

## Overview

The Elite Reseller designation is the top-tier of the Ruckus Ready Partner Program. As recognition for your investment in Ruckus and your success in selling our solutions, we provide you with incentives, tools and support to enable your continued growth with the company.

The benefits and requirements for Elite partnership are based on your Ruckus Ready Partner Program Agreement and the products you are authorized to sell therein.



Benefits	Requirements
Discounts on Demo Equipment	Partner Application
Deal Registration Discounts	Sales Interview
Free eLearning	Demo Kit/Capabilities
Marketing & Demand Generation Resources	Sales & Pre-Sales Accreditation
Ruckus Rewards SPIF Program	Technical Certification & Accreditation
Promotions Eligibility	Minimum Annual Revenue
Technical Training discounts	Contract
Access to Market Development Funds	Business Plan/QBRs
Eligible for Growth Rebates/MBOs	Point of Sale Reporting (Direct VARs only)
Funded Headcount Eligibility	
Dedicated Account Management	

## Key Benefits

### Marketing Development Funds (MDF) Program

- Each fiscal (calendar) quarter, eligible partners can submit marketing proposals
- Each proposal is evaluated and approved based on value and ROI
- ROI reporting and proof of performance are required with submission of claims for reimbursement

### Ruckus Rewards Program

- Rewards partner sales and technical professionals for selling Ruckus Networks products & solutions
- Points accrued can be redeemed for prizes, gift cards, travel, etc.
- Refer to [Rewards Program Guidelines](#) for details

### Demonstration Equipment Discounts

- Ruckus wired and wireless products at 77% off MSRP for the purpose of for marketing, demo labs, and testing facilities
- Maximum purchase of three (3) units of each product SKU per each geographical lab location
- Units not eligible for resale until six (6) months after the purchase date
- Refer to the [Demo Equipment Program](#) flyer for details

### Deal Registration

- Discounted pricing to protect pre-sales investment, provide a competitive advantage, and simplify business.
- Minimum deal size of \$5,000 USD; discounts vary for wired and wireless solutions

# Ruckus Ready Partner Program

## Elite Reseller Participation Guidelines

January 2018

### Value Incentive Program (VIP)

- Quarterly rebates upon achievement of set growth targets based on reported point of sale (POS) net revenue for hardware and software products. Excludes support, maintenance, professional services, and education
- Elite partner must be in compliance with partner program requirements to be eligible for VIP
- Refer to the [VIP Program Guidelines](#) for details

### Dedicated Sales/Marketing/Technical Staff

- Ruckus Partner Account Managers conduct joint quarterly business planning, as well as support for sales engagement, enablement and marketing activities
- Ruckus Technical Support Professionals are available upon request for sales opportunities and internal training

## Key Requirements

### Training

Wired Solutions – minimum # of individuals required		
Technical Accreditation	SE Pre-Sales Accreditation	Sales Accreditation
2	2	2
Wireless Solutions – minimum # of individuals required		
Technical Certification & Accreditation	SE Pre-Sales Accreditation	Sales Accreditation
4	2	2

Accreditations: non-proctored exams      Certification: proctored exams that are legally defensible

- Elite partners need to complete both, the Wired and Wireless requirements
- Wired and wireless personnel may be the same individuals
- Two (2) free seats to help achieve certification requirements by taking a qualifying publicly scheduled Instructor- Led or Virtual Instructor-Led Training
- .50% discount off MSRP for additional instructor-led or virtual classes from ATP
- 25% discount off MSRP for private class from ATP
- Refer to the [Partner Education Requirements Guide](#) for details

### Revenue Requirements

- Established markets: annual revenue requirement of \$500,000 USD per Ruckus fiscal year
- Emerging markets: annual revenue requirement of \$200,000 USD per Ruckus fiscal year

### POS Reporting (Direct Value-Added Resellers only)

- POS data due on the 10<sup>th</sup> day of each month for prior month's sales activity for Ruckus-branded products
- POS data reported after the deadline will not be recognized for programs dependent on POS submission

**Ruckus reserves the right to withhold any and all benefits if reseller's account is not in good standing.**

Got a question? [Contact us](#).