Ruckus Incentive Center MDF Training Guide



What's included in this guide?

RUCKUS an ARRIS company

- How to apply to be a Ruckus Ready Partner
- How to access the Ruckus Partner Portal
- How to access the Ruckus Incentive Center and locate MDF section
- How to submit a Prior Approval ("PA") request
- How to edit, clone, or cancel a PA request
- How to submit a claim, including Proof of Performance ("PoP")
- How to sort, filter, and export data from reports
- Your resources if you need assistance



Are you a new Partner or an existing Partner?



- If you are a new Partner and want to become part of the Ruckus Ready Partner Program, please complete a <u>Ruckus Ready Channel Program Application</u>
- If you were a former Brocade Partner and this is the first time you have accessed the Ruckus Partner Portal, you will need to reset your password
 - Go here to reset your password: <u>https://partners.ruckuswireless.com/forgot-password</u>

| RUCKUS READY CHANNEL PROGRAM APPLICATION Thanks for your interest in becoming a Ruckus Ready Channel Partner! Do you need high-quality, high-performance wired and wireless products to stay competitive? Are you lo markets? Do you want to work with a vendor that is 100% committed to the channel and is easy to do business with? How about programs and incentives that help you make n | RESET YOUR PASSWORD Your username is in the form of an email address (first.last@rwbigdog.com) and your password is case sensitive. |
|---|---|
| Company Information Company Name * | All former Brocade partners have been pre-registered for the Ruckus Ready Channel Partner Program, pending acceptance of the Terms and Conditions. To gain access to the Ruckus partner portal please utilize your MyBrocade username (i.e your company email address) and submit a password reset request. You will receive an email from partners@ruckuswireless.com to complete the process and establish your new credentials. Username: |
| City* Country* None · | Having trouble resetting your password? Email us for support. |



- Go to the Partner Portal login page: <u>https://partners.ruckuswireless.com/user/login</u>
- Enter username and password
- Click "Log In"

| Home » User account | |
|---|--|
| PARTNI | ER PORTAL LOG IN |
| acceptance of the Terms an username (i.e your compan | s have been pre-registered for the Ruckus Ready Channel Partner Program, per nd Conditions. To gain access to the Ruckus partner portal please utilize your MyB ny email address) and submit a password reset request . You will receive an email f om to complete the process and establish your new credentials. |
| Username or e-mail address * | * |
| NOTE: first.last@rwbigdog.com fo | ormat required |
| Password * | |
| | |

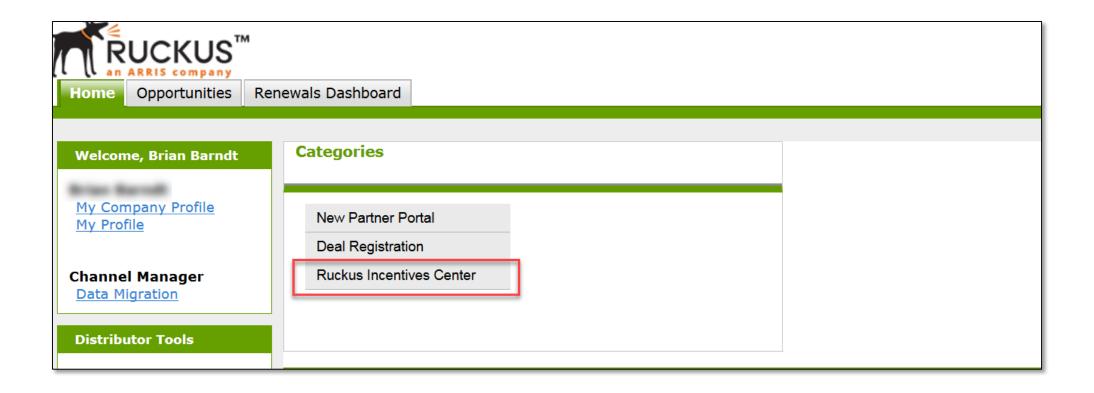


• From the Partner Portal Home page, click on the green Partner Central tab





• Once inside Partner Central, look for the "Ruckus Incentive Center" tab; click the tab





 Click on the "Ruckus Incentive Center" link and you will be redirected to the Ruckus Incentive Center

| Home Opportunities Rer | newals Dashboard | |
|--|---|--------------------------|
| Welcome, Brian Barndt | Categories | |
| <u>My Company Profile</u> <u>My Profile</u> | New Partner Portal Deal Registration | Ruckus Incentives Center |
| Channel Manager Data Migration | Ruckus Incentives Center | |
| Distributor Tools | | |
| Export Deal Reg Data Shipments Search Backlog Report | My Tasks | New |
| Search | | You have no open |



- Once inside the Ruckus Incentive Center, click "Access Your MDF"
 - You can also access MDF via the Menu option

| Ruckus | 🐂 🎔 🏘 Admin 📴 Opts 🚍 Menu | Admin ▲ Ops 	 Menu |
|--|---------------------------|---------------------------------------|
| My Programs Ready to generate demand? We have the funds to help. | Access Your MDF | sign out Dashboard |
| | | CCES MDF Promotions Reward Zone |

MDF Home Page Dashboard



Information displayed is

for your entire Partner

organization not one

Fund Status – Summary

Tasks – A Partner's "To-

Do" list with the most

Activities – A list of your

organization's activities

displayed in the order of

urgent actions at the top

specific user

of PAs for your

claim due date

expire

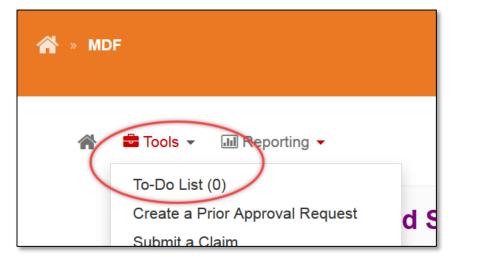
Alerts – Funds due to

organization

| Rucku | IS [™] | | | | | F | • | 🏠 Admin | BB |
|-----------|--------------------------|------------------|-------------------|----------|----------------------------|----------------|------------|----------|----|
| 🏠 💼 Tools | - III Reporting | • | | | | ي رى |) 🔊 | ❷ Help ▼ | 4 |
| | | Fund S | tatus | | Tasks | | | | |
| | Fund | Open Approved | Awaiting Approval | Balance | Request / Claim | Task Type | | Date | |
| | zBRCD zDistiTest | 0 | 0 | 0 | You have no tasks to view | | | | |
| | | | | | | | | | |
| | | Activi | ties | | | Alerts | | | |
| | Prior Approval Number | | ctivity Requested | Approved | Request / Fund | Alert Type Day | /s until e | xpiry | |
| | Rumbor | You have no acti | | | You have no alerts to view | | | | |
| | | | | | | | | | |

Managing the To Do List



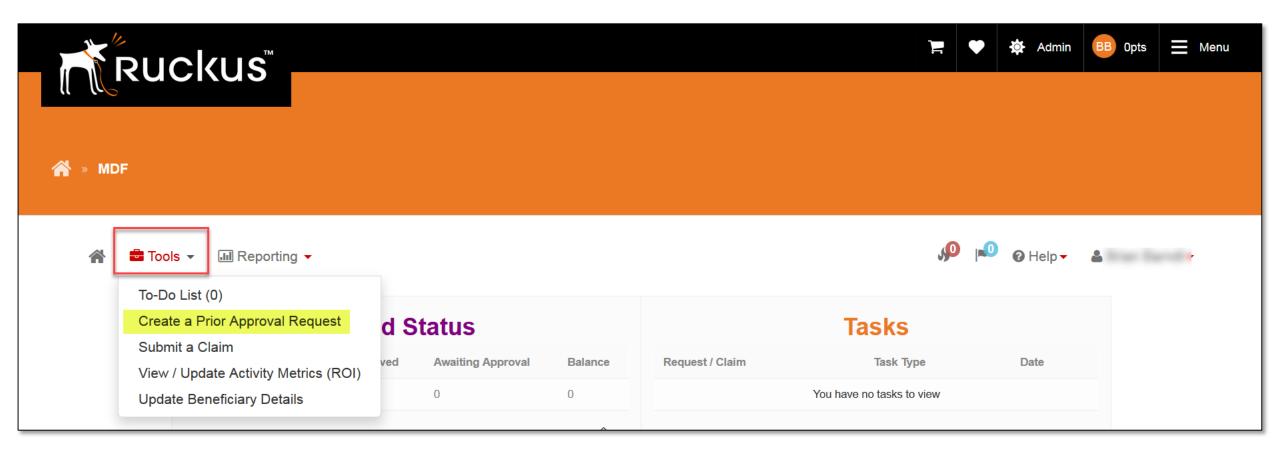


| Qı | |
|-----------|------|
| Tasks | |
| Task Type | Date |

- Items that need your attention can be located two ways from the MDF Home Page
 - Using the Tools drop down menu (top left), click on To-Do List. The list of items will be displayed. Select the one you wish to action and click on the link. You will be taken directly to the activity/claim.
 - 2. Using the icons located at the top right of the page.
 - Standard items are displayed on the flag in blue
 - Urgent items are displayed on the fire in red



• On the left side of the page, click "Tools"; then select "Create a Prior Approval Request"





| ☆ Tools ▼ III Reporting ▼ Data entry error messages will | | |
|--|---|--------|
| Please make sure to complete | te all fields | |
| Account | zBRCD zDistiTest | |
| Reseller Pass Thru | © Yes | |
| Activity Name and Description | Activity Name Description | |
| Objective | - SELECT OBJECTIVE - | |
| Activity Type | - SELECT AN ACTIVITY - | |
| Ac | | • • |
| POP list for th | 1.Invoices/receipts pertaining to activity 2.Results report 3.Proof of Ruckus program and promotion 4.Program/promotion flyer or email appouncement | |

- Complete all fields on the PA request form
- Once you select an Activity Type, the required PoP requirements and ROI measurements will be displayed for your activity
 - PoP requirements assist in selecting the correct activity type
 - PoP and ROI lists refresh if activity type is changed
 - Enter estimated ROI
 - Actual ROI to date entered when claim submitted
- All PoP items are required to submit a claim for your activity



| Activity Dates | Start Date | | End Date | Ê | ` ≓ ♥ | • | Entei – Act |
|---|---|---------|---|----------|--------------------------|---|-----------------------|
| Total Cost and Requested Comments | Total Cost (L | JSD) | Amount Requested from | (USD) | Local Currency Converter | | lea: stai – Act |
| | Solutions 6 Wired Wireless | • | Target Audience (3) C Level IT Developer IT Management | h. | | | day – Act Com |
| | Vertical Market 1 Federal/Government Finance Healthcare | < III + | Company Size 1 0-50 51-100 101-500 | * | | | Audio Com |
| Country Marketing Plan | United States of America | • | CREATE NEW MARKETING PLAN | • | Verif | | |
| Upload documents | | | Submit For A | Approval | | • | Selec appli |

Enter Activity Start / End Date

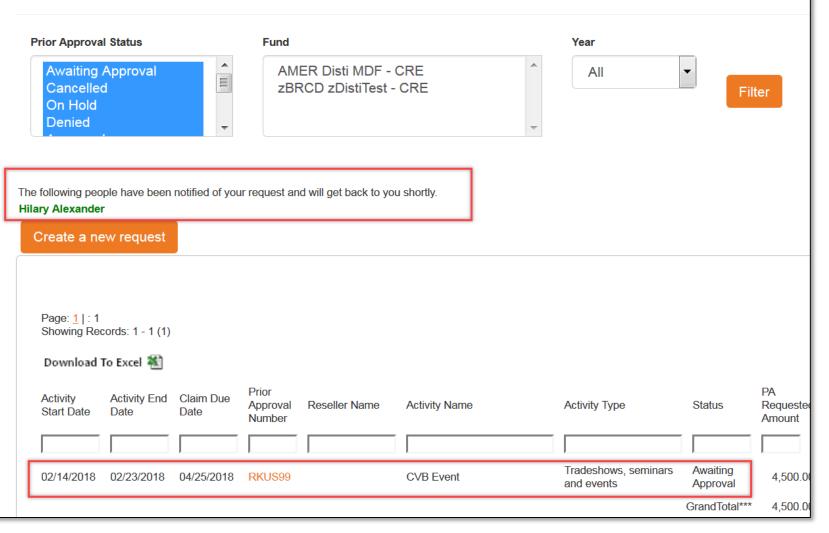
- Activity entry date must be at least 7 calendar days prior to the start of your activity
- Activity becomes "Claimable" one day after your activity end date
- Activity is claimable for 60 days
- Complete Solutions, Target Audience, Vertical Market, and Company Size
- Verify the Country is correct
- Select a Marketing Plan if applicable
- Click "Submit for Approval"

Submit for Approval



- Name of the first approver appears in an informational message
- New request appears at the top of the list in Review PA Requests after submission

Review Prior Approval Requests



Partner Marketing Plans



| | | Healthcare | - | 101-500 | - | | | |
|---|------------------|-------------------------|--------------------|------------|---|-----------------|---------|-----|
| 1 | Country | United States of Americ | a | | • | | | |
| | Marketing Plan | -SELECT A MARKE | TING PLAN IF AF | PPLICABLE- | CREATE NEW MARKETIN | NG PLAN | | |
| | Upload documents | | | | | | | |
| | | 2 Country | United States of A | America | - | | |] |
| | | Marketing Plan | CES 2018 | | Create Plan | SELECT MARKETIN | NG PLAN | |
| | l | Upload documents | | | | | | |
| | | | | 3 | CES2018 -Select a Marketing Plan- CES2018 | | | CRE |

- Partners can group multiple requests under a marketing plan name (of their choice)
- Partner can select an existing marketing plan or create a new one
- Partner can only select from marketing plans they have created, not from those created by other Partners

Upload Supporting Documents



| Marketing Plan -SELECT A MARKETIN | G PLAN IF APPLICABI | _E- 💌 | CREA | |
|---|-----------------------------------|---|----------------------|--------------|
| Upload documents | | Upload documents | | |
| File Attachment | | | | |
| File Name (0 of 10 allowed) | Owner | Status | Last Updated | Del File? |
| No files currently uploaded to this Request. | | | | |
| Browse No file selected. | | | | |
| Upload File | | | | |
| Acrobat(pdf), BMP(bmp), Excel(xls), Excel 2007(xlsx), GIF(gif), JPEG(jpeg 2007(docx)Please make sure that you have selected a file to upload. | з), JPG(jpg), PNG(png), Powerpo | int(ppt), Powerpoint 2007(pptx), Text(b | kt), Word(doc), Word | |
| Files must meet the following criteria. Please do not include special characters such as ". / ! @ # \$ % ^ & ? " in y | your filenames. | | | |
| The file must be under 5MB. The file must be in these formats: | | | | |
| Large files can take several minutes to upload. Your session will timeout fo | or uploads taking over 15 minutes | in order to maintain overall system pe | rformance | |
| Submit for Approval Back | | | | |

- Select the box at the bottom of the request, then click "Upload Documents"
- Page is presented to upload documents then submit for approval
- Instructions are provided regarding the type and size of the file, and file name
- Supporting documents are available for reference during the request and approval process. They are NOT part of PoP for the claim.

Modify a PA Request that is put "On Hold"



| Browser WebEx* | | | | | | | | | | |
|---|----------------------------|--------------|-------------------------------|----------------------------|------------------------------|----------------|----------|---------------|------------------|--|
| 🚔 Tools 👻 💷 Reporting | - | | | | | ایم ©ر | 0 | | | |
| To-Do List | | | | | | | | | | |
| Prior Approvals on ho | old 1 | | | | | | | | | |
| Please address co | omments and resubmit | Prior Appr | oval No. RKUS52:CE | S 2018 | | | | | | |
| Submit Claims 0 | | | | | | | | | | |
| 🖥 Tools 👻 💷 Reporti | ng 🗸 | | | | | ب ر | | 🕑 Help 🗸 | 4 | |
| Prior Approval | Request De | tail | RKUS52 | | | | | | | |
| The MDF Request De Status: Approved" unc | | | | r requests and open claims | .If your activity has been a | approved yo | u will s | ee the desig | nation: "Request | |
| The Claim status table | located at the bottom | of this pag | ge indicates the earlie | est date you can submit a | claim and shows your clair | n detail for c | laims | you have alre | eady submitted. | |
| Note: If a claim has be | een submitted for a rec | uest, that i | request cannot be ec | lited or canceled. | | | _ | | | |
| ✓ Activity Details | | | | | | | C | ancel Reque | est Edit Request | |
| Request App | | | | | | | | | | |
| Total Amount Approve | | Level | | Date (MM/DD/YYYY) | Comments/Reason | | | | Amount | |
| Budget: AMER Reseller MDF | Approver Chadia Sparrer | Level 1 | Approved Awaiting Approval | | Awaiting Approval | | | | 0.00 | |

- If your PA request is placed "on hold" for modification before it can be approved, you will:
 - Receive an email with the reason
 - Receive a notification via your To-Do list
- The PA request detail will also show the reason your request is on hold
- Cancel the PA request if necessary
- Edit the PA request appropriately and resubmit for approval
 - Everything except the activity start and end dates can be modified.
 - The PA request will revert to the beginning of the approval process

0.00

0.00

Stefani Miller

Joanne Hawkin

Awaiting Approval

Pending

01/17/2018

More description about what you will be doing at CES.

AMER Reseller MDF

AMER Reseller MDF

How to Edit, Cancel, or Clone a PA Request

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Edit or Clone a PA Request



| Page: <u>1</u> : 1 Showing Records | s: 1 - 3 (3) | | | | | | | | | | | |
|---|---------------------|-------------------|-----------------------------|---------------|---------------------------|------------------------------------|----------------------|---------------------------|--------------------------|-------|------|-------|
| Download To E | xcel 💐 | | | | | | | | | | | |
| Activity Ac Start Date Da | ctivity End ate | Claim Due Date | Prior Approval Number | Reseller Name | Activity Name | Activity Type | Status | PA Requested Amount | PA Approved Amount | Clone | Edit | |
| | | | | | | | | | | | | Reset |
| 04/16/2018 04/ | /20/2018 | 06/20/2018 | RKUS53 | | RSA Conference | Tradeshows, seminars and events | Awaiting Approval | 3,500.00 | 0.00 | Clone | Edit | |
| 01/24/2018 01/ | /31/2018 | 03/18/2018 | RKUS52 | | CES 2018 | Tradeshows, seminars and events | Approved | 2,500.00 | 2,500.00 | Clone | | |
| 01/07/2018 01/ | /10/2018 | 03/12/2018 | RKUS20 | | Sales Kickoff Sponsorship | Tradeshows, seminars and events | Claimable | 3,000.00 | 3,000.00 | Clone | | |
| | | | | | | | GrandTotal*** | 9,000.00 | 5,500.00 | | | |
| Page: <u>1</u> : 1 Showing Records | s: 1 - 3 (3) | | | | | | | | | | | |

- An activity may only be edited while it is still waiting for approval
- Editing an activity will send the entire request through the approval process again
- The activity start and end dates may not be modified
- An activity may be cloned from any status
- Cloning the request will send a new activity requests through the approval process
- For a cloned request, activity start date must be at least 7 days from clone creation date

Cancel a PA Request



- From the Reporting tab, select Review Prior Approval Requests
- Click on the Prior Approval Number of the request you wish to cancel
- Click "Cancel Request"
- You will be asked "Are you sure?"; click "Yes" or "No"

| ebEx∙ | | | | | | |
|-------|--------------------------------|-----|--|--|--|--|
| • | 📶 Reporting 👻 | | | | | |
| | Review Prior Approval Requests | | | | | |
| Α | Review Claims | S53 | | | | |

| Activity Start Date | Activity End Date | Claim Due Date | Prior Approval Number | Reseller Name | Activity Name | Activity Type | Status | PA Requested Amount | PA Approved Amount |
|------------------------|----------------------|-------------------|-----------------------------|---------------|----------------|------------------------------------|----------|---------------------------|--------------------------|
| | | | | | | | | | |
| 01/24/2018 | 01/31/2018 | 04/02/2018 | RKUS54 | | CES 2018 | Promotional items | Approved | 500.00 | 500.00 |
| 04/16/2018 | 04/20/2018 | 06/20/2018 | RKUS53 | | RSA Conference | Tradeshows, seminars and events | Approved | 3,500.00 | 3,500.00 |



How to create a Claim, submit PoP & check on payment status

How to submit a claim



| Tools | Jo ∎ 0 Help - |
|--------------------------------------|----------------|
| To-Do List (1) | |
| Create a Prior Approval Request | |
| Submit a Claim | |
| View / Update Activity Metrics (ROI) | |
| Update Beneficiary Details | |
| Submit Claims 1 | |

- To locate an activity that is claimable, go to your To-Do list
 - Tools, To-Do List; or flag icon in top right corner of page
- Click on the activity you wish to submit a claim against

How to create a claim



| Submit a Claim | | 1 | | |
|--|---|---|--|-----------------------------|
| Select a Prior Approval | RKUS20:Sales Kickoff Sponsorsh | ip 🔻 | | |
| Amount Approved by Ruckus | 3,000.00 | | | |
| Amount of this claim | 3000 | \$ | Payee Details | 2 |
| Payment Method | ACH | • | | _ |
| | | Next | - Select a Payee - Add Activity Results | Payee Details Add new Payee |
| Request Amount for this Claim 3000 Final Results | a | | 3 | |
| Measure | A | ctivity Metrics Estimated Activity Metrics | Claimed Activity Metrics | |
| Number of attendees | | 65 | 200 | |
| Number of qualified leads | | 65 | 75 | |
| Claim | Submission | | Next | 1 |
| Is this the la | st claim you will create against this activity? | | | |
| Create | Claim | | | |

- Fill out the claim amount and payment method; Click "Next"
- 2. Select or create Payee; Creating new Payee can only be done by Partner Admin user
- 3. Add results and ROI metrics
- Specify if this is the last claim for this PA request. If "No" another claim record is released and the PA request remains in a "Claimable" status; Create Claim

NOTE: Claim will not be audited or be eligible for payment until PoP has been uploaded and the claim submitted for audit.

How to upload PoP and submit claim



| Proof-of-Perfor | mance | (PoP) | | | | | |
|--|--|---|---|-----------------------------|------------|------------------------------------|---------------|
| To upload claim invoices and pro | oof-of-performan | ce (PoP) documenta | ation: | | | | |
| Select a Claim Number and F Click the 'Add Files' button to Upload All required PoP When you are ready for this c | Proof-of-Performa proceed to the u laim to be audite | ance (POP) option. pload screen. ed, click the Submit C | equired Proof of Performance (Po Claim for Audit button d claim and is unavailable for up | | | | |
| Prior Approval Number | RKL | JS20:Sales Kick | off Sponsorship | • | | | |
| Claim Number | 26 | | | • | | | |
| Proof of Performance (PoP) | Invo | ices/receipts per | rtaining to event | • | | | |
| | | | | | Add file/s | Submit Claim for Audit | Delete file/s |
| Prior Approval Number | Audit Notes | Claim Number | Activity Name | Activity Type | | Proof-of-Performance (PoP) | Files U |
| RKUS20 | | 26 | Sales Kickoff Sponsorship | Tradeshows, seminars and ev | vents | Invoices/receipts pertaining to ev | rent |

| File Attachmer | nt | | |
|---|--------------|----------------------------|------------------------------|
| PA Number | Claim Number | POP Des | cription |
| RKUS20 | 26 | Invoices/ | receipts pertaining to event |
| No files currently attached to th | is POP. | | |
| (0 of 10 allowed) | | File Name | Status |
| Browse No file selected. Upload File Please make sure that you have the followit Please do not include specia The file must be under 5MB. | | ^ & ? " in your filenames. | |

- Once claim is created you will be taken to the PoP page
 - You can also select a claim from the To-Do list that has not been submitted for audit
 - Or you can select View / Upload PoP from the Reporting drop down menu
- Select the PoP you wish to provide then select "Add File/s"
- Continue to add files until all required PoP has been attached to the claim then "Submit Claim for Audit"

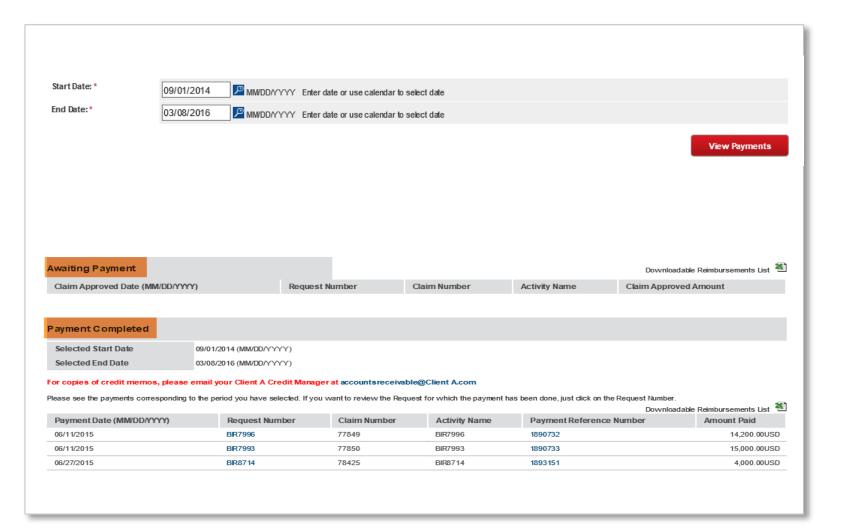
Incomplete Claims



| are Browser WebEx* | |
|---|----------|
| Tools | JO Help- |
| To-Do List | |
| Prior Approvals on hold 0 | |
| Submit Claims 0 | |
| Update Activity Metrics (ROI) 0 | |
| Claims not Submitted for Audit 0 | |
| Claims with Incomplete POP | |
| RKUS20: Claim 26: Activity Name: Sales Kickoff Sponsorship Reason: please provide proof of Ruckus content and resubmit for audit. | |

- Claims with incomplete PoP can be found on the To-Do List
 - Fire or flag icons
 - Tools menu > To-Do List > Claims with incomplete PoP
 - Or select a claim to update by going to the Reporting menu > View/Upload PoP
- Select the PoP you wish to upload, then select Add File/s.
- When all PoP has been uploaded, click "Submit for Audit"
- NOTE: All PoP invoices, receipts, emails, photos, etc. must be submitted via the Ruckus Incentive Center portal. PoP documentation <u>cannot</u> be accepted via email to the Audit team.

How to check on payment status

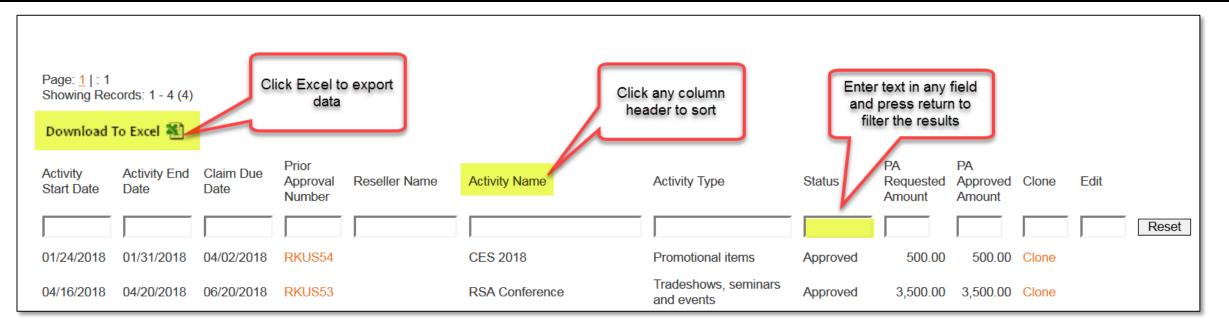


- From the Reporting menu, select Payment Summary
- Enter the date range for which you wish to view payments
- Awaiting Payment claims that have passed audit and are set for payment.
- Payment Completed claims that have been paid and includes payment reference number from the bank

Data Grids, Reports, Resources

Data Grids





- Click the Excel icon to export the report
- On any data grid you can:
 - Click a column header to sort
 - Click again to sort in reverse
- Enter text in any column field and press enter to filter. Click "Reset" to turn off filter.

Review PA Request Status



| VebEx• | | |
|--------------------------------|---------------------------------|----------------------|
| ✓ Im Reporting ✓ | | |
| Review Prior Approval Requests | | |
| A Review Claims | <u>S53</u> | |
| Activity Name | Activity Type | Request Status |
| | | |
| ICX Switch Workshop for New Pa | Tradeshows, seminars and events | Approved |
| CVB Event | Tradeshows, seminars and events | Awaiting Approval |
| Wi-Fi academy - QoS and Analys | Education courses and exams | Awaiting Approval |
| Annual Dinner 2018 | Tradeshows, seminars and events | Denied |
| Annual Dinner 2018 | Tradeshows, seminars and events | Approved |
| Ruckus Promotional Items | Promotional items | Approved |

- From the Reporting tab, go to Review Prior Approval Requests.
 - View, sort, or filter on the Request Status column
- PA Requests can be in any of the following statuses:
 - Awaiting Approval
 - Approved
 - On Hold may need edits & resubmit, or cancelled
 - Cancelled
 - Denied
 - Claimable an activity becomes claimable one day after the activity end date and is claimable for 60 calendar days.
 - Lapsed if not claimed within 60 days
 - Claimed when fully claimed
 - Closed when set for payment

Other Reports



- All available reports for the user are listed in the Reporting menu selection
- Data for each report is presented in sortable, filterable, and exportable grids

| In Reporting | | Markating Pla | an and Ca | mpoign (| à de | | | | | |
|---|-------------|---|--------------------------|-------------------|---------------|------------------------------------|------------------------------------|------------------------|----------------------|------------|
| Review Prior Approval Requests Review Claims View / Update Proof of Performance | | Marketing Pla | an and Ca | mpaign C | | | | | | |
| Payment Summary | | Page: <u>1</u> : 1 Showing Records: 1 - 3 (; | 3) | | | | | | | |
| Search Review Other Documents | ЛDF ks - | Country | Partner Name | Request Number | Activity Name | Activity Type | Request Status | Activity Start Date | Activity End Date | |
| d Review By Marketing Plan and Campaign Code | | | | | | | | | | |
| v | | | United States of America | | RKUS53 | RSA Conference | Tradeshows, seminars and events | Approved | 04/16/2018 | 04/20/2018 |
| | | United States of America | the set of the second | RKUS52 | CES 2018 | Tradeshows, seminars and events | Approved | 01/24/2018 | 01/31/2018 | |
| | | United States of America | | RKUS54 | CES 2018 | Promotional items | Approved | 01/24/2018 | 01/31/2018 | |
| | | Page: <u>1</u> : 1 Showing Records: 1 - 3 (| 3) | | | | | | | |

Resources



- On the MDF Home page, click on "Help" then "Resources"
 - Resource Center
 - MDF Program Guidelines
 - Recorded training modules
- Your Ruckus Marketing Manager
- Your Ruckus Account Manager
- <u>Partners@ruckuswireless.com</u>





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