



GET WITH THE PROGRAM

- Easy-to-engage, dedicated Ruckus resources
- Differentiated technologies
- Integrated approach to selling complete solutions

Register today at partners.ruckuswireless.com.

A CHANNEL PROGRAM THAT PUTS YOU FIRST

Working with Ruckus is simply better business. We don't compete with our partners – we've been 100% channel-focused since inception. We deliver superior technology that creates business opportunities. We offer a margin-rich partner program that ensures you meet or exceed your financial objectives. Lastly, we strive to make it fun and easy.

Simply put, your success is our success.

DIFFERENTIATED TECHNOLOGIES AND SOLUTIONS

We innovate so you can leverage industry-leading technologies into new opportunities, from smart cities to cloud and beyond.

- Most advanced wireless technology
- Value-added software and services
- Multiple tech innovation awards from leading publications and industry groups

DESIGNED FOR YOUR SUCCESS

Recognizing that our channel partners have different business models and areas of technology focus, the Ruckus Ready Partner program offers corresponding enablement and paths to profitability.

Ruckus resellers collect Ruckus Rewards for selling eligible products and Ruckus products count toward VIP rebate goals. All partners can access sales assets and tools.

A WEALTH OF RESOURCES

The Ruckus Ready Partner Network program was created to meet the needs of a diverse set of partners, including those who purchase Ruckus products through Ruckus Distributors as well as Ruckus OEM partners and their distribution channels.

Sales collateral, customizable marketing templates, lead generation kits, streaming web and social media content, training curriculum—these resources and more are now accessible via the Ruckus Partner Portal - partners.ruckuswireless.com.

Incentives, deal registration, training, product support and more are accessible via the Ruckus Partner Portal - partners.ruckuswireless.com.

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

LEVELS, REQUIREMENTS, AND BENEFITS

DISTRIBUTOR

Requirements

- Sales Accreditation
 - 2 individuals: Wired Sales
 - 2 individuals: Wireless Sales
- SE Pre-Sales Technical Accreditation
 - 2 individuals: Wired
 - 2 individuals: Wireless
- Signed Contract
- Business Plan
- Quarterly Business reviews
- Demo Capabilities
- Report weekly Ruckus-branded Point of Sale ("POS")

Benefits

- VIP Program (MBOs)
- Proposal-based MDF
- Funded Headcount eligibility
- Dedicated sales, marketing, and technical support
- Demo discounts
- Access to Ruckus Ready Partner Portal
- Free eLearning training
- Technical training discounts
- 25% discount on privately delivered classes
- Free eLearning

ELITE PARTNER

Requirements

- Technical Certifications and Accreditations
- Wired
 - 2 individuals Ruckus ICX Implementer
- Wireless:
 - 2 individuals Smartzone
 - 2 individuals Cloudpath
 - 2 individuals Industry CWNA
- Sales Accreditation
 - 2 individuals: Wired Sales
 - 2 individuals: Wireless Sales
- SE Pre-Sales Technical Accreditation
 - 2 individuals: Wired SE Pre-Sales
 - 2 individuals: Wireless SE Pre-Sales
- Elite partner level annual revenue requirements apply
 - Business Plan
 - Quarterly business reviews
 - Regional Revenue Targets
 - Skills assessment (Pre/Post Sales)
 - Demo Kit/Capabilities
 - Report monthly POS (Direct VARs ONLY)
 - Incentive growth plans

RUCKUS READY PARTNER PROGRAM OVERVIEW



Benefits

- Proposal-based MDF
- VIP Rebates
- Ruckus Rewards
- Demo Discounts
- Deal Registration Discounts
- Access to Ruckus Partner Portal
- Free eLearning
- 2 (two) free seats per product category (IP Networking, SAN and Software Networking) in a qualifying publicly scheduled Instructor-Led or Virtual Instructor-Led training course needed to meet certification requirements
- 50% discount on any additional registrations in a qualifying publicly scheduled Instructor-Led or virtual Instructor-Led Training class
- 25% discount on privately delivered classes

SELECT PARTNER

Requirements

- Wired
 - 1 individual Ruckus ICX Implementer
- Wireless
 - 1 individual Smartzone
 - 1 individual Cloudpath
- Sales Accreditation
 - 1 individual: Wired Sales
 - 1 individual: Wireless Sales
- SE Pre-Sales Technical Accreditation
 - 1 individual: Wired SE Pre-Sales
 - 1 individual: Wireless SE Pre-Sales

Benefits

- Deal Registration discounts
- Demo Discounts
- Ruckus Rewards eligibility
- Access to Ruckus Partner Portal
- Free eLearning
- 50% discount in a qualifying publicly scheduled Instructor-Led or Virtual Instructor-Led training course needed to meet certification requirements

ENJOY ADDITIONAL FEATURES AND BENEFITS

Sales and marketing tools

- Sales incentive programs such as Ruckus Rewards
- Deal registration programs and discounts
- Discounted demonstration equipment
- [The Ruckus Ready Partner Portal](#), your one source for driving sales:
 - Ramp your technical and sales staff

GET STARTED TODAY!

To learn more about the Ruckus Ready Partner program: register on the [Partner Portal](#).

