

This document addresses common questions from our partners about the Ruckus Ready Partner Program. Additional [information on the Partner Program can be accessed online](#), including a program guide and other resources for key program elements such as MDF, demo equipment, training, and incentive programs.

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On December 1, 2017, [Ruckus joined the ARRIS family](#) as Ruckus Networks, an ARRIS company. Ruckus Networks will operate as a dedicated business within ARRIS, focusing on the delivery of innovative, high-performance wireless and wired network infrastructure, with a robust channel-led sales strategy.

For quick access to Partner resources for Ruckus wired (ICX) and wireless solutions, including Support, Training, the Partner Program and associated Incentive Programs, please visit the [Ruckus Welcome Page](#).

If you have any questions or concerns, please contact your Account Manager or contact us at channel@ruckuswireless.com

General Questions

Q1. I'm not a Ruckus or Brocade Partner today, how do I apply to become a Ruckus Ready Partner?

There is an [online application](#) that must be completed and submitted (it's quick and easy!).

Q2. How long will it take for my application to be reviewed?

It typically takes 2-3 business days. If you do not receive a response from one of our Channel representatives within that time frame, or if you need your Partner Application expedited, please send an e-mail to channel@ruckuswireless.com

Q3. Does my company need to become an Authorized Ruckus Partner in order to purchase your products from your Authorized Distribution Partners?

Yes, with the exception of our Unleashed™ product line.

Q4. Once I become an authorized Ruckus Partner, how do I obtain my Partner Portal Credentials?

Once your partner application is approved your Partner Portal login credentials are automatically e-mailed to the address listed on the Partner Application (Check SPAM Filter).

Q5. Who do I contact if I do not receive my login credentials or have issues logging into the Partner Portal?

Please send an e-mail to our Partner Support Team at Partners@RuckusWireless.com

Q6. How do I obtain additional Partner Portal Login Credentials for other members of our company?

Each individual within your company who would like Ruckus Partner Portal access must submit a Partner Portal Account Request using our [online form](#).

Q7. What if I am currently both Ruckus and Brocade partner – will those portal logins be reconciled?

Yes. The intention is to migrate partner account data to the Ruckus platform post Broadcom acquisition of Brocade.

Q8. Will the Ruckus "rwbigdog" e-mail addresses still be active?"

Yes, for the foreseeable future.

Q9. Who do I contact if I have questions pertaining to the Ruckus Ready Partner Program?

Please send an email to Channel@ruckuswireless.com

Q10. How do I find out who my Ruckus Partner Account Manager is?

Please contact Channel@ruckuswireless.com

Q11. What is the expectation of the partner to provide point of sale information for the end use customer?

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Ruckus distributors collect POS information and provide it to Ruckus. End-user information is requested, but not mandatory. However, if you are using a promotion or program that requires end-user information, then it would be required for that specific business transaction.

Q12. Can you clarify the requirement for current Ruckus Top Dog Partners or Brocade Partner Network Premier Partners to transition to Elite status in the new Ruckus Ready Partner Program?

Partners that have generated wired and wireless revenue over the past 6 quarters as a Top Dog (Ruckus) or as a Premier (Brocade) partner will transition to an Elite partner status in the new Ruckus Ready Partner Program. Partners must meet the minimum revenue requirements to participate in the VIP rebate program.

Q13. Does the minimum revenue requirement for Elite Partners need to come from a combination of wired (ICX) and wireless sales?

The minimum revenue requirement can be met with just wired or just wireless sales or any combination of the two portfolios. However, partners will still need to be accredited and certified on both the wired and wireless solutions to be compliant in the program.

Q14. How do I access the Ruckus Incentive Center?

Qualifying partners may access the Ruckus Incentive Center by clicking on the “Incentive Center” tile on the Ruckus Ready Partner Program Home page (available as of December 22, 2017).

Q15. How does a new partner user gain access to the Ruckus Incentive Center?

New partners must have a Ruckus Partner portal account to access the Ruckus Incentive Center. To request an account go to <https://partners.ruckuswireless.com> and click the “Create an Account”. Once your contact has been created, you will gain access to the partner portal and you will see the link to the Incentive Center from the homepage (link available as of December 22, 2017).

Market Development Fund (MDF) Questions

Q1. What if I forget to submit my claim within sixty days of the activity end date?

All claims and Proof of Performance (PoP) must be submitted within sixty (60) days of the activity end date. After the 60-day period the activity will expire and the funds will be returned to the pool for Partner use. Partners may not submit a new campaign and/or PA to replace one that has expired.

Q2. Will Ruckus also pay only 50% if something is not co-branded?

All MDF activity must be in compliance with the MDF guidelines to be reimbursed.

Q3. Why can I no longer see any of my historical funds in the new platform?

Per communications beginning in June 2017, all funds expired October 28, 2017. All outstanding claims were to be in and resolved by October 25, 2017.

Q4. I used to have an Accrual fund and a Proposal Fund. Why can I only see Proposal funds?

Brocade transitioned to a worldwide proposal based model beginning in June 2017. You would have seen your historical accrual funds (if applicable); however all funds expired October 28, 2017.

Q5. I entered a claim in the tool but now I can't seem to locate it and can't get a status. What is the problem?

Double check that you clicked the “SUBMIT” button after you completed your claim. Unless you SUBMIT your claim, it will not go through.

Q6. If I am an Elite reseller, eligible for MDF, will Brocade pay for 100% of the activity?

No, Brocade has a shared MDF investment program and will pay at 50% of the activity cost.

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Value Incentive Program (VIP) Questions

Q1. Which Partners are eligible to participate in VIP?

- All Distributors
- FY17 Brocade Elite and Ruckus Alpha partners
- Premier, and Top Dog partners that participated in the FY17 VIP program
- Premier and Top Dog partners with \$500,000 Ruckus and/or ICX revenue from Q4'16 – Q3'17 (\$200K for Emerging Market partners)

Q2. Which Partners are *not* eligible to participate in VIP?

- Hospitality/MDU Service Providers that participate in the HSP VIR rebate program
- Service Providers and Carriers
- FY17 Elite or Alpha Dog partners that haven't done any ICX or Ruckus revenue from Q2'16 – Q3'17
- Elite and Alpha Dog partners that have done 80% or more of their revenue from Q4'16 – Q3'17 in SRA products (primarily MLX, SLX, VDX) from which Brocade has divested
- FY17 Premier and Top Dog partners that have done less than \$500,000 in Ruckus and/or ICX revenue from Q4'16 – Q3'17

Q3. How often are targets set?

Targets are set quarterly and based on Ruckus and ICX hardware and software net revenue.

Q4. How will I know what my quarterly target is?

Partners will be notified of their quarterly targets from their Partner Account Manager.

Q5. How much can I earn through VIP?

- Distributors can earn up to 2% if both of their MBO targets are met. Each MBO target is worth 1%.
- Eligible resellers can earn up to 3% if their revenue targets are met.

Q6. Is there a cap on how much I can earn?

- Distributors can earn up to 2% of their total net revenue achieved, with a maximum revenue set to 150% of their revenue from the same quarter of the previous fiscal year.
- Resellers have a maximum achievement of 200% of growth revenue target.

Q7. How will I know if I have earned a rebate?

Partners will be notified via their Partner Account Manager approximately four weeks after the quarter has ended if they have earned a rebate.

Q8. If I earned a rebate, when will I get paid?

Partners earning a rebate will receive a credit memo (Distributors) or payment via check/credit memo/Electronic Funds Transfer approximately six weeks after the quarter has ended.

Deal Registration Questions

Q1. Is there a minimum revenue threshold for a deal to be eligible to the Deal Registration?

Today the minimum threshold is \$5K for wireless products. However, some promotions require deal registration regardless of deal size.

Q2. How do I submit a Deal Registration?

You can access the [Deal Registration instructions](#) from the [Ruckus Ready Partner Program Overview page](#).

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Q3. Who do I contact if I have deal registration questions?

Contact your local sales representative or email channel@ruckuswireless.com

Demo Equipment Questions

Q1. How do I qualify to participate in the Demo Program? What are the steps needed to qualify?

A distributor and/or reseller that would like to participate in the Demo Program must be a registered Ruckus partner. You can apply online to register at Ruckus.

Q2. What is the difference between indirect vs direct partners? How is a Demo PO submitted for approval?

Indirect refers to a VAR placing an order through a Distributor. The PO would be coming indirectly from Distributor. For a Direct partner, the PO is coming through Ruckus Order Administration directly from a registered partner. The demo PO must be sent to DL-MKTG-ChannelDemoOrders@ruckuswireless.com for approval and PO must indicate: Demo Equipment Purchase and demo code BRO0028.

Q3. How does a Distributor verify eligibility of a partner to purchase demo equipment? When and what conditions are requested for this eligibility?

Distributors are generally aware if their resellers are registered partners. When in doubt, the distributor Order Administrator will check with Ruckus Demo Program Management confirm eligibility.

Q4. Are there equipment restrictions in the Demo Program?

Each partner may purchase up to three (3) units of each product SKU per demo center or lab location. In addition, demo units must remain in the partner location for a minimum of six (6) months.

Q5. Can additional quantities be purchased through the Demo Equipment program?

If additional quantities are needed for an opportunity, the PO must go through an exception approval process that includes a business justification for the desired additional units.

Q6. What are the demo discounts to be applied for recommended RF Planner? What if I already has an alternative planner software?

Discount for the Ruckus RF Planner, powered by AirMagnet, caps at 61%. If a partner has an alternative site planner solution in-house that is comparable to Ruckus RF Planner, our recommendation may be waived.

Q7. What are the demo discounts on support?

There are no demo discounts on support.

Q8. Does the warranty included on a demo opportunity carry over?

The warranty on demo program equipment is included based on the individual product. If the product is re-sold after six months (allowed per Demo Program rules), the warranty will continue based on the date when the demo equipment enters the field.

Rewards Incentive Program Questions

Q1. Who is eligible for Ruckus Incentives?

Sales Representatives and System Engineers at Select and Elite Ruckus Partners. Distributor Partners are only eligible where specified. OEM Partners are not eligible for Ruckus Incentives.

Q2. How do I earn reward points?

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Points are earned through claimed sales and promotion activities. Current reward promotions can be found on the Promotions section of the Incentive Center.

Q3. Where can I view my point balance?

Your current point balance can be viewed on the program website's header once you have successfully logged in. Point balance is always visible on the dashboard page, too. Earned points are credited to your account and redeemed points are deducted from your account automatically.

Q4. How do I view the status of my claims?

Once logged into the Incentives Center, navigate to your account (person icon) from the top right menu bar. Select "My Activities". Within the new screen select "Details" to view full claim details including approval or rejection comments.

Q5. How long do I have to submit a claim?

Claim deadlines are defined on the promotion page. Generally, you have 60 days after the End User Invoice date to submit your claim unless the promotion expires.

Q6. How long will it take for my claim to be reviewed?

While the claim review timeline depends on the promotion and existing volume of pending claims, please allow four weeks from claim submission for review.

Q7. How long do I have to appeal a denied claim?

You have 14 days from receiving the notification that your claim has been denied to appeal. If an appeal is not submitted within this time frame the rejection will stand.

Q8. How do I submit an appeal for a denied claim?

To appeal a denied claim, please [Contact Us](#) with the claim's reference ID and provide justification for the appeal. The reference ID can be found on the claims chart in your account.

Q9. Where can I get assistance if I have questions about the Ruckus Rewards Incentive Program?

For any questions, please feel free to view the FAQ posted on the Ruckus Incentives Center site or reach out to the Ruckus Incentives Customer Care team at RuckusIncentives@perks.zendesk.com.

Q10. When should I expect a response from Customer Care?

Most support inquiries are answered in one to three business days. Depending on your specific question it may take up to five business days for us to respond.

Q11. Is there a program that rewards partners for all products sold?

The Rewards program has several programs focused on specific initiatives and solutions. We do not offer a program to reward on every product sold.

Q12. What does a point equate to?

Roughly \$.023 US.

Training Questions

Q1. To meet the required number of technical, pre-sales and sales requirements in each product category, does a different person from an organization have to take each requirement?

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No. One individual can satisfy multiple requirements.

Q2. Does a partner have to satisfy the training requirements for both Wired and Wireless for their partner level?

Yes. Partners need to be educated on both so they understand the complete integrated portfolio.

Q3. When does enforcement of the educational requirements in the program begin?

Existing Ruckus and Brocade partners will have 12 months to become compliant. New partners will have 120 days to become compliant for their designated level.

Q4. What happens if a partner becomes noncompliant?

Individuals will be notified prior to their certification or accreditation expiring, to allow time to recertify/reaccredit and maintain the required program level status. If a partner level status remains noncompliant, the partner will need to meet their educational requirements otherwise they will be leveled down in the program.

Q5. How often do partners need to recertify or reaccredit for the program?

Technical certifications and accreditations are valid for 3 years unless otherwise specified or a major update is announced. Sales and Technical SE Pre-Sales accreditations are valid for 1 year.

Q6. Are my existing Brocade and Ruckus certifications and accreditations still valid for the Ruckus Ready Partner Program?

Classic Brocade partners:

Technical Requirement – The ICX Implementer 250 will be the go forward Wired requirement. If a partner has a valid BPIPA (old Brocade program IP requirement), it will remain valid in the RUCKUS Ready program and it will satisfy this Wired technical certification requirement. Technical certifications are good for 3yrs, and we will not require partners to recertify until it expires. However, we would highly recommend partners take this new ICX implementer course.

Sales and Technical SE Pre-Sales requirement -All partners in the Ruckus Ready program will be required to take the new courses.

Classic Ruckus partners:

Technical Requirement – A new “WiSE 2017” will be available - it bundles the newly updated Smartzone 3.5 and Cloudpath 5.1 courses. If a partner has taken the earlier versions of Smartzone and Cloudpath we would grandfather them in and have that check the box to satisfy the “WiSE 2017” requirement. However, we would highly recommend partners take this new WiSE 2017.

If a partner has achieved the CWNA industry certification through [CWNP](#), it would transfer over and be valid for the program. The CWNA certification is valid for three (3) years. To recertify, CWNP states that you need to pass one of the professional level certifications exams (CWSP,CWDP, CWAP) BEFORE your CWNA expires. By doing so, the CWNA will be renewed for another three (3) years. Or just retake the current version of the CWNA exam.

Sales and Technical SE Pre-Sales requirement: All partners in the Ruckus Ready program will be required to take the new courses.

Q7. How many hours are required for each training course?

Course	Instructor Led or Virtual Led	eLearning
ICX 250 – Ruckus ICX Implementer	N/A	4.5 hours
Wired SE Pre-Sales	NA	1 hour
Wired Sales	NA	25 min
Total Time:		6 hours
SmartZone 3.5	3 days	4 hours

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Cloudpath 5.1	3 days	12 hours
CWNA (Industry Certification)	5 days	10 hours
Wireless SE Pre-Sales	NA	23 min
Wireless Sales	NA	44 min
Total Time:		34.4 hours

Q8. Where can I access the training?

The list of all training courses are on <https://training.ruckuswireless.com/>

The CWNA Industry Certification can be accessed through the Certified Wireless Network Professional (CWNP) website: <https://www.cwnp.com/>. Ruckus will look to have an eLearning version available in early 2018 on the Ruckus training portal.

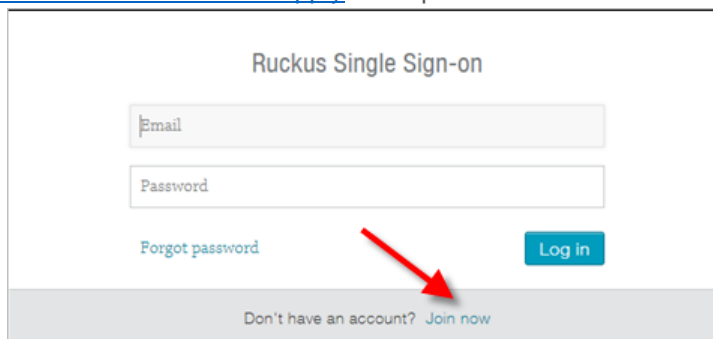
Q9. How do I register for an eLearning course?

In order to use the Ruckus Training Portal you must first create an account either on our Partner Portal (if your company is already, or plans to become, a Ruckus channel partner) or through our Support Portal. To get started:

1. Point your browser to <https://training.ruckuswireless.com/>
2. Click the **Log In** link in the upper right corner



3. Click Join now to create a new Support Portal account. . Follow the on-screen instructions.
 - a. If your company is, or plans to become a Ruckus Channel Partner: please visit <https://partners.ruckuswireless.com/apply> to request a Partner Portal account



4. Once your account has been verified, you will be able to log into the training portal home page. Use the following to locate the class you are interested in.

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Free eLearning Courses

Ruckus provides a full portfolio of free eLearning to our customers and partners. Our training covers technology basics as well as wired and wireless product and solutions. Click the button below to access these training offerings NOW!

[See All Free eLearning](#)

What's New

- ICX 7150 - 48ZP Overview Training
- ICX 250 - Ruckus ICX Implementer
- ICX 200 - Ruckus ICX Administrator
- Ruckus Associate SmartZone v3.5 Administrator (RASZA) 200
- Ruckus Cloudpath v5.1 200 Online Technical Training
- Ruckus Access Point SmartZone Provisioning

Navigation

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Welcome to the Ruckus Train

Here you'll find dozens of free online sales and technical growing body of Certifications.

[Getting Started](#)

1. Once you have located your desired course, click on it and follow on-screen instructions.

Ruckus ICX7150-48ZP Product Overview

Course Description

This course will look at the ICX7150-48ZP access switch's positioning and place in the ICX portfolio, provide an overview of the ICX7150-48ZP, and examine the new features and technical details of the switch.

Who Should Attend


This course is designed for a general audience including but not limited to Ruckus sales personnel, system engineers, VARs, Ruckus Partners, network managers, support personnel, and company employees desiring a high-level understanding of all Ruckus products.

Course Agenda

- Positioning / Place in the Portfolio
- ICX7150-48ZP Product Overview
- New Features / Details

Course Duration

8 minutes

 [Ruckus ICX7150-48ZP Product Overview](#)

Q10. What is the cost for certification and accreditation exams?

Ruckus Ready Program partners may use MDF to get reimbursed for certification exams, including the CWNA. Please work with your Ruckus account manager when using MDF.

WiSE 2017 Accreditation will be obtained by passing the Cloudpath 5.1 and SmartZone 3.5 assessments. There will be no exam fee for the two wireless assessments through January 31, 2018. Starting February 1st, 2018 wireless assessment exams will be \$50 US each.

The Ruckus Associate ICX Implementer (RAII) certification exam will be \$150 US available through [Certifior](#) until November 26, 2017 then migrated to Arris Academy/ProctorU. More information to come on this transition.

Q11. What is the certification exam Re-take Policy?

There is a full charge of \$150 USD for each delivery of a certification exam. If you do not pass your exam on the first try, you may schedule another exam immediately. If your second attempt is unsuccessful, you must wait two weeks to try again.

Q12. How do I access my certification and accreditation records?

All Ruckus accreditations can be found on the Ruckus training portal under your account. For ICX certification testing history, please log in to your [CertMetrics](#).