RUCKUS® Partner Program Overview

RUCKUS® is purpose-driven networking for the future, not the past. Leading the way in technology, we provide solutions for the most challenging environments with a RUCKUS BIG DOGS™ Partner Program to match—enabling our customers to deliver the most robust network experience powered by AI.

A reimagined Partner program

RUCKUS leads the way in network technology, and our Partners receive the products and tools they require to create a high-performance network of the future at cost-effective pricing. To become the top choice for partners who deliver purpose-driven networks, we offer a large portfolio of solutions designed around the needs of our Partners and their customers. We also support our Partners in this tough competitive environment by providing first-class customer service, which includes answers to immediate needs, hands-on assistance, and a continuing education curriculum that features our AI and ML technology.

Increasing your business value

At RUCKUS, we firmly believe that we succeed only when you succeed. That's why we've reimagined our program to empower our Partners to accelerate growth at scale by increasing their capacity, capability, and the value they provide their customers. We also offer new vertical specializations to help our Partners get the recognition they deserve for their skills and dedicated investment from their existing and future customers. In addition, we provide robust and competitive VIP rebates, standard tiered pricing, support SKU discounts and rewards as well as an all-new RUCKUS Rewards program!

Creating partnerships that last

For more than 20 years, we have been a leader in networking solutions and we're just getting started. Through proactive, consultative account management and responsive channel support, we strive to help our Partners succeed. We'll help develop business alignment plans in order to better understand your business goals and provide valuable resources to our Partner resources to help you differentiate and increase your go-to-market value. We'll also work with you to incorporate RUCKUS into your service offerings in a complementary manner so you can deliver superior value that helps generate long-lasting repeat customers.

Why partner with RUCKUS?

Next-gen Partner Program

Leading technology

Disruptive innovation

100% channel-focused

Rich incentives and rewards

Exceptional support

© 2024 CommScope, LLC. All rights reserved.

REGISTERED

RUCKUS Partner

The entry into the RUCKUS BIG DOGS Partner Program. A Registered Partner is authorized to purchase and resell RUCKUS products and has access to the RUCKUS Deal Registration offering.

CERTIFIED

RUCKUS Partner

In addition to the Registered Partner offerings, the Certified Partner receives benefits such as eligibility for market development funds (MDF) and RUCKUS Rewards, access to our specializations and inclusion in the Partner Locator.

ELITE

RUCKUS Partner

Elite Partners will receive the same offerings as a Certified Partner, plus an enhanced MDF offering and access to our VIP rebates and support SKU discounts.

LIFECYCLE ELITE

RUCKUS Partner

At the highest level of our Partner Program, your business will enjoy all benefits listed above in addition to exclusive incentive rewards and concierge support from our highly-trained and certified experts to help you realize and manage the most complex customer deployments.

Specializations

Vertical specializations recognize and reward Partners with targeted expertise in selling and/or supporting RUCKUS solutions in the most demanding industries—allowing customers to make informed decisions on Partners' capabilities.

Partner branding

As a Partner, your organization plays a vital role in maintaining the image and reputation of RUCKUS and our products and solutions. Promote your partnership with RUCKUS to enable customers to recognize your skills and expertise in deploying RUCKUS solutions. Specialization badges are also available for those Partners who meet qualifications for the Certified, Elite and Lifecycle Elite levels and meet the specialization requirements.

© 2024 CommScope, LLC. All rights reserved.

Partner benefits and requirements

Key benefits	LIFECYCLE ELITE	ELITE	CERTIFIED	REGISTERED
Partner designation badge/logo	●	●	●	●
Deal registration	●	●	●	●
Product tiered pricing	HIGHEST	HIGHEST	ENHANCED	BASIC
VIP rebates eligibility	HIGHEST	ENHANCED	–	–
Market development funds (MDF)	●	●	LIMITED	–
Partner Advisory Council eligibility	●	●	–	–
Demo equipment	HIGHEST	HIGHEST	ENHANCED	BASIC
Rewards program	●	●	●	–
Inclusion in Partner Locator	●	●	●	–
Specialization eligibility	●	●	●	–
Certified exam cost reimbursement	●	●	●	–
Support SKU discounts	●	●	–	–
Marketing concierge service	●	●	–	–
RUCKUS Technical Family workshops	●	●	●	–
RUCKUS Technical Family distributor days	●	●	●	●
Free eLearning credential training	●	●	●	●
Marketing and demand generation resources	●	●	●	●
Partner Portal access	●	●	●	●
Partner webinars and monthly newsletters	●	●	●	●
Dedicated account management	●	●	–	–

Key requirements	LIFECYCLE ELITE	ELITE	CERTIFIED	REGISTERED
Click–through agreement	●	●	●	●
Demo kit purchase	●	●	●	–
Credential training compliance	●	●	●	–
Business plan	●	●	–	–
Application/assessment	●	●	–	–
Semi–annual review	●	●	–	–

Wondering if the RUCKUS BIG DOGS Partner Program is right for you? Contact us at ruckuschannel@commscope.com.

www.ruckusnetworks.com

Visit our website or contact your local RUCKUS representative for more information.

© 2024 CommScope, LLC. All rights reserved.

CommScope and the CommScope logo are registered trademarks of CommScope and/or its affiliates in the U.S. and other countries. For additional trademark information, see https://www.commscope.com/trademarks. All product names, trademarks and registered trademarks are property of their respective owners.

CO–114176.3–EN (09/24)