

## Cambium Networks Connected**Partner** Reseller Program



# A Partner Program That Just Works!

Better respond to today's evolving marketplace with solutions and benefits designed to optimize profitability and growth.

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



Source: TechValidate. TVID D5C-16D-9BD\*

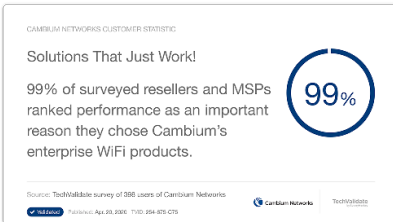
Cambium Networks offers enterprise-grade fixed wireless broadband, Wi-Fi and switching, and cloud-managed solutions with disruptively low total cost of ownership.

## Why join the Connected**Partner** Program?



### EXCEPTIONAL ROI

With Cambium, you have access to enterprise-grade solutions at a very economical price, resulting in better margin opportunities. The Cambium total cost of ownership (TCO) is best in class, giving Cambium partners a competitive advantage.



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

### MARKETING TOOLS TO GROW YOUR BUSINESS

With the ConnectedPartner program, you'll have access to an award winning 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
- Market Development Fund (MDF) program to help offset marketing costs
- Case study collaboration tool

### SALES AND DEPLOYMENT EFFICIENCY

Expert knowledge and sales resources, as well as partner support.

#### Knowledge

- Free virtual certification training and examinations
- Weekly partner-exclusive webinars and communications
- 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

- Deal registration benefits for partners who create and invest in new business opportunities
- Partner Investment Protection: Cambium's minimum advertised pricing policy, internet advertising policy, and maximum discount (floor price) policy ensure that value is the primary focus of our program
- Not for Resale (NFR) equipment at significant discount to help drive sales

#### Partner Support

- 24x7 partner services with a high standard of required distributor technical support, backed up by Cambium inside sales and channel team to answer your questions
- Access to free Wi-Fi planning services from selected value-added distributors as well as Cambium's LINKPlanner, which enables easy planning of your wireless networks

Apply for partnership at  
[channel.cambiumnetworks.com](http://channel.cambiumnetworks.com)

Questions? Contact us directly at  
[partner@cambiumnetworks.com](mailto: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).