchase order date is prior to the promotion end date. Purchase orders dated after the promotion expiration date will not be honored for the promotion and associated promotion discounts.
5. Ensure the conditions of this promotion are executed upon quote generation and order entry of the customer's purchase order.
6. Multiple promotions can be placed on the same quote and order. This is based on the condition the promotion products are not eligible to receive more than one promotion discount on each product or are used as a qualifier for more than one promotion.
7. **Distribution orders only:** For distributors participating in the *Agilent Promotional Rebate Program*, place orders at the standard distributor discount – rebates will be paid based on Point of Sale information.
8. **Distributor orders without rebate program:** For distributors not participating in the *Agilent Promotional Rebate Program*, apply the promotional discount on the upfront order utilizing the standard promo process. See order example 2, below.

**ORDER EXAMPLE 1 – End customer:** Customer purchases an N5181A MXG analog signal generator with option 501 (Frequency range from 100 kHz to 1GHz) and is eligible to receive a 12% promotion discount.

ORDERED ITEM	DESCRIPTION	QTY	DISC	PRICE (USDDP)
N5181A-501	MXG analog signal generator	1		\$ 6,635.00
	Promo Discount	1	12%	-\$796.00

**ORDER EXAMPLE 2 – Distributor without rebate program:** Distributor purchases an N5181A MXG analog signal generator with option 501 (Frequency range from 100 kHz to 1GHz) and is eligible to receive a 12% promotion discount combinable with his 20% distributor discount (example).

ORDERED ITEM	DESCRIPTION	QTY	DISC	PRICE (USDDP)
N5181A 501	Agilent MXG RF Signal Source	1		\$6,635.00
	Promotional Discount	1	12%	-\$ 796.20
	Distributor Discount	1	20%	-\$ 1327.00



**ORDER EXAMPLE 3 – Education customer direct channel order:** Education customer purchases an N5181A MXG analog signal generator with option 501 (Frequency range from 100 kHz to 1GHz) and is eligible to receive a 5% promotion discount combinable with his 20% M99 education discount (example).

ORDERED ITEM	DESCRIPTION	QTY	DISC	PRICE (USDDP)
N5181A 501	Agilent MXG RF Signal Source	1		\$6,635.00
	M99 Education Discount	1	20%	-\$ 1327.00
	Promotional Discount	1	5%	-\$ 331.00

**ORDER EXAMPLE 4: Designated Reseller** purchases an N5181A MXG analog signal generator with option 501 (Frequency range from 100 kHz to 1GHz) and is eligible to receive a 12% promotion discount. Designated Reseller has a discount of 10% (example).

**Notes:**

1. Standard designated reseller discount is combinable with the promotion discount.
2. The Designated Reseller purchase agreement discount is applicable for other products not receiving the promotion discount.

ORDERED ITEM	DESCRIPTION	QTY	DISC	PRICE (USDDP)
N5181A-501	MXG analog signal generator	1		\$ 6,635.00
	Promo Discount	1	12%	-\$796.00
	DR Discount	1	10%	-\$662.00

**VII. PROMOTION HISTORY LOG:**

- 1-JUN-2009                      Implemented promotion.
- 1-SEP-2009                      Added 4 new network analyzer product options; removed 1 product and clarified verbiage around discount for designated resellers.