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 *	

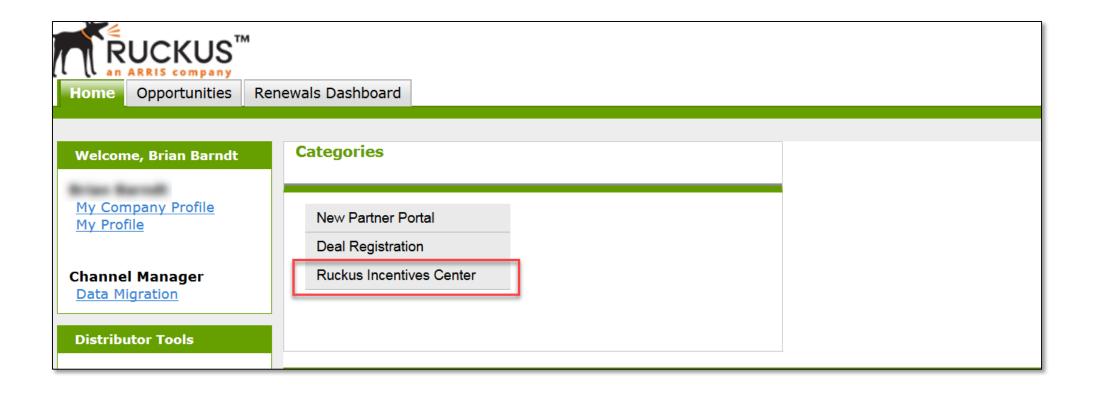


• From the Partner Portal Home page, click on the green Partner Central tab





• 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

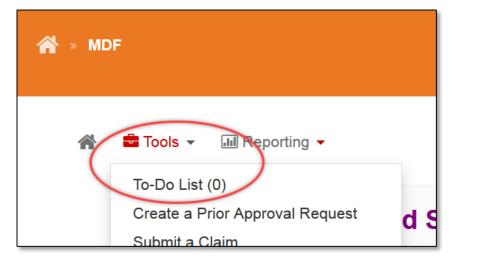
Alerts – Funds due to

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



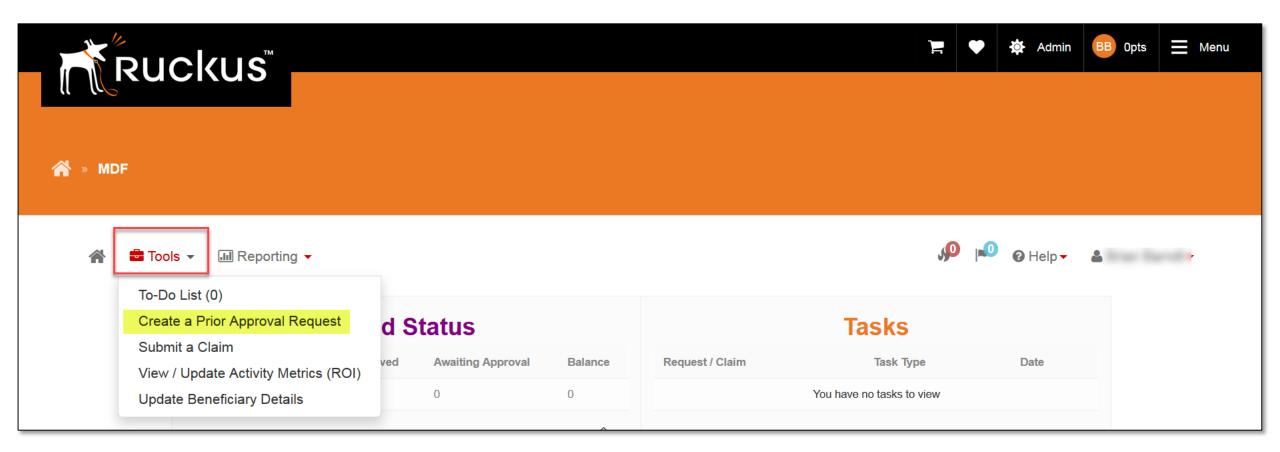


Qı	
Tasks	
Task Type	Date

- 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

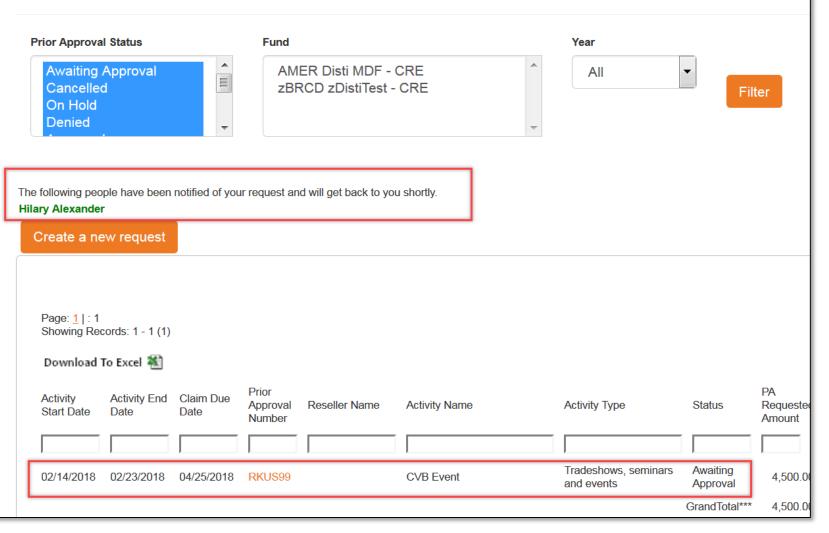
- Activity entry date must be at least 7 calendar days prior to the start of your activity
- Activity becomes "Claimable" one day after your activity end date
- Activity is claimable for 60 days
- Complete Solutions, Target Audience, Vertical Market, and Company Size
- Verify the Country is correct
-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

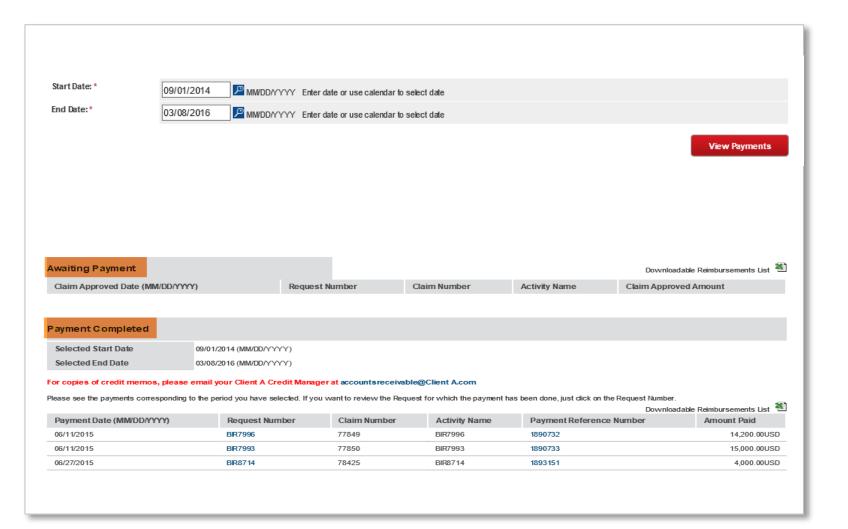
Incomplete Claims



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

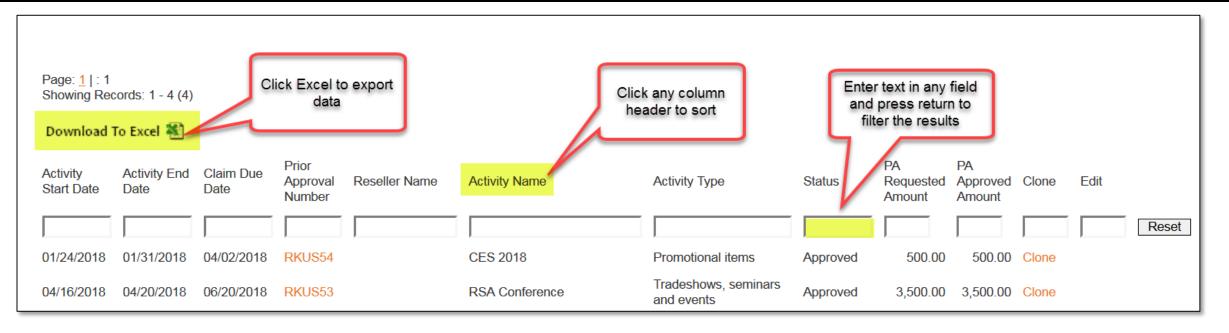


- From the Reporting menu, select Payment Summary
- Enter the date range for which you wish to view payments
- Awaiting Payment claims that have passed audit and are set for payment.
- Payment Completed claims that have been paid and includes payment reference number from the bank

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



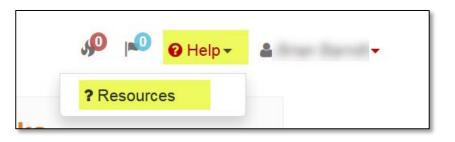
- All available reports for the user are listed in the Reporting menu selection
- Data for each report is presented in sortable, filterable, and exportable grids

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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