

## Solution provider overview

RUCKUS® is a purpose-driven, partner-centric organization that delivers networks that are purpose-built for the world's most challenging environments. With our partners, we empower customers to deliver a differentiated level of connectivity and rock-solid user experiences.

### 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, 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 now have three Partner 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.

### Why partner with RUCKUS?

Award-winning partner program

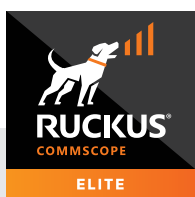
Leading technology

Disruptive innovation

100% channel-focused

Rich incentives and rewards

Exceptional support



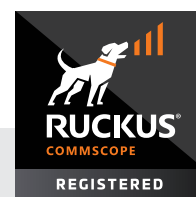
#### **ELITE** SOLUTION PROVIDER

Top-level program status. Elites will receive the same offerings as a Certified RUCKUS solution provider, plus enhanced MDF offering, access to our VIP rebates and other program features.



#### **CERTIFIED** SOLUTION PROVIDER

In addition to the Registered solution provider offerings, the Certified solution provider receives additional benefits such as pass-through MDF, access to our specializations and inclusion in the Partner locator.



#### **REGISTERED** SOLUTION PROVIDER

The entry into the RUCKUS BIG DOGS Partner Program. A Registered solution provider is authorized to purchase and resell RUCKUS products and has access to the RUCKUS Deal Registration offering.

## Specializations

Specializations recognize and reward partners with targeted expertise in selling and/or supporting RUCKUS solutions.

## Partnership identification

You'll be authorized to display a logo/badge that recognizes your organization as an Elite, Certified or Registered member of the RUCKUS BIG DOGS Partner Program. You may use the badge to market your company's relationship with RUCKUS and expertise in selling and deploying RUCKUS solutions. Specialization badges are also available for those Partners who meet qualifications for the Certified or Elite level.

| Key benefits  | ELITE    | CERTIFIED | REGISTERED |
|---|----------|-----------|------------|
| <a href="#">Partner designation badge/logo</a>            | •        | •         | •          |
| <a href="#">Deal registration</a>                         | •        | •         | •          |
| <a href="#">VIP rebates eligibility</a>                   | •        | -         | -          |
| <a href="#">Market development funds (MDF)</a>            | •        | LIMITED   | -          |
| Partner advisory council eligibility                      | •        | -         | -          |
| <a href="#">Demo equipment</a>                            | ENHANCED | ENHANCED  | BASIC      |
| Rewards   | •        | •         | -          |
| <a href="#">Inclusion in Partner Locator</a>              | •        | •         | -          |
| <a href="#">Specialization eligibility</a>                | •        | •         | -          |
| <a href="#">Certified exam cost reimbursement</a>         | •        | •         | -          |
| <a href="#">Support associate offering</a>                | •        | •         | -          |
| Marketing concierge service                               | •        | -         | -          |
| <a href="#">RUCKUS Technical Family workshops</a>         | •        | •         | -          |
| <a href="#">RUCKUS Technical Family distributor days</a>  | •        | •         | •          |
| <a href="#">Free eLearning credential training</a>        | •        | •         | •          |
| <a href="#">Marketing and demand generation resources</a> | •        | •         | •          |
| <a href="#">Partner portal access</a>                     | •        | •         | •          |
| <a href="#">Partner webinars</a> and monthly newsletters  | •        | •         | •          |
| Dedicated account management                              | •        | -         | -          |
| Key requirements  | ELITE    | CERTIFIED | REGISTERED |
| Click-through agreement                                   | •        | •         | •          |
| <a href="#">Demo kit purchase</a>                         | •        | •         | -          |
| <a href="#">Credential training compliance</a>            | •        | •         | -          |
| Minimum annual revenue                                    | •        | -         | -          |
| Business plan   | •        | -         | -          |

Wondering if the RUCKUS BIG DOGS Partner Program is right for you? Contact us at [ruckuschannel@commscope.com](mailto:ruckuschannel@commscope.com).



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