
PARTNER WITH EXTREME





Extreme Networks delivers best-in-class, high-performance networking solutions which blend state-of-the-art cloud, mobility, and analytics.

Through our partners, we advance our customers' digital transformation efforts and enable them to deliver progress like never before.

As the focus on technological reliability, network capability, and data accuracy grows, and the growth in the cloud-managed networking market accelerates, we are looking for partners to share with us the journey and the opportunity.

ARE YOU READY TO ADVANCE WITH US?

- Why Partner with Extreme Networks 3
- Global Partner Program..... 5
- Drive Profit with Extreme 8
- Tools and Resources 10
- Solutions13
- Partner Services Program.....17
- Rewards..... 19
- Training21
- Become a Partner 24



WHY EXTREME

WHY PARTNER WITH EXTREME NETWORKS?

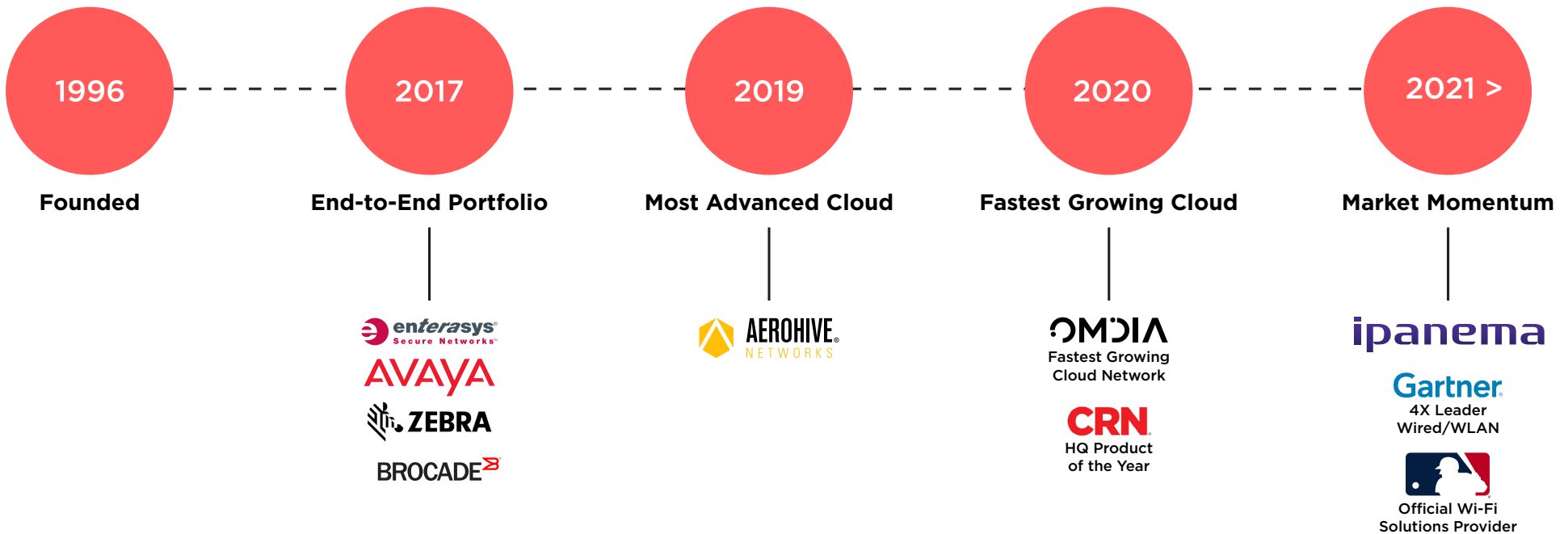


At Extreme Networks, we are committed to making networking effortless – advancing how we live, work, and share.

With our universal and adaptable approach, your customers won't have to change their entire infrastructure to integrate our solutions and services. Instead, we're here to simplify complexity for you and your customers.

Through our culture of agility and innovation, we anticipate the needs of our partners, clients, and end-users as they develop. Extreme listens to your needs and can tailor solutions to help you win business.

Best of all, our channel community is at the core of everything we do and plays a critical role in our continued growth and innovation.





GLOBAL PARTNER PROGRAM

Extreme has an excellent partner program that offers rewards, promotions, certifications, and ongoing training.

Our 5-star industry award-winning program will help you grow in the market by providing up to 160 percent higher profitability compared to many other competitors.

The Extreme Networks team is here for you throughout the entire process, and we're prepared to support you in every step of our joint partner journey.

- ✓ Easy and fast onboarding
- ✓ Free pre-sales and sales training
- ✓ Marketing resources
- ✓ Rewarding incentives
- ✓ Continuous channel support

“We feel valued as an Extreme partner as we’re able to help steer product roadmap, get relationships working faster than with other vendors and have the freedom of commercial flexibility.”

**Richard Beeston, Director of Product Management,
Daisy Corporate Services (UK)**

“The partnership with Extreme strongly influences our business. It is just a great collaboration and it makes up a very large part of our company total revenue”

Sebastian Schwab, CEO, Indasys (Germany)

START EARNING REWARDS FROM DAY ONE



Our Partner Program tiers are broken down into three types: **Diamond, Gold, and Authorized**.

Each tier comes with different benefits and the more you invest into the program, the greater rewards you reap.

Partner Level	Revenue Requirements	Countries	Training Requirements
Authorized	Revenue Not Required (min. 1 sale per annum)	Global	1 ESS Cloud Networking
Gold	\$250K	US, Germany, Canada, UK, France, Italy, Spain, Mexico, Japan, South Korea, Australia, China, India	1 Technology Specialization
	\$150K	Caribbean, Rest of EMEA, Rest of LATAM, Rest of APAC	
Diamond	\$2M	US, Germany	1 Master Specialization
	\$1M	Canada, UK, France, Italy, Spain, Mexico, Japan, South Korea, Australia	
	\$500K	Caribbean, Rest of EMEA, Rest of LATAM, Rest of APAC	

We want to reward you from the moment you join us.

From **day one** you will benefit from:

- ✓ Net New Logo Rebates and Expertise Rebates
- ✓ Access to selling tools
- ✓ Training for certifications
- ✓ Fast, easy to use lead generation platform
- ✓ Partner community support
- ✓ Distributor support

Sign the reseller agreement and get started right away!



DRIVE PROFIT WITH EXTREME

PARTNER PROFITABILITY



The economic benefits of our partner program include:

- ✓ Attractive rebates and incentive programs
- ✓ Special pricing offerings - Deal Registration
- ✓ Access to Market Development Funds
- ✓ Not-for-resale equipment at attractive prices

Our incentive program rewards growth, net new logo deals, and selling the right SKUs with the right expertise.



	Eligible	Description	Growth Rates
Expertise Rebate	All Tiers	Focus: Strategic SKUs (Product and New Subscription) Required: Specialization training: max. deal discount 71% Paid: Quarterly	Between 1% - 3% on selected SKUs: 1% Switching 1.5-3% Universal 2-3% Wireless 2% Subscription + Booster: 1 Master + 25% 2 Masters + 50% 3 Masters + 75% 4 Masters + 100%
Net New Logo Rebate	All Tiers	Focus: Net New Customer Deals (Product and New Subscription) Required: Deal Registration (at max DRNL%) Paid: Quarterly	10% Rebate
Services Growth Rebate	All Tiers	Focus: Service Excellence Required: Service Attach or Renew Paid: Quarterly	Up to 3% Rebate
Diamond Growth Rebate	Diamond	Focus: YOY Growth (min. 115%) Required: Surpass 6-months growth goal Paid: Bi-annual on \$1 (Product and Software)	115%: 1% Rebate 130%: 2% Rebate



TOOLS AND RESOURCES

EXTREME QUICK QUOTE (EQQ)

Our tools for partners make generating quotes and completing renewals quick and easy. In addition, we empower our partners with channel self-service tools to turn solution configurations into quotes within minutes.

DEAL REGISTRATION

The Deal Registration (DR) program protects and rewards you for selling Extreme products and solutions to new customers or unveiling new products and solutions to existing customers.

This exclusive deal registration discount will not only protect you against other competitors, but also safeguard your pre-sales investment and partner margin.

EXTREME EASYRENEW SERVICE RENEWALS

High-volume, low cost, and low complexity service renewals are easy to manage through our EasyRenew Program. Distributors, resellers, and end users receive timely automated notifications about qualifying service contracts that are eligible for renewal. The renewal quotes are available on the portal for completion of the ordering process.

PRE SALES TOOL: IRIS CONFIGURATOR

Boost sales and performance with our pre-sales configuration tool.

IRIS greatly improves the design process of complex products and solutions while delivering significant gains in productivity and accuracy. It increases the productivity of your design engineers and sales teams as well as removing the complexity of selling complex products and systems.

CHANNEL TRAINING: DOJO LIBRARY

Extreme Networks has a digital library full of content to help you advance further and faster. This resource is available to all partners and gives you up-to-the-minute insider knowledge about Extreme.

The diagram illustrates four types of content available in the Dojo Library, each in a light blue rounded rectangle:

- Rainmakers** (Webinar Series): Rainmakers focus on a compelling sales message for an Extreme product or solution.
- Power Hour**: Power Hours are technical sessions for System Engineers and explain how Extreme's solutions address customer challenges.
- COMPASS** (Quarterly Roadmap Review): Compass sessions provide insight into our vision strategy and product direction including product development plans.
- Demo Lab**: Demo Lab shows examples and illustrations of Extreme solutions in action.

Plus look out for IRIS Tutorials, Under the Hood and Expert Talks sessions

PARTNER MARKETING CAMPAIGN CENTER (PMCC)

The marketing hub has ready-built campaigns to help you grow and accelerate your Extreme Networks business. It's built for simplicity, ease of use, and most of all, lead generation!

- ✓ Scale marketing operations with plug-and-play assets.
- ✓ Target customers at different stages of the buying cycle.
- ✓ Create a steady sales pipeline with automated nurture streams and always-on content.
- ✓ Use free, pre-built marketing campaigns and content, or build custom, co-brandable, digital marketing campaigns.
- ✓ Free, high-ROI marketing and sales enablement programs.
- ✓ Gain access to approved marketing tactics and agencies.
- ✓ Get translated and localized content.
- ✓ Track results and effectiveness of your efforts.
- ✓ Get all the support you need to execute.

NOT FOR RESALE (NFR)

Limited amounts of Not-For-Resale demo products are available to purchase through your authorized distributor at a significantly reduced rate.

MDF

The Marketing Development Funds (MDF) program is a proposal-based offering that gives partners the flexibility to plan demand generation activities in alignment with Extreme's business goals.



SOLUTIONS

As a leading provider of end-to-end, cloud-driven networking solutions, Extreme delivers the best value and the least complexity for customers who have limited time and resource.

Our universal platforms and fabric architecture simplify infrastructure from the edge to the data center, providing customers with hardware agility and reduced cost of ownership.

Customers also benefit from reduced network management complexity and more flexibility when migrating to the cloud, with a choice of cloud vendor and cloud OS across public cloud, private cloud, and on-premises offerings.

The latest ML/AI-driven intelligence, rapid innovation, data residence, sovereignty, and protection also ensure that customers can make sound and actionable business decisions, confident that the data is compliant with the most current best practices for information security and data protection.

Extreme's overall product and solutions portfolio is unmatched in the market. Our partners can be confident in our brand and wear our badge with pride.

“Extreme is a leader at the forefront of technology, making them an ideal partner to go-to-market with and offer innovative products and solutions to our customers.”

Oliver Lindlar, Managing Director, GORDION Data Systems Technology

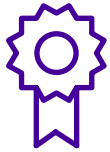
“The clear product direction and technical quality of solutions from Extreme are unmatched. Their acquisitions have instilled great confidence in us – we’re even more motivated to develop and grow our partnership.”

Paolo Marsella, CEO, Aditinet Consulting (Italy)

“With cloud services, SD-WAN, and next-gen Wi-Fi, we’re able to provide our customers with a really great eco-system of solutions.”

Rob Smith, Product Manager at Maintel (UK)

OUR INNOVATION AND INDUSTRY RECOGNITION



Innovation is always at the forefront of our minds so that we remain competitive in the marketplace, and so that our partners can offer solutions with unique differentiation over the competition.

First cloud networking solution available on all three major cloud providers (Amazon AWS, Microsoft Azure, and Google GCP)

First WIPS solution to incorporate support for Bluetooth and BLE visibility and intrusion prevention

First and only cloud provider with three ISO certifications and C-START Level 1 certifications

First fabric networking vendor to add implicit automation, enabling zero-touch network deployments and dynamic service provisioning

First and only cloud provider to offer unlimited data, enabling customers to get a long-term view of network trends and take corrective action.

Extreme is leading “No 9s” in reliability and resiliency and was the **only networking vendor** with zero downtime in 2020

We are **99% false alarm free** due to our Explainable Artificial Intelligence (AI) insights as part of CoPilot within ExtremeCloud™ IQ



For the fourth year, Extreme Networks been recognized as a **Leader in the 2021 Gartner® Magic Quadrant™ for Enterprise Wired and Wireless LAN Infrastructure.**

For the fourth year in a row, Extreme received the **Gartner 2021 Peer Insights Customers’ Choice** recognition with one of the highest service and support ratings.



In 2020 Omdia recognized Extreme as the **fastest-growing cloud-managed network provider.**



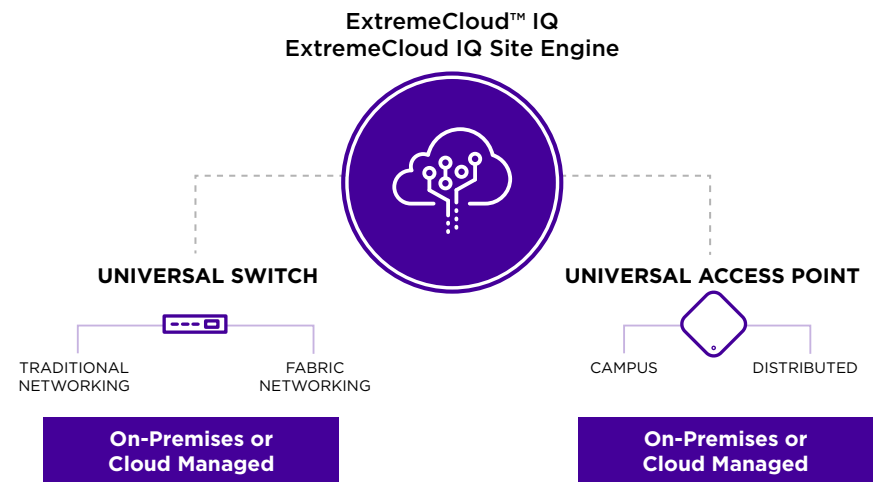
In 2021 the 650 Group cited Extreme’s **explosive 101% YoY growth** in the fastest-growing segment of the networking market and the **second-highest market share.**

Extreme was the first vendor to introduce the concept of universal platforms to support multiple deployment use cases, providing unparalleled flexibility and investment protection. These innovations include:

- **Universal licensing:** One management license for any device and for any type of management with full portability across devices. For switches, OS feature licenses have been unified and can be bulk activated and ported across switches through ExtremeCloud IQ.
- **Universal switches** (5520/5420) that can support fabric (SPBM or IP fabric) or traditional networking with a choice of cloud or on-premises (air-gapped or cloud-connected) management with a single switch.
- **Universal Wi-Fi 6 APs** (300/400 series) that can support campus or distributed deployments with a choice of cloud or on-premises (air-gapped or cloud-connected) management with a single AP.

Extreme has also added four new applications for ExtremeCloud IQ Pilot license customers at no added cost—reducing the need for overlays:

- **Extreme AirDefense®** for WIPS and BIPS.
- **ExtremeLocation™** proximity, presence, and location-based services.
- **ExtremeGuest™** guest Wi-Fi access with advanced analytics for retail, hospitality, and large event venues.
- **ExtremeloT™** simple and secure onboarding, profiling, segmentation, and filtering of IoT devices.





PARTNER SERVICES PROGRAM

Our comprehensive set of channel service offerings enable you to gain a competitive edge, increase revenue and deliver the highest possible standards of customer satisfaction.

EXTREMEWORKS

As an Extreme Networks partner you can sell our complete suite of support services to end user customers, and we deliver all the services directly.

This provides you with an additional source of revenue without the need to invest in your own support-logistics infrastructure. It also enables you to take on new Extreme technologies without having to invest in spares and training.

PARTNERWORKS

This partner-branded service is for select qualified partners who want to support Extreme Networks products themselves.

In addition to increased partner service revenue, you can differentiate from other partners by delivering your own high quality technical services. Your customers also benefit from having a single point of contact. In this model, we provide you with technical expertise, software support and downloads, and logistics infrastructure assistance.

PARTNERWORKS PLUS

In PartnerWorks, any spare parts needed are shipped directly to your end customer's site. With PartnerWorks Plus, however, you can provide a spare from your own inventory and we will ship the replacement to your central parts depot.

You are responsible for maintaining a sufficient inventory of spare products and meeting the customer service level requirements, but can respond even faster to your customers' immediate needs.



REWARDS

REWARDS

At Extreme, we reward hard work for every partner – whatever your tier or commitment level. Extra rewards are available for partners that advance in their certification program and take additional training sessions.

EXTREME COMMUNITIES

We want to work with our partners as an extension of our sales team. We aim to include, embrace, and nurture every member involved in each Extreme community. Members will benefit from exclusive promotions and a greater-than-ever rewards system launching in FY22.



Extreme Champions recognizes and rewards sales individuals who drive an extensive pipeline.



Extreme Heroes recognizes and rewards an elite community of technical certified experts in Extreme technology.



Ultimate Warrior is a calendar year loyalty program open to our Gold and Diamond Partners. Every year, the top performers win a sponsored VIP executive trip to a vacation destination like Africa, Iceland, or Costa Rica!



TRAINING

PARTNER CERTIFICATIONS AND TRAINING



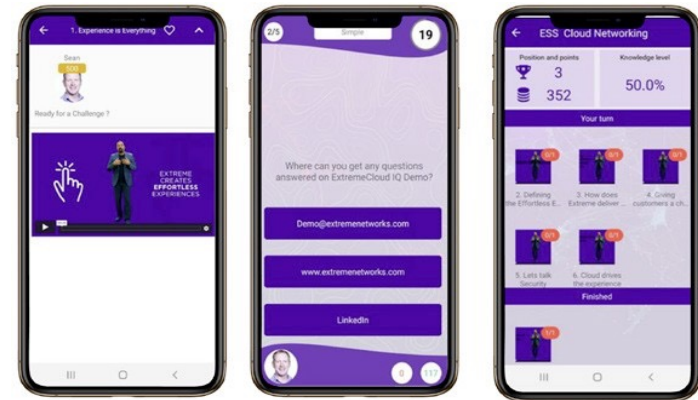
Extreme offers numerous opportunities for certifications to ensure partners are well-trained and well-positioned to resell our products.

Type	Sales	Pre Sales	Post Sales
Name	Extreme Networks Sales Specialist (ESS) For people who need to understand and explain the value proposition of Extreme Networks solutions to their customers.	Extreme Networks Design Specialist (EDS) For people who perform a pre-sales role and have a responsibility for solution design and product positioning.	Extreme Networks Certified Specialist (ECS) For people who perform a technical role, typically performing expert implementation, integration, and management solutions.
Certification	ESS Cloud Networking	EDS IP Campus EDS Campus Fabric EDS ExtremeWireless Core EDS ExtremeWireless Cloud EDS Data Center EDS Security and Access Control EDS Management Center	ECS Campus EXOS ECS Campus Fabric ECS ExtremeWireless Core ECS ExtremeWireless Cloud ECS Management Center ECS Extreme Control ECS ExtremeNAC ECS Data Center SLX ECS Data Center VDX
Content	Qualify and Sell	Demo and Design	Display and Manage
Validation	1 year	1 year	1 year
Training Options	<ul style="list-style-type: none"> New gamified experience Online on Dojo app/free of charge 	<ul style="list-style-type: none"> Self paced video training + Exam Online on Dojo/free of charge 	<ul style="list-style-type: none"> Cost may vary per ATP pricing Options: Self paced video training + Lab and Exam or Instructor Led Class (ATP) and Exam
Re-Certification	Re-certification is simple – online and free of charge on ExtremeDojo.		

Discover a completely new approach to training with our Extreme Sales Specialist (ESS) Cloud Networking course!

We're leaving behind the dull days of IT Vendor training and introducing a whole new gamified experience.

As you play, you'll learn how Extreme's Cloud Networking solutions and strategy create Effortless Experiences for your customers. You'll also learn key selling points that will help you win with Extreme and keep ahead of your peers.



Best of all, complete the game with the required knowledge level and you'll automatically be awarded the sales certification. There is NO EXAM. You can display your Extreme Sales Specialist Cloud Networking digital certificate and badge with pride!

PARTNER SPECIALIZATIONS



Extreme's Technology and Master Specializations will expand your professional knowledge and help develop your skills and capabilities, whilst also recognizing your commitment and expertise.

By investing in these specializations, you can provide a greater end customer experience at every stage of the business cycle from selling and designing to deploying and managing Extreme solutions.

Specializations also empower you to offer key consultative services, helping customers to better utilize their Extreme investments.

Specialization benefits include access to incentives and rewards, new business opportunities, and market recognition.

You can choose to earn specialized status in one particular technology within a focus area, or choose to obtain multiple specializations and build expertise in the entire Extreme portfolio. Achieving multiple specializations will grant you extra benefits.

Master Tiers	Master	Double Master	Grand Master	Ultimate Master
Badge				
Certification	1 Master	2 Master	3 Master	4 Master
EXpertise Rebate	+25%	+50%	+75%	+100%
RFPIO Access	-	-	✓	✓
NFR%	73% (std)	73% (std)	78% (std)	78% (std)
GTAC Prio Queuing	-	-	✓	✓

- ① Complete the sign-up form
- ② Meet your Extreme Networks and distributor support team
- ③ Select and begin your training
- ④ Find and register your first deal!

www.extremenetworks.com/becomeapartner



Extreme[®]
networks