



Partner Demo Program

Guidelines

Demo Equipment Program



Overview:

The Demo Equipment program is designed to provide ICX and Ruckus equipment for marketing, demonstration labs and testing facilities.

Eligible Partners:

All Partners worldwide

Details:

Each partner may purchase up to three (3) units of each product SKU per each geographical lab location.

Demo units must remain in the partner location for six (6) months, after six-months period is over, the partner may continue to use the equipment at their facilities or resell it to an end user.

Elite and Select Partners

Product Category	Discount off MSRP
ICX and Ruckus	77%

Distributors

Product Category	Discount off MSRP
ICX and Ruckus	80%

Reference Demo Equipment code BRO0028 in all scenarios

New Partner

1. Reseller looking to partner and increase sales opportunities
2. Registered through Ruckus Partner Portal
3. Assigned to Ruckus authorized distributor
4. Recommended SKUs based on expertise
5. Demo Equipment Order placed through distributor and references Demo Equipment code

Existing VAR

1. Active Partner pursuing sales opportunity
2. Places order through authorized distributor and references Demo Equipment code
3. Distributor verifies VAR, quantities, and pricing
4. Distributor places order through Order Admin

Distributor

1. Authorized Distributor assisting in closing of sales opportunities
2. Selects SKUs based on opportunity requirements
3. Distributor verifies quantities and pricing
4. Demo Equipment Order placed by distributor and references Demo Equipment code

Need for Demo Equipment

- Demo equipment is used to complete the Ruckus Wireless certification training, to perform site surveys, demos and for proof of concepts.
- The site planner tool is used to conduct predictive analysis, heat maps and for WLAN design.

General Starter Package

New Partner

1 – Controller

Cloud, VSmartZone, ZoneDirector, Unleashed, SmartZone 100

1 – Controller Support

3 – APs

1 – Switch ICX (12, 24, or 48)

1 – Site Planner (optional*)

* If Partner has existing site planner, requirement may be waived

Most Common Packages

Indoor

- 901-R700-US00
 - Qty. 3
- 901-1205-UN00
 - Qty. 1
- 802-1205-1000
 - Qty. 1

Outdoor

- 901-T610-US01
 - Qty. 2
- 901-1205-UN00
 - Qty. 1
- 802-1205-1000
 - Qty. 1

Education

- 903-CPL3-0025
 - Qty. 1
- 903-CPR3-0025
 - Qty. 1
- 903-CPC3-0025
 - Qty. 1

An overhead, grayscale photograph of a group of people sitting around a large wooden table. They are engaged with various electronic devices: smartphones, tablets, and a laptop. The scene is dimly lit, with the primary light source coming from the screens of the devices, which cast a warm, orange glow. The people are dressed in business-casual attire. The overall atmosphere is one of collaborative work or a training session.

Demo Request Submission

Process for Demo Program participation

Typical submission of Demo Equipment request

1. Partner places order via their standard order process (typically VAR to Disti, then Disti to Order Management) noting the special program code (BRO0028) and discount on their PO
2. Order Management has a list of program codes which route to Channel Programs and Enablement Team for approval. Currently this includes BRO0028.
3. Order Management sees the special program code, places the order on hold and forwards the order (PO) to Channel Demo Program alias to validate it meets program requirements.
4. Channel Demo Programs team verifies order is in compliance.
5. Team communicates to Order Management whether the order is approved, or should be denied. Order Management then takes necessary follow up steps with partner.



Demo Program Exceptional Approval

Higher quantities and/or different discounts must be exceptional approved via Channel.

1. Order that has been rejected because it does not meet requirements will require business justification for exceptional approval.
2. Partner and/or Account Manager must provide details to Order Management to exceptional approve a demo request ensuring PO includes Demo Program code BRO0028.
3. Order Management submits business justification details along with PO to Channel Programs and Enablement Team for exceptional approval.
4. Channel Demo Programs team reviews details and attains exceptional approval from authorized personnel.
5. Team communicates to Order Management whether the order is approved or denied. Order Management then takes necessary follow up steps with partner.



For questions, please contact
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