

ExtremeWireless Specialization Program FY17



New Specialization Program ExtremeWireless Specialist

Extreme Networks **rewards** channel partners who have demonstrated dedication to selling and delivering Extreme Networks Wireless products.



The new ExtremeWireless Specialization program:

Helps
**understanding the
fundamentals of
wireless
technology**

Helps to gain a
deep knowledge on
how to **configure
and manage their
Extreme Wireless
environments**

Shows partners' **differentiated**
value to customers

Provides a **greater
end-customer
experience**



Wireless Specialization Program



Extreme Wireless Specialization Program Benefits

- **Specialization Badge (Partner Locator)**
- **Customer Flash Card funded by Extreme**
- **Not for Resale Discount for Wireless Products**
- **Invitation to Wireless Experts Webinar**
- **Invitation to Wireless Experts Roundtable Session**
- **NEW: 50% increased WLAN Rebate: Diamond 7.5% / Platinum 6% / Gold 4.5%**
- **Training Cost / Site Survey tool and Certification reimbursement (see T&Cs)**

Extreme Wireless Specialization Program Requirements

- **Site Survey Tool and Certification**
- **2 Customer Installations (Extreme Wireless Products)**
- **Extreme Wireless Demo Kit in house**
- **Extreme Wireless Online Training**
- **1 Extreme Certified Specialist –Wireless (ECS Wireless)**
- **Industry standard Wireless training (CWTS and CWNA)**



Program Structure and Entitlement

Partners apply for a specialization entitlement by submitting a [specialization request form](#)

All requirements need to be completed at time of application.

Upon approval, partner will be provided with a specialization badge, which is valid for 1 year.

Required training certificates must be valid throughout the year (Sales Training, ECS Wireless and CWNA).

If they expire during the year, they have to be renewed within 4 weeks.

Your Benefits

Specialization badge:

- **Valid for 1 year**
- The badge will be shown on the Extreme Networks [Partner Locator](#) on the website.

Customer Reference Story funded by Extreme

- Partners to indicate, if customer agrees to be listed as a reference for Extreme Networks.
- If yes, Extreme Networks will co fund success story with partner and customer.

Not for Resale Discounts (NFR) for Extreme Wireless Products

- Gold, Platinum and Diamond Partners are entitled to request NFR discounts for Wireless products.
- Silver Partners may request NFR discounts (Wireless products only), **once approved for the program.**

Wireless Specialization Rebate

- Earn Rebates according to the Solution Rebate Program Guidelines – only gold and above!

Wireless Experts Webinar

- Extreme Wireless specialized Partners will be invited to semi-annual webinars specifically for all Wireless Specialization partners hosted by the Wireless Product Management Team.

Wireless Experts Roundtable

- Extreme Wireless specialized Partners will be invited to a yearly roundtable specifically for all Wireless Specialization partners, either in region or at the Global Partner Conference.



FY17 Global Solutions Rebate Program

FY17	Solutions Rebate (on eligible partnumbers)			
Partner Level	ExtremeWireless	ExtremeControl	ExtremeManagement	ExtremeAnalytics
Diamond	5%	5%	5%	5%
Platinum	4%	4%	4%	4%
Gold	3%	3%	3%	3%
Wireless Specialized Diamond	7.5%	5%	5%	5%
Wireless Specialized Platinum	6.0%	4%	4%	4%
Wireless Specialized Gold	4.5%	3%	3%	3%

- Rebates apply only if a partner is eligible for Solution Rebates according to program guidelines see PartnerNet
- All Partnumbers see Rebate T&Cs document on PartnerNet
- WLAN Partnumbers will also include cloud subscription partnumbers

Partner Requirements

Site Survey Tool and Certification

- Partner to provide name of site survey tool plus upload the site survey certification

Customer Installations

- Partners to provide 2 customer installations (**implemented after January 1st, 2014**)

Wireless Demo-Equipment:

- Company must have ExtremeWireless demo-equipment in house when applying for the specialization program.
- WS-BASE-DEMO38 / WS-DEMO38-NAM / WS-DEMO38-ROW or other products (subject to approval)

Trainings

- **Extreme Training Requirements:**
 - 1 x [Wireless Sales Training Online](#) certificate (online, free of charge)
 - 1 x [Extreme Certified Specialist Wireless](#) (ECS Wireless)
 - 1 x [Certified Wireless Technology Specialist](#) (CWTS certificate ID number)
 - 1 x [Certified Wireless Network Administrator](#) (certificate ID number)



Partner Trainings – Where to sign up / Pricing

Training	Description	Where to sign up for classes	Duration / Delivery	Cost
Extreme Certified Specialist Wireless (ECS Wireless)	Students will learn methods to properly configure and manage their Extreme Wireless environments using network management software (NetSight Console, OneView and the Wireless Assistant) applications. This knowledge will be reinforced through actual hands-on experience with wireless equipment in a lab environment, where students will perform real world tasks configuring access points, security parameters, filtering and privacy settings, as well managing their wireless network. – TECHNICAL	http://www.extremenetworks.com/education/courses/ESE-HI-1/schedule	Instructor Led Classroom and Virtual Classroom – 4 day course (or test out option available as well)	4 training units (prices depend per region, please check price list for your pricing in region)
Wireless Sales Training	Students will learn about the Extreme Wireless Portfolio, its capabilities, key sales considerations as well as competitive information. - SALES	Click here to access the course and the exam: Wireless Sales Training	Online course and online exam (1 hour)	Free of charge
CWTS - Certified Wireless Technology Specialist	The Certified Wireless Technology Specialist (CWTS) is a certification that validates the knowledge and skillset of IT sales and support professionals on the basics of Enterprise 802.11 wireless networks. More details here: https://www.cwnp.com/certifications/cwts	https://www.cwnp.com/findaclass/	2 day course or exam only. See details here as well https://www.cwnp.com/selfstudy	Exam 150USD / Course costs depends on local provider
CWNA - Certified Wireless Network Administrator	Get a head start right out of the gate with a Certified Wireless Network Administrator (CWNA) certification. It is the base certification for Enterprise Wi-Fi within the CWNP family of certifications and a springboard toward earning your security, design, analysis and network expert certifications. Do you have an understanding of the fundamentals of wireless technology? Do you know how WLAN work and how it's managed day-to-day? Do you have the ability to install, configure and troubleshoot and maintain wireless networks within small business or Enterprise deployments? As the demand for wireless continues to grow, so does the need for certified network administrators.	https://www.cwnp.com/findaclass/ OR http://www.extremenetworks.com/education/schedule	4 day course plus exam. See details here as well https://www.cwnp.com/selfstudy	Course costs depends on local provider

IMPORTANT NOTE:

The **ECS Wireless Jump Start** will **NOT** count towards the **Wireless Specialization program**.

Partners with a Wireless Jump start certificate (1 day class) can achieve the ECS Wireless (4 day class) with “bridge course”.

Partners can sign up for the 4-day class, but only attend and pay for the missing 3 days (= 3 training units).

After registration please send an email to education@extremenetworks.com and request the bridge course to achieve the full ECS Wireless certification. It is strongly recommended to review the Wireless Jump Start material again before attending the ECS 4 day class.



Partner Reimbursement Options

via Extreme Development Funds for eligible partners only

Item	Provided by	Reimbursement	Time of Reimbursement
ECS Wireless	Extreme Networks or Extreme ATP	100%	at any time independent of the approval for Wireless Specialization
CWNA	Offered via Extreme Training Website*	100%	after approval for ExtremeWireless Specialization program; only for certificates completed after March 1 st , 2016.
CWTS / CWNA	Offered by third party	50% (maximum up to \$1500.-)	after approval for ExtremeWireless Specialization program; only for certificates completed after March 1 st , 2016.
Site Survey Software and Certification	i.e. Ekahau, Fluke (subject to approval by Extreme)	50% (maximum up to \$3000 for both items)	after approval for ExtremeWireless Specialization program; only for certificates completed after March 1 st , 2016.

* <http://www.extremenetworks.com/education/schedule>



CWNA offered via Extreme Networks powered by Divergent Dynamics



Training Schedule click [here](#):

- Reading, UK July 4
- Frankfurt, Germany June 13
- Salem, NH / US June 6
- Madrid, Spain July 11
- Singapore tbd
- Bangkok tbd
- Mexico tbd
- Warsaw, Poland tbd
- Turkey tbd

Pricing and other details on the CWNA offering can be found [here](#).

The screenshot shows the Extreme Networks website page for CWNA Classroom Trainings. It includes the Extreme Networks logo, the title 'Extreme Wireless Specialization Program: CWNA Classroom Trainings powered by Divergent Dynamics', and a detailed description of the program. It lists training locations in a table, provides a link for confirmed registration and training dates, and includes a table for pricing per class. The page also mentions reimbursement options and a CWNA exam voucher.

Extreme Networks

Extreme Wireless Specialization Program:

CWNA Classroom Trainings powered by Divergent Dynamics

The Extreme Wireless specialization program furth wireless solutions customers require in order to in applications beyond the wired network.

Intended to enhance the wireless solution skillset technology, the program provides for training bey learn how to install, configure and troubleshoot or Wireless Certificate (CWTS/CWNA). Earning a spe their technology expertise and also rewards them Extreme Networks solutions to customers.

Program Details about the Wireless Specialization

To support the education initiative Extreme offer Divergent Dynamics for selected regions as a spe Please note: This is not mandatory, partners are fr wireless specialization: Extreme will only require a

Divergent Dynamics
Divergent Dynamics is a Wi-Fi training and engine performance optimization within high-density an convention centers, trade shows, hospitals, univ Dynamics' principal architect and lead instructor CWNE et al.

Content description
Using enhanced and up-to-date courseware, and 1 validation techniques and processes, you will learn

- Radio Frequency (RF) Technologies
- Antenna Concepts
- Wireless LAN Hardware and Software
- Network Design, Installation, and Manage
- Wireless Standards and Organizations
- 802.11 Network Architecture
- Wireless LAN Security
- Troubleshooting Techniques and Tools
- Network Design Modeling and RF Site Sun

Students are expected to bring Windows-enabled mouse to class for lab exercises. Students will be p Survey software for classroom use.

Confirmed Training Class Locations:

Salen, United States	Singapore
Frankfurt, Germany	Bangkok
Reading, UK	Warsaw, Poland
Madrid, Spain	Mexico

For Confirmed Registration and Training Dates please click here:

- <http://www.extremenetworks.com/education/courses/EXT-CWNA/schedule>

Drop dates:

- Please note that this is a training delivered by a third party and therefore we have different drop dates than for Extreme training classes.
- This means, we have to acknowledge a drop date of 45 days in advance for each training date.
- We need to achieve the minimum number of participants until 45 days before the training takes place. Otherwise we need to cancel the training.

Pricing for the CWNA Class room training

Region	Part Number	No. of Units	Minimum # of Students per class
EMEA	TR-EDU-EMEA-1	8	7
USCAN	TR-EDU-1	3	4
LATAM	TR-EDU-LATAM-1	4	10
Brazil	TR-EDU-BRAZIL-1	6	12
APAC	TR-EDU-APAC-1	8	8
MEXM	TR-EDU-MEXM-1	5	9

An attendance certificate will be generated for this training.

Reimbursement Options
Gold, Platinum, and Diamond Partners that have Extreme Development Funds (EDF) available may be entitled to reimburse this training.

- Offered via Extreme Training Website at 100% reimbursement rate / others up to \$2500 max.
- After approval for Extreme Wireless Specialization program
- Only for certificates completed after March 1st, 2016.

CWNA EXAM
The Exam is NOT included in the above. You can purchase an exam voucher here: <https://www.cwmp.com/cwma100v/>. CWNA Exam Voucher is valid at any Pearson VUE testing center worldwide.



Where to apply: Online Request Form

Silver, Gold, Platinum and Diamond Partners can participate - submit via online webform, click [here!](#)

- Please note – **ONLY** send application when **ALL** requirements are in place!
- Programs Team will notify partner once approved
- Partner will receive a confirmation email
- Badge will show on Partner Locator at the day of approval

The screenshot displays the Extreme Networks website interface. At the top, there is a navigation bar with links for 'Home', 'Products', 'Solutions', 'Services & Support', 'Sales', 'Marketing', 'Programs', and 'Training'. Below this, a breadcrumb trail reads 'Partners Home > Programs > WLAN Specialization Request Form'. The main content area features a header for the 'New Specialization Program ExtremeWireless Specialist'. The text below explains the program's goal to help channel partners increase productivity and extend applications beyond the wired network. A 'Wireless Specialization Request Form' is provided with the following fields: Partner Name, Country, First Name (filled with 'Nafisa'), Last Name (filled with 'Vanden'), Email Address (filled with 'nvanden@extremenetworks.com'), and Phone Number. A 'Specialization Requested' dropdown menu is set to 'ExtremeWireless Specialist'. Two 'Customer Reference' fields are also present. On the right side, there are 'Quick Links' for 'Deal Registration', 'EPN Program', 'My Certificates', 'My Profile', 'Price Lists', 'Product Announcements', 'Support / Case Management', 'Webinars Content Specification', and 'EDF Portal'. Below the quick links is a 'Connect Beyond the Network' banner. At the bottom right, there is an 'ExtremeLive Events' section with a calendar for March 2014 and a link to 'ExtremeLive webinars: Announcing a New ExtremeWireless Specialization!'.



Partner Locator – Customers can select Wireless Specialists



SOLUTIONS

PRODUCTS

PARTNERS

SERVICES / SUPPORT

CUSTOMERS

CONTACT US

Partners > Where to Buy

Where to Buy

Extreme Networks is a partner-first organization with a worldwide network of solution providers.

Find the right Solution Provider in your area to help you be successful with Extreme Networks.

If you need help finding a Solution Provider, our **Partner Sales Team** would love to recommend a qualified partner quickly to address your networking requirements.

I'm looking for:

Partners ? **Distributors** ?

Specializations (optional):

Wireless

Request a Demo

We build networks to deliver experiences. Moments pass. Experiences remain.

REQUEST DEMO

Speak to a Networking Expert

Have our sales team contact you

CONTACT US



Call to Action

Start TODAY
Read through program details - Click [here](#)

Next weeks
Work on missing certification, register for training classes (slide 18)

End of April
Check all items and submit application (slide 22)

May 2nd
target date of public announcement first achievers


May 11th
first hosted webinar for specialized partners

October
Partner Wireless Experts roundtable



Become recognized as an
ExtremeWireless Specialized Partner
THANK YOU!





Q&A

For any questions please email
partnerprograms@extremenetworks.com



Extreme[®]
networks

WWW.EXTREMENETWORKS.COM

FAQ – part 1

- **If I have an ECE Networking certificate that includes a full 4 day ECS Wireless cert, and I will recertify on ECE Networking – will that also extend my ECS Wireless certificate?**
 - Yes, IF you have achieved ECE Networking in the past 2 years
AND IF you have achieved ECS Wireless in the past 2 years
AND IF you pass the ECE Networking recertification exam
THEN your ECS Wireless certification will renew for another 2 years.
- **Can I immediately get reimbursement for CWTS /CWNA training cost?**
 - Only partners that have been approved as ExtremeWireless specialized partners can get 1 person´s training reimbursed via EDF.
 - If a partner has not been approved for the Wireless specialization program, Extreme will not reimburse this via EDF/TF.
 - You can only reimburse certificates that are completed after March 1st, 2016.
- **Do I need to take the training for CWTS and CWNA or can I also just take the exam?**
 - Extreme will only require the exam for that test, it is up to the partner if they want to take training or just to the exam. However, experience shows, that attending a training is highly recommended to be able to pass the test.
- **Does the ECS Wireless Jump Start Training count towards the Specialization requirements?**
 - The ECS Wireless Jump Start will NOT count towards the Wireless Specialization program.
Partners with a Wireless Jump start certificate (1 day class) can achieve the ECS Wireless (4 day class) with “bridge course”.
Partners can sign up for the 4-day class, but only attend and pay for the missing 3 days (= 3 training units).
After registration please send an email to education@extremenetworks.com and request the bridge course to achieve the full ECS Wireless certification. It is strongly recommended to review the Wireless Jump Start material again before attending the ECS 4 day class.
- **Do partners that currently have all certifications still need to register to be part of this program?**
 - Yes, partners need to fill out the registration form in order to be evaluated and approved. There is no auto-enrollment into this program.



FAQ – part 2

- **The program mentions that certifications must be kept current. And if one expires, partners have 4 weeks to renew. Who will be policing this?**
 - With the registration form we will be asking for expiration dates of the required exams. Extreme will be tracking these expiration dates and remind the partner when one of these exams expires. 4 weeks after that reminder the specialization badge will be taken off the locator, if the missing certificate has not been renewed.
- **Which customer references will count towards the specialization?**
 - Customer references / Installations must be implemented after January 1, 2014. Previous installations will not count towards the application request. We want to make sure, that the installations are based on the most recent product portfolio.
- **What Investment for site survey tool can I reimburse with EDF?**
 - Software and Certification i.e. Ekahau, Fluke (subject to approval by Extreme) can be reimbursed up to 50% (or maximum up to \$3000 for both items)
 - After approval for ExtremeWireless Specialization program
 - Only for tools purchased after March 1st, 2016 and certificates completed after March 1st, 2016.
- **What do I need to do when my Specialization entitlement ends after 1 year.**
 - Partners can resubmit their application for the Wireless Specialization after one year via the registration form.
- **Whom can I contact for questions related to this program?**
 - Please contact either your local account manager or send a question to partnerprograms@extremenetworks.com.



Read all Program Details and T&Cs here

- Click [here](#) to access the Specialization program details
- You can find all T&Cs in the program PDF

TERMS AND CONDITIONS - EMEA/USCAN/LATAM/APAC



ExtremeWireless Specialization Program Terms:

- Valid as of March 1, 2016
- The Program terms, conditions, and benefits are subject to change at the sole discretion of Extreme Networks, Inc. ("Extreme").

Eligibility

- Extreme Partner Network ("EPN") Partners in good standing that are officially designated Silver, Gold, Diamond and Platinum levels at the time they request to join the program, are deemed "Eligible Partners" to participate in this program.

Program Description and Benefits

Extreme rewards its channel partners who continue to demonstrate dedication to selling and delivering Extreme solutions. Extreme is introducing a specialization program to the EPN Partner Program (referred to herein as the "Program") which is designed to help channel partners deliver the wireless solutions their customers need to increase their productivity and responsiveness and extend applications beyond the wired network.

ExtremeWireless specialized Partners will enhance their Wireless Solution skills by gaining the ability to:

- Understand the fundamentals of wireless technology, including how to design a wireless network, work with site surveys, and learn the ability to install, configure and troubleshoot and maintain wireless networks (proven by an industry standard for vendor-neutral Enterprise Wi-Fi certification and training, CWTS, CWNA);
- provide proven site survey knowledge and tools in house;
- show successful customer installations; and
- develop a deep level of knowledge on how to properly configure and manage their ExtremeWireless environments

using network management software applications (NetSight Console, OneView and the Wireless Assistant).

Partners can take advantage of their earned capabilities to provide a greater end-customer experience. The specialization also empowers the partner to be capable to offer key consultative-level service opportunities enabling customers to better utilize their Extreme Investments.

The ExtremeWireless specialization will help partners show differentiated value to customers, and receive market recognition and branding, as Extreme will recognize the partner's technology expertise and be able to advise customers regarding ExtremeWireless.

Program Structure & Entitlement

- Partners can apply for a specialization recognition by submitting a [specialization request form](#). The application form will automatically be sent to partnerprograms@extremenetworks.com.
- All requirements need to be completed at time of application.
- Once all required items have been reviewed and approved, partner will be provided with a specialization badge, which is valid for 1 year.
- Required training certificates must be valid throughout the year (Sales Training, ECS Wireless, and CWNA).



- If they expire during the year, they have to be renewed within 4 weeks. See also terms and conditions below.
- Partners will receive an official email confirming their specialization status with start and end date.
- Entitlement will start with date of approval and will end after 12 months (at quarter end).



FY16 ExtremeWireless Specialization Program - Terms and conditions 1

