

Simply the  
**SMARTEST  
WIRELESS**  
for a **MOBILE WORLD**



**BiG  
DOGs**

**Partner**  
Program

# Big DOGS

PARTNER  
PROGRAM



## Grow Your Business — Join the Wi-Fi Explosion

- The Enterprise WLAN market is expected to grow from \$3.4 billion in 2011 to \$6.9 billion by 2016
- The increased adoption and use of mobile devices, such as smart phones, tablets and laptops, is causing significant growth in wireless traffic
- These market trends are increasing expectations for speed, reliability and capacity — this is where Ruckus shines with 2x capacity and 2x coverage over other vendors
- Ruckus is one of the fastest growing wireless technology companies in the world – from 2009 to 2013 Ruckus realized a compound annual growth rate of 56%

## The TOP FIVE Benefits of Becoming a Big Dog Partner

1. Ruckus is a dedicated Wi-Fi company focused on wireless technology only — an exploding market
2. We are 100% channel focused and have been since inception
3. Our reseller base is not oversaturated in any geography — now is a great time to join us!
4. You will receive guaranteed discounts
5. You will win lots of business because of our product and technology and you will have fun!



PARTNER  
PROGRAM

## 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 three 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. Everyone begins as a Big Dog. If you have a bone to pick with that and would rather be a Top Dog, your friendly Account Representative can help you with that.

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### 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.



### ALPHA DOG

Alpha Dogs have proven to be leaders in the implementation of Ruckus' Smart Wi-Fi technology solutions. They are committed to having top-notch sales & technical resources who have taken advantage of the training and certification offered by Ruckus. Alphas are invited to participate in Volume Incentive Rebates for their sales performance leadership.

**Promotion to either Top Dog or Alpha Dog requires prior review and approval from the Ruckus Sales Team.**

## Benefits of Becoming a BIG DOG

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

### BIG DOG Discounts

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

\*minimum value of opportunity may vary by region



PARTNER PROGRAM



### 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 the full range of Ruckus products. Technical training courses are available for Ruckus BeamFlex technology, standalone wireless access points, ZoneDirector controllers, FlexMaster, Smart-Cell Gateway, Ruckus Smart Positioning Technology (SPoT) and Managed Services, as well as specific vertical solutions.

Ruckus Sales Expert (REx) certification is designed to verify partner knowledge of Ruckus products, solutions and time-tested selling strategies.

Ruckus Wireless Solutions Engineer (WiSE) Level 1 and Level 2 certifications are designed to distinguish individuals with the strongest understanding of Ruckus technology concepts, design and deployment practices, administration and troubleshooting.

### Deal Registration

The deal registration program is designed to provide all three levels (Alpha, Top 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 Alpha and Top Dogs are eligible to participate in the MDF program.

### Sales & Marketing Tools

The Ruckus Wireless Partner Portal features a full suite of online sales and marketing tools. All three partner tiers 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 three WatchDog support



programs that help you provide just the right support for your customers: End User WatchDog, Partner WatchDog and WatchDog Advanced Hardware Replacement support on APs. These plans are available to augment the Lifetime Warranty included with most Ruckus Wireless ZoneFlex products.

WatchDog Partner or End User Support customers receive 24x7 Phone, Web and Chat support as well as access to software upgrades and bug fixes for the products they purchased. With WatchDog Partner, you can build your own customized support offering around our basic services. WatchDog End User is designed for your customers who demand vendor-direct support. Both of these programs include advance replacement support with overnight shipping for the ZoneDirector controller. WatchDog Advanced Replacement support provides overnight shipment of replacement hardware on defective AP's which helps lower your capital outlay for spares and also serves to extend the hardware failure coverage for our outdoor AP's that have a 1 year limited warranty.



**PARTNER PROGRAM**

### Ongoing Training

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

### 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



## It's Time to Become a Ruckus Reseller — What's Next?

1. Submit an application online: <http://partners.ruckuswireless.com>
2. Purchase an Not For Resale (NFR) Kits — 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.
3. Complete online training/certifications
4. Sell

If you have questions, email [partners@ruckuswireless.com](mailto:partners@ruckuswireless.com).



[www.ruckuswireless.com](http://www.ruckuswireless.com)