

Channel Partner Program FAQ



Q: What tier should I choose, Top Dog or Big Dog?

A: Everyone starts out as a Big Dog in Ruckus' Partner Program – if you want to become a Top Dog, you can talk with your account representative first. There are higher commitment levels in becoming a Top Dog, such as required training/certification and expected sales commitment levels, but you will also have the opportunity to receive marketing funds as well as other benefits.

Q: Ok, I want to become a Big Dog. Where do I start?

A: Becoming a Big Dog is easy. You simply fill out the short application form which can be found at <http://partners.ruckuswireless.com> and an account representative will contact you. Have your questions ready. After your rep approves your account, you will receive an email with your credentials to login to the Partner Portal. Your rep will tell you about your discount levels, and the other benefits you will receive by becoming a Ruckus partner. They will also tell you about expectations from you over the next 3 months.

Q: What else do I have to do to be able to sell as a partner?

A: You will need to establish an account with one of our distributors where you will purchase Ruckus Wireless products. Your account rep will tell you about our approved distributors and help you sign up with them.

Q: What are the other expectations from me over the next 3 months?

- A:
- 1. Sign the online partner agreement** digitally (within first 30 days).
 - 2. Purchase a NFR (not for resale) kit** – after all, you can't be serious about learning and demoing the product if you don't have one. These kits are deeply discounted. For all channel partners, purchasing the kit is required. For NFR kit details and pricing, please contact your Ruckus distributor or Ruckus sales representative.
 - 3. Complete online or classroom training then successfully pass the required WiSE Guy and REX Certification exams.**

It's Time to Become a Ruckus Big Dog Partner

Get Started by submitting an application online: <http://partners.ruckuswireless.com>

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BIG DOG

Partner Program Benefits

	Big Dog	Top Dog	Alpha Dog
Product Discounts	✓	✓	✓
Deal Registration	✓	✓	✓
Market Development Funds	—	✓	✓
Virtual Training	✓	✓	✓
On-site Training	—	✓	✓
Partner Portal Access	✓	✓	✓
Sales Tools & Marketing Materials	✓	✓	✓
Account Manager	—	✓	✓
Level 2 Call Center Access	—	✓	✓
Volume Incentive Rebate	—	—	✓

BIG DOG

Partner Program Expectations

	Big Dog	Expected Completion**	Top Dog	Alpha Dog
Accept Online Partner Agreement	✓	—	✓	✓
Purchase NFR Kit (Discounted)	✓	30 days	✓	✓
WiSE 1 and/or 2 Training & Certification	1*	60 days	2*	3*
Ruckus Sales Expert (REx) Training & Certification	1*	60 days	3*	4*
Annual Account Plans	—	—	✓	✓
Minimum Annual Performance	—	—	\$200,000	\$500,000

*number of people

**Expected completion time is from the date your application is approved as a Big Dog

If you have questions, email partners@ruckuswireless.com