

RUCKUS READY PARTNER PROGRAM

Solution Provider Overview



AUGUST 2019



WHY PARTNER WITH RUCKUS?

- Award-winning Partner Program
- Leading Technology
- Disruptive Innovation
- 100% Channel-focused
- Rich Incentives & Rewards
- Exceptional Support



REDEFINING CONNECTIVITY

Ruckus is redefining connectivity around the globe, innovating across wired and wireless technology to meet customer and industry-specific needs and the most demanding use cases. Our high-performance network infrastructure provides secure, reliable access to applications and services no matter how tough the environment.

SIMPLY BETTER BUSINESS

At Ruckus Networks, we're not just "partner-friendly". Our go-to-market strategy is uniquely focused on partner relationships—it's in our DNA. When we say that our success depends on your success, we mean it. And to enable your success, we've created a holistic partner program that makes working with Ruckus simply better business.

INVESTING FOR SUCCESS

Ruckus is dedicated to providing extensive resources, training, incentives and engagement to ensure a trusted and mutually profitable relationship. All partners have access to the exclusive Ruckus Partner Portal which provides a wealth of resources and information to enable, inform and support your ability to successfully sell Ruckus solutions.

For companies that want to market, sell and deliver Ruckus wired and/or wireless products and services, we have two partnership tiers for solution providers, each with distinct enablement and paths to profitability. In addition, our specializations recognize skills and expertise in specific areas and provide an opportunity to earn incremental benefits.



Select Partner The entry into the Ruckus Ready Partner Program. A Select Partner is eligible to resell all of Ruckus Networks products without having to meet minimum annual revenue requirements.



Elite Partner The top-tier of the Ruckus Ready Partner Program. It is reserved for partners who make a significant investment in Ruckus' business, including meeting minimum annual revenue requirements.

Specializations

Specializations recognize and reward partners with very targeted expertise in selling and/or supporting Ruckus solutions. Currently available Specializations include:

- **Cloud Wi-Fi:** recognizes partners with expertise in selling, deploying and supporting Ruckus Cloud Wi-Fi. Available to all partnership levels.

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- **Support:** recognizes partners capable of defining and delivering Level 1 and 2 support services for Ruckus solutions. Available to Elite Partners and Distributors only.
- **Federal:** recognizes partners with a U.S. Federal Government practice, including personnel dedicated to Federal business and holding a Government Wide Acquisition Contract.

Partnership Identification

- You will be authorized to display a logo/badge that recognizes your organization as a Select or Elite member of the Ruckus Ready Partner. The badge may be used to market your company's relationship with Ruckus and expertise in selling and deploying Ruckus solutions. Specialization badges are also available for those partners with demonstrated expertise in any of the Ruckus Specialization offerings.

KEY BENEFITS



Partner Designation Badge/ Logo	✓	✓
Discounts on Demo Equipment	✓	✓
Deal Registration Discounts	✓	✓
Free eLearning Credential Training – Sales, Pre-Sales & Technical	✓	✓
Marketing & Demand Generation Resources	✓	✓
Ruckus Rewards Incentive Program	✓	✓
Promotions Eligibility	✓	✓
Access to Dedicated Partner Portal Site	✓	✓
Weekly Partner Webinars & Monthly Newsletters	✓	✓
Access to Market Development Funds		✓
Growth Rebates/MBOs		✓
Funded Headcount Eligibility		✓
Dedicated Account Management		✓
Inclusion in Partner Locator	Training complianced required	✓
Support Associate Eligibility	Training complianced required	✓

KEY REQUIREMENTS



Application & Sales Interview	✓	✓
Demo Kit Purchase	Recommended	Recommended
Credential Training Compliance	Recommended	✓
Business Ethics Compliance	✓	✓
Minimum Annual Revenue		✓
Business Plan/QBRs		✓
Contract		✓

GETTING STARTED

Wondering if Ruckus Ready Partner Program is right for you? Watch this [brief video](#).

Want to learn more about Ruckus Networks? Visit our [website](#).

Are you ready to join forces with Ruckus? Apply [here](#).

Got a question? [Contact us](#).

The Ruckus Ready Partner program is subject to change or cancellation at Ruckus's sole discretion. Additional terms and conditions apply.

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