



BIG DOG

Partner Program

RUCKUS



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BIG DOG Partner Program Overview
John Sampson, Ruckus Wireless



PACKETFUSION
BRINGING VOICE & DATA TOGETHER

Matthew Pingatore
President & CEO

BIG DOG Partner Perspective
Matthew Pingatore, President and CEO of Packet Fusion

BIG DOG 

At Ruckus Wireless, We're the Only Ones Being Really Smart About Wi-Fi

and our products and technology reek of this smartness ever since we first opened our doors back in June of 2004. We hang our company hat on our "Smart Wi-Fi" technology, which uses an intelligent, high-gain directional antenna systems and quality of service technologies to extend the range of Wi-Fi signals and automatically adapt to environmental changes. This results in Wi-Fi that, for the first time, reaches farther and is inherently more reliable. Our Smart Wi-Fi technology steers signals around interference, obstructions, and obstacles, to ensure unprecedented coverage and consistent performance – wherever users wander.

Grow your business with ZoneFlex™

The goal of the Big Dog Partner Program is to enable you to grow your business and increase your profitability. We'll show you everything you need to know about how to sell our unique ZoneFlex™ Smart Wireless LAN Systems, and we'll provide the sales tools and marketing materials you need to introduce the technology to your customers and prospects. Ruckus provides its partners all the resources required to become ZoneFlex™ sales and technical experts, penetrate existing accounts, and acquire new WLAN customers.



Program Levels

Our partner program structure is straightforward and fully featured, just like our products themselves. If you've got the passion, we've got the program for you. The Big Dog Partner Program includes two levels:

▶ BIG DOG



Big Dogs have achieved proven success with ZoneFlex solutions and are committed to the continued adoption of Ruckus Smart Wi-Fi technologies. This tier requires Sales and Sales Engineering to complete certification training. Many partners start as Big Dogs and work their way up to become Top Dog.

▶ TOP DOG



Top Dogs are experts in implementing Ruckus' Smart Wi-Fi technology solutions. They are consistent top performers that constantly invest in building a successful wireless practice built on the ZoneFlex product line. In return for committing sales, technical, and marketing resources, Ruckus rewards Top Dogs with the highest discount level and makes significant investments to ensure their continued success.

Accredited Training

Sales and Sales Engineering are required to complete training. Product and solution training courses are offered to IT professionals, who will learn to sell, design, install, configure, manage, and support Ruckus ZoneFlex ZoneFlex Smart Wi-Fi networks. Technical training courses are available for all Ruckus ZoneFlex products including standalone wireless access points, ZoneDirector controllers, and the FlexMaster management system. Ruckus Wireless Solutions Engineer (WiSE) certification is designed to distinguish individuals with the strongest understanding of Ruckus technology concepts, design and deployment practices, administration, and troubleshooting.

Benefits

After meeting the program requirements, you'll enjoy many benefits.

Deep Discounts

All approved resellers, start with a BASE discount level and are required to register each opportunity in order to increase it to the STANDARD level. Top Dogs can obtain the highest discount level through Deal Registration.

Deal Registration

The deal registration program is designed to provide Top Dog and Big Dog Resellers protected margin in exchange for registering opportunities. The program features an easy to use online tool and efficient approval process.

Market Development Funds (MDF)

The MDF program is designed to provide partners with funds required to execute co-branded marketing activities, co-sponsored events, and strategic sales initiatives. Only Top Dogs are eligible to participate in the MDF program.

Ongoing Training

Instructor led training is made available online on-demand, via webinar, and in-person.

All partners can take advantage of the regularly delivered webinars and online courses.

Top Dogs can request onsite training from one of our Wi-Fi experts.

Sales & Marketing Tools

The Ruckus Wireless Partner Portal features a full suite of online sales and marketing tools. Top Dog and Big Dog partners have access to competitive information, presentation materials, white papers, and best practice guides. In addition, they can customize collateral, syndicate content, and download product images and logos.



Support

Ruckus offers BIG DOG partners two support plans: Premium Support and Software Support. These plans are available to augment the Lifetime Warranty included with most Ruckus Wireless ZoneFlex products.

Premium Support customers receive 24x7 level 3 phone support, Web and email support as well as access to software upgrades for the products they purchased. Premium Support customers are also entitled to advanced hardware replacement if required.

With Software Support BIG DOG partners receive upgrades as well as bug fixes to the software accompanying the applicable hardware purchased.

Getting Started

To get started, submit an application. If you have questions, email or call our sales team at +1 (650) 265-4200.

[Submit an application](#)
[Email](#)

Requirements

Once you are accepted, you'll need to sign our reseller agreement, buy a discounted NFR kit, and complete the required training classes.

Reseller Agreement

A reseller agreement will be sent to you electronically. Simply sign it with an electronic signature and you'll be ready to start selling ZoneFlex™ systems!

NFR Kits

Not For Resale (NFR) Kits are made available to all approved reseller partners at a deep discount. There are several options and these kits provide you a great opportunity to get demonstration gear in your hands.

BIG DOG Partner Program Requirements

	Top Dog	Big Dog
Buy NFR Kit	✓	✓
Trained WISE Guys	2	1
Trained Sales Reps	3	2
"Ruckus Champion"	1	
Annual Account Plans	✓	
Minimum Annual Performance	✓	✓
Reference Customers	✓	✓
Signed Agreement	✓	✓

BIG DOG Partner Program Benefits

	Top Dog	Big Dog
Product Discounts	✓	✓
Deal Registration	✓	✓
Market Development Funds	✓	
On-site Training	✓	
Web-based Training	✓	✓
Partner Portal Access	✓	✓
Sales Tools & Marketing Materials	✓	✓
Account Manager	✓	