

## Cambium Networks Connected**Partner** Distributor Program



# A Partner Program That Just Works!

The Cambium Networks **ConnectedPartner** program enables our channel partners to better respond to today's evolving marketplace with services and benefits designed to optimize profitability and growth.

Together, we'll provide customers with innovative wireless broadband and enterprise Wi-Fi solutions that deliver simplicity, scale, and significantly lower TCO.

Distributors play a central role in the Cambium Networks channel by promoting, supporting, and distributing our solutions and services in target vertical markets.



Source: TechValidate. TVID D5C-16D-98D\*

Cambium relies on its Distributors to support its channel strategy and facilitate execution of the strategy in the market. We are committed to our Distributors, who play a critical role in amplifying Cambium recruitment, enablement, and development resources.

# Why Become a Cambium Networks Distributor?



## A WIRELESS LEADER 100% COMMITTED TO CHANNEL

Gain access to market-leading solutions that just work! Help your partners and customers build powerful communication networks that connect people, places, and things—with the solutions they prefer.

### THE CAMBIUM PORTFOLIO:

- Enterprise Wi-Fi and Switching
- Fixed Wireless Broadband and residential routers
- Single-Pane-of-Glass Cloud-Based Management for end-to-end network visibility

## MARKETING TOOLS TO GROW YOUR BUSINESS

With the ConnectedPartner program, you'll have access to our award-winning partner portal with tools and resources to help you grow your business:

- Marketing content, including brochures, case studies, solution papers, videos, and more
- Co-brandable tools for marketing your brand with Cambium
- Cooperative Marketing Fund program to help offset marketing costs
- Case study collaboration tool
- Free AP program for end customers

## SALES AND DEPLOYMENT EFFICIENCY

Cambium offers our partners myriad knowledge resources, sales resources, and partner support.

### Knowledge

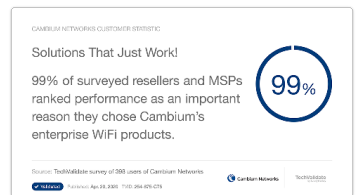
- Free virtual certification training and examinations
- Weekly partner-exclusive webinars and communications
- Monthly distributor-only review of Cambium product updates and promotions
- Access to technical expertise in the Cambium Community

### Sales Resources

- Steady stream of sales tools
- Access to online learning and program benefits
- Compelling promotions to entice customers
- Distributor incentive programs
- Not for Resale (NFR) equipment at significant discount to help drive sales

### Partner Support

- Level II priority technical support



Source: TechValidate. TVID 254-875-C75\*

If you are interested in becoming a Cambium Networks ConnectedPartner Distributor, please reach out to us at:

**partner@cambiumnetworks.com**

\*TechValidate is a trusted third-party research organization that directly interfaces with business and technology end-users to collect and validate information about their deployments. More information is available at [www.techvalidate.com](http://www.techvalidate.com). See more information on TechValidate's research on Cambium Networks at [www.techvalidate.com/product-research/cambium-networks](http://www.techvalidate.com/product-research/cambium-networks).