

Partner Statement and [FAQs](#)**Partner FAQs for the Transition to Keysight August 1****Statement to Partners:**

We began operating as Keysight Technologies, Aug. 1, 2014. We launched our company as the largest test and measurement supplier that can offer you world-class technology and market-leading test platforms. Because Keysight is 100% focused on electronic measurement, it means that the top opportunities in electronic measurement are our company's top opportunities. And with this focus, we are transforming our product portfolio to anticipate our customers' changing needs, beginning with solutions in wireless communications test, modular, and software.

You and customers will see us become even more aggressive in being first to market with leading edge solutions to help customers succeed in their business. Be assured that you remain an important component of our overall business success. We depend upon you to expand our reach and to help us accelerate our growth.

Your current team will continue to work with you, providing the same service and support. You can also expect to see the same product purchasing and inventory processes. We will help you in the transition to Keysight and to navigate changes, such as rebranding products and literature from Agilent to Keysight.

Keysight is committed to partnering with you to ensure the best experience for customers during our transition. Below are answers to questions you may have about the transition.

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Branding/Rebranding

1. **Should partners go live with their rebranded websites at 5 PM on August 1 or wait until August 2?**

Our recommendation is to wait until August 2 for a more seamless transition.

2. **Can partners use a Keysight company name sticker for rebranding purpose? For example, there is a list of makers for whom partners have distributors contract in the partner company profile.**

No. Keysight stickers will not be provided to partners for rebranding purposes.

3. **How long can we continue to sell Agilent branded products? Is there a date by when we will have to stop selling them?**

There is no deadline or expiration date for selling Agilent branded products. There is no hard cutover and the branding transition will take place over time. Keysight will offer the same quality, support and warranty on all products regardless of whether they have Keysight and/or Agilent branding.

4. Why a mixed-brand environment and how long will it last?

Keysight has thousands of Agilent electronic measurement products to rebrand. Given the volume of products and supporting material, rebranding will take time. However, our goal is to have the majority of shipments contain products with the Keysight logo by mid-November 2014. Rebranding items such as manuals, splash screens, and product literature will occur in phases over an extended period of time. Here is what you can expect regarding shipments and logos on products:

- a. Before Aug. 1, 2014, all products shipped from Agilent and partners with the Agilent logo
- b. Beginning Aug. 1, 2014, shipments from:
 - i. Keysight began shipping with Agilent logo + Keysight label on the instrument. All accessories will ship with the Agilent logo only. The number of instruments shipped with a Keysight logo will grow as rebranding progresses.
 - ii. Demstock will ship with Agilent logo + Keysight label on the instruments. The number of demo products shipped with a Keysight logo will grow as demo stock is rotated.
 - iii. Partners will ship current inventory, regardless of logo status.

5. What is the difference between rebranded and branded?

Keysight branded and rebranded materials may look different and here's why:

- a. Rebranding is for existing materials and product. In some cases, this will be less comprehensive than implementing the full Keysight brand standards, e.g. front panel may have a Keysight logo but the manual may still say Agilent.
- b. Branding is for new materials and products; will use full Keysight brand standards and will not reference Agilent.

6. Will the look and feel be the same for all rebranded products?

All rebranded materials are based on standards to maintain consistency and build the Keysight brand identity; however the degree to which each will be rebranded may vary.

7. Will some products have both Agilent and Keysight branding?

Yes.

8. Why does my manual, accessory, splash screen, etc. still say Agilent?

The rebranding to Keysight timeline uses a phased approach. A mixed-brand environment will exist for some time. Whether the item reflects Agilent or Keysight,

it is the same product and the quality you have come to expect from us.

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Contracts

1. Will my contract change?

Effective Aug. 1, 2014, your contract was assigned from Agilent to Keysight. All orders and shipments remain intact. Any performance credit you earned while the contract was with Agilent will carry over to Keysight.

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Customer experience

1. What information is available on keysight.com?

www.keysight.com has all the same functionality as Agilent's Electronic Measurement site does today, plus a new homepage, new global navigation (header/footer), rebranded content and new look & feel based on the Keysight corporate/brand identity (colors, fonts, icons).

2. Is a plan in place to redirect customers from an Agilent URL to the corresponding Keysight URL?

Yes. A URL continuity plan is in place to redirect the Agilent URL to a Keysight URL. Domain continuity will be kept in place for a period of 7 years per the current agreement. Removal of the redirection will be based on usage statistics.

3. Will Agilent jumpstations redirect to Keysight?

Approximately 14,200 EMG jumpstations will automatically take visitors to their preset target URLs on www.keysight.com. The web team plan includes addressing jumpstation breakage. Jumpstation continuity will be kept in place for a period of 7 years per the current agreement.

4. Will Keysight still recognize customer information and history or will customers need to provide this information again upon contacting Keysight after August 1?

We will retain necessary historical information to transact business including order history and customer set up information. In some cases we may need the customer to provide additional pieces of information. For example, a tax exempt authorization for Keysight instead of Agilent.

5. Will our contacts change?

Your current contacts (sales representatives, application engineers, customer service representatives, and others) will continue to provide the support you have come to expect from our company.

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Inventory

1. Will there be any changes to how I report my partner POS and inventory data?

Keysight will continue to use the same vendor for data collection. The timing and format for all reporting will not change. The submission email nodes have changed from Agilent to Keysight. This information was provided by email in July 2014.

2. How should I manage my inventory levels during your transition?

Together, Partners and Keysight have established effective inventory levels to maintain customer responsiveness and maximize sales. These levels should be maintained. Use your current inventory regardless of branding.

3. Should current inventory be returned for rebranding?

No. We will not accept inventory rotation for the purpose of updating the brand. Partners and customers will continue to see products with Agilent and Keysight branding.

4. What do we do with our existing Agilent demo – do we add the Keysight label or replace the demo Aug. 1?

Continue to use it. The products are the same whether branded Keysight or Agilent. Demo should be replaced using your original replacement criteria. The Keysight labels are used as part of the manufacturing process only and will not be provided for external use.

5. Can I re-label my current instruments?

No. Keysight labels are used as part of the manufacturing process only and will not be provided for external use.

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IT/business applications

1. Will there be any impact to my current sales tools?

While many of the sales tools will be rebranded, the intent is to keep functionality unchanged. Email addresses and domain names changed as our infrastructure transitioned from Agilent to Keysight. Any specific changes have been communicated and redirects are in place.

2. What will happen to Agilent software licensing entitlement? Will existing customers need to re-register or sign a new agreement?

Electronic Measurement software license agreements and software subscription service agreements remain intact. Agilent agreements and software contracts effective prior to August 1 have been assigned to Keysight. Keysight will maintain active account information and history as well as existing access to older versions of software. Effective August 1, 2014, new agreements are with Keysight.

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Orders/quotes

1. Are SRTs accurate through the transition?

Yes, SRTs are accurate.

2. What is the impact to quotes and orders – should I still be quoting the same product numbers?

Product numbers did not change. You should continue to quote and order the same way you do today. The only difference is that references to Agilent must be replaced with Keysight beginning August 1.

3. How will outstanding Agilent invoices be handled after August 1?

Payment can be issued to either Agilent or Keysight for the open invoice.

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Processes

1. Will the Oracle System shutdown impact any partner rebates?

Yes, due to Oracle System shutdowns at the beginning of August, calculations of Q3 performance rebates will be delayed by approximately 2 weeks.

2. Can I do an early replacement of my Agilent-branded demo equipment with Keysight-branded equipment?

Yes, After Nov 1st, 2014 you may replace your Agilent-branded demo unit with the same Keysight-branded product. We are providing an option to sell your Agilent-branded demo unit earlier than your contract specifies, if the following conditions are met:

- The product to be replaced has been rebranded, not relabeled, and the first production units have shipped.
- You immediately order a replacement unit, of the same model, which carries the new Keysight brand.
- By the 5th working day each month we will post a list of rebranded products to the Gateway. No advance notification of rebranded products will be provided.

As you know, rebranding of products and documentation from Agilent to Keysight will occur over a period of years with rebranding of products with the highest shipment volume occurring first. Whether the product carries an Agilent brand or a Keysight brand, the product is the same. Keysight offers the same quality, support

and warranty on all products regardless of whether they have Keysight and/or Agilent branding.

3. In the past when purchasing products, customers have gone through one of your distributors. Will this process change?

Our network of authorized resellers will remain the same, carrying the same products and providing the same great support. If customers are using any of our authorized resellers today, they should continue to do so.

4. Will Keysight bank account numbers be different? If so, how will customers get this information to ensure they can pay invoices?

Yes. Beginning in mid-April, we sent information packets to customers to assist in the transition. Each packet included a cover letter, checklist with information needed to set up Keysight as a vendor, a Keysight fact sheet, and a Reassurance document for business continuity. The timing for countries varied based on region-specific plans. For additional information, please contact your local Customer Contact Center.

5. What changes will be made to my operating processes with Keysight? For example, quota / target setting, pricing, discounts, marketing, training, order support, rebates, etc.

No changes will be made as a result of the transition. As we do today, we will continue to evaluate and modify processes as conditions dictate.

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Service/support

1. Will Keysight support Agilent branded equipment?

Yes. Keysight is committed to honoring warranty and providing the same high level of customer support regardless of Agilent or Keysight brand.

2. **What happens if I call Agilent for Keysight products?**

Keysight and Agilent have service agreements and processes in place to ensure partners and customers are redirected as necessary. This includes items such as general customer inquiries, support issues and ordering assistance.

3. **Will there be any impact to warranty, service or calibrations?**

No. Service commitments will remain intact. Customer set up packets were sent including assurance regarding solutions, services, support and policies.

4. **How will Keysight support me through the transition?**

Keysight will provide you with:

- a. Brand standards to use in rebranding
- b. Training on brand standards (print and web)
- c. Technical resources for questions on rebranding your web sites
- d. A list of Keysight registration information so you can update our details in your systems and ensure seamless order transactions
- e. Communications in the Partner Gateway with the most up-to-date information on the Keysight transition
- f. Your current Keysight team will continue to work with you to provide the same service, support, and product purchasing processes

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Strategy/policy

1. **After August 1, is it okay for partner to add a note indicating “Keysight is formerly Test and Measurement Equipment of Agilent Technologies“ in a partner-owned catalog or CFD so that end users can easily understand “Who is Keysight?”**

After August 1, Channel Partner owned collateral may use the following three fact-based reverse transitional statements.

- “Agilent Technologies Electronic Measurement Group has become Keysight Technologies”
- “Agilent Technologies Electronic Measurement Business is now Keysight Technologies”
- “Keysight Technologies, formerly Agilent’s Electronic Measurement Business...”

Collateral may not include any Agilent signature and may not have the statement “locked up” to the Keysight signature.

2. Where can I go with questions about Keysight's stock/share performance?

Go to www.keysight.com and click “Investor Relations”.

3. How long is the transition period from Agilent to Keysight?

Keysight became an operationally independent subsidiary of Agilent August 1, with full separation of the companies expected in early November.

4. Will a new Tax ID and or VAT (value added tax) number be set up for Keysight?

Yes, in almost all cases. Tax ID and or VAT (value added tax) information was provided in the vendor set up packets sent to customers prior to August 1. If you need additional information, please contact your local Customer Contact Center.

5. Will the Keysight DUNS and CAGE codes remain the same?

CAGE codes remain the same. Effective August 1, the new DUNS number for Keysight is 079297662.

6. What’s the meaning of the name Keysight?

The name Keysight is built from two words; Key, meaning indispensable or essential, a means of access; and insight, meaning the power of seeing, having vision and perception. The name connotes seeing what others cannot, having the critical or key insight to understand and unlock the changing technology landscape.

7. What is the Keysight website URL?

www.keysight.com

8. How can I get more information about Keysight Technologies?

To learn more about Keysight Technologies, visit www.keysight.com

9. What is Keysight's new stock symbol?

The NYSE (New York Stock Exchange) symbol for Keysight stock is KEYS.

10. Will Keysight's channel model/ strategy change?

Our partners will continue to play a critical role in the Keysight business model. We depend upon you to expand our reach and to help us accelerate our growth.

11. Is Agilent/Keysight following best practices of other companies which have gone through a similar separation?

Yes. Not only have “we” been through this before when we separated from HP and became Agilent, we also have acquired and divested many businesses as Agilent.

12. How do I answer a customer's question after Aug. 1 when they receive an Agilent-branded product instead of a Keysight-branded product?

There is no difference between the Agilent or Keysight instruments. It is the same product and model number with a different logo. We will be operating in a mixed-brand environment for quite some time.

13. Will any communication go in the box to help our customers understand the rebranding transition?

Effective August 1, a flyer is included in every box explaining any mixed-brand content, reassuring customers they will receive the same product experience and support, regardless of the brand. The Keysight product and the Agilent product are exactly the same product other than the logo.

14. How does this change benefit Keysight customers and partners?

- a. We are the largest test and measurement supplier with world class technology and market leading platforms.
- b. We have a proven financial business model and 75 years of innovation, starting as Hewlett Packard.
- c. The company is 100% focused on electronic measurement. Electronic measurement top opportunities are Keysight's top opportunities.
- d. We are transforming our portfolio to meet changing needs, beginning with solutions in wireless communications test, modular, and software.
- e. We will become even more aggressive in being first to market with leading edge solutions.

15. Where can I find additional information or who should I contact if I have questions?

There is an area on the Gateway home page dedicated to additional information. It is labeled "Keysight Technologies Information": <http://partners.keysight.com>.

You can visit <http://www.keysight.com> for information about the company split.

You can also contact your Keysight account manager directly.

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