

# Channel Partner Program FAQ



## **Q: What tier should I choose, Top Dog or Big Dog?**

A: Everyone starts out as a Big Dog in Ruckus' Partner Program — if you want to become a Top Dog, you can talk with your account representative first. There are higher commitment levels in becoming a Top Dog, such as required training and expected sales commitment levels, but you will also have the opportunity to receive marketing funds as well as other commitments from us.

## **Q: Ok, I want to become a Big Dog. What do I do next?**

A: Becoming a Big Dog is easy. You simply fill out the short application form and an account representative will contact you. Have your questions ready. After your rep approves your account, you will receive an email with your credentials to login to the Partner Portal. Your rep will tell you about your discount levels, and the other benefits you will receive by becoming a Ruckus partner. They will also tell you about expectations from you over the next 12 months.

## **Q: What else do I have to do to be able to sell as a partner?**

A: The minimum you need to sell as a partner is to set up an account with one of our distributors where you will purchase from. Your account rep will tell you about our approved distributors and help you sign up with them.

## **Q: What are the other expectations from me over the next 12 months?**

A: We request that you purchase an NFR (not for resale) kit — after all, you can't be serious about learning the product and demoing the product if you don't have one. These kits are deeply discounted. You have two options:

- 903-7962-US99 : One (1) unit of ZD1106 controller and Three (3) units of ZF7962 high-end dual-band 11n AP — **\$1,795**
- 903-7363-US99 : One (1) unit of ZD1106 controller and Three (3) units of ZF7363 mid-range dual-band 11n AP — **\$1,395**

We also request that you take our online sales training at some level which is available in the partner portal. If you are a Top Dog, we request that you come to our three day course.



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## So Now You Want to Become a Ruckus Reseller — What's Next?

It's Simple.

1. Submit an application (see button below)
2. Sign the online agreement digitally
3. Purchase an NFR (Not for Resale) kit
4. Complete online or classroom training
5. Sell

### BIG DOG Partner Program Benefits

	Top Dog	Big Dog
Product Discounts	✓	✓
Deal Registration	✓	✓
Market Development Funds	✓	—
On-site Training	✓	—
Web-based Training	✓	✓
Partner Portal Access	✓	✓
Sales Tools & Marketing Materials	✓	✓
Account Manager	✓	—

### BIG DOG Partner Program Expectations

	Top Dog	Big Dog
Buy NFR Kit (Discounted)	✓	✓
Trained WiSE Guys	2*	1*
Trained Sales Reps	3*/Online	Online
"Ruckus Champion"	1*	—
Annual Account Plans	✓	—
Custom Marketing Activities	✓	—
Expected Annual Performance	\$200,000	—
Signed Agreement	✓	Online

\*Number of people

## Get Started

To get started, [submit an application](#). If you have questions, email or call our sales team at +1 (650) 265-4200.

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