



# Proxim Wireless Channel Partner Program

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- Proxim Partner Program Benefits
- Partner Program Goals
- Program Qualifications
- Program Benefits- Platinum, Gold and Wireless
- Program Changes
- Summary

- Proxim offers partners the broadest suite of broadband wireless solutions in the world
- New Partner Program is designed to help you stay on top of the latest technology, maximize sales, increase profitability and extend your market reach.
- Proxim Wireless is focused to help you leapfrog your competition and provide your customers with the highest level of professional service. Plus Proxim Wireless will support you in every stage of your business.
  - **Expand your wireless skill set:** Increase staff knowledge through comprehensive training
  - **Increase your sales opportunities:** Generate demand with customizable marketing and sales tools
  - **Close more business:** Take advantage of sales help from Proxim Wireless to win business
  - **Support customers:** Turn to Proxim to strengthen your customer relationships



- Increase revenues
- Enable VARs to make better margins on our products than they currently do
- Increase the size of the average deal
- Reward VARs based on performance
- Reward VARs who bring deals to us
- Increase VAR loyalty
- Decrease channel conflict

Category	Platinum	Gold	Wireless
Previous year's minimum purchases from distribution	\$250,000	\$100,000	No minimum
Proxim Certification	Required	Required	N/A
Minimum Proxim-trained engineers	2	1	No minimum
Hot line hours	8x5	8x5	No Requirement
POS Reporting	Required	Required	No Requirement
Interview/ Qualification	Required	Required	Required
Proxim Logo Placement	Required	Required	Required

## Platinum Partner Benefits

Benefit	Percentage
Instant Rebate	7%
Project Registration	5%
50K Bonus	2%
Performance Reward	1% - 110% Attainment 2% - 125% Attainment 3% - 150% Attainment
MDF	1%
Summary of Rebate Benefits	Max Achievable Benefit :18%
Training	100 hours free
Tech Support	Priority Tech Support Line
Customer Service	Priority Repair Program
GEM Program	5% off MSRP for Gov-Ed-Med end customers
Demo Discount	50% off MSRP for one product in 12 months

- All achieving platinum partners are eligible for an instant rebate of 7%
- All platinum partners are eligible for an instant rebate of 5% for project registration for projects with a potential of revenue more than 10K ; No restriction on the number of projects per quarter
- For a single project with revenue amount that equals or is more than 50K, all platinum partners are eligible for a bonus of 2% after POS verification
- All platinum partners are eligible for performance rewards, based on their attainment, to be paid annually
- All platinum partners are eligible for MDF, to be paid annually. These funds can be accrued for 12 months and can be used up to one quarter after the end of the 12 month period
- All platinum partners are eligible for 100 hrs free technical training
- Platinum partners are eligible for a priority queuing tech support number
- Proxim Certification is mandatory for platinum partners
- Platinum partners are eligible for fee based priority repair program
- Platinum partners are eligible for GEM and Demo discount programs. The GEM and demo discounts are not stackable with instant rebates and project registration

## Gold Partner Benefits

Benefit	Percentage
Instant Rebate	3%
Project Registration	5%
50K Bonus	2%
Performance Reward	1% - 110% Attainment 2% - 125% Attainment 3% - 150% Attainment
Summary of Rebate Benefits	Max Achievable Benefit : 13%
Customer Service	Priority Repair Program
GEM Program	5% off MSRP for Gov-Ed-Med end customers
Demo Discount	50% off MSRP for one product in 12 months

- All achieving gold partners are eligible for an instant rebate of 3%
- All gold partners are eligible for an instant rebate of 5% for project registration ; No restriction on the number of projects per quarter
- For a single project with revenue amount that equals or is more than 50K, all gold partners are eligible for a bonus of 2% after POS verification
- All gold partners are eligible for performance rewards, based on their attainment, to be paid annually
- Proxim Certification is mandatory for gold partners
- Gold partners are eligible for a fee based priority repair program
- Gold partners are eligible for the GEM and Demo discount programs. The GEM and Demo discounts are not stackable with instant rebates and project registration

## Wireless Partner Benefits

Benefit	Percentage
Project Registration	5%
50K Bonus	2%
Summary of Rebate Benefits	Max Achievable Benefit : 7%
GEM Program	5% off MSRP for Gov-Ed-Med end customers
Customer Service	Priority Repair Program
Demo Discount	50% off MSRP for one product in 12 months

- All wireless partners are eligible for an instant rebate of 5% for project registration ; No restriction on the number of projects per quarter
- For a single project with revenue amount that equals or is more than 50K, all wireless partners are eligible for a bonus of 2% after POS verification
- Wireless partners are eligible for GEM discount program which provides them with 5% off MSRP for Gov-Ed-Med end customers. The GEM discounts are not stackable with other rebates and promotions.
- Wireless partners are eligible for the Demo discount program which provides them one unit/link at 50% off MSRP in a 6 month timeframe. The demo discounts are not stackable with other rebates/promotions
- Wireless partners are eligible for a fee based priority repair program



## Partner Program Changes - Project Registration

- **Introducing Project Registration for all partners**
  - Project registration for projects with revenue potential more than 10K
  - Incremental 5% Instant Rebate for partners on registered projects
  - Centralized Project Registration by the VARs, through Proxim partner extranet
    - Minimum information required for approval:
      - End Customer Name
      - End Customer Contact Information
      - VAR Name
      - VAR Contact Information
      - Project details and Revenue potential
      - Initial estimates on equipment and quantities involved
      - Preferred Distributor to assign a project number to
      - Expected close date
      - Current Partner Status
      - Additional Information

## Partner Program Changes - Project Registration

- Maximum of one registered VAR per project
- For projects with a registered VAR, only the registered VAR is eligible for an NSP
- On certain projects, e.g., those with an RFP process, we may choose to not register any VAR

- **Decrease Channel Conflict**
- **Reward Loyal VARs**
- **Increase VAR margins**
- **Have more visibility into the projects**
- **Have the Proxim sales and support team engaged earlier into the sales cycle to provide better support to the VARs**
- **Assist VARs in closing deals early with Proxim sales support**

## Partner Program Changes - Performance Reward

- Introducing Attainment based performance reward for platinum and gold partners
  - Performance to be evaluated annually for reward, based on POS reports (for 2009, clock starts on 1/1/09)
- Annual payments based on performance evaluation
  - 110% Attainment -> 1% POS revenue
  - 125% Attainment -> 2% POS revenue
  - 150% Attainment -> 3% POS revenue
- No pro rating for VARs who join the program mid-year for performance rewards
- To qualify for performance reward, VAR must
  - Meet or exceed performance goals
  - Apply for the rebate, with supporting documentation

## Partner Program Changes - Performance Review and Requirements

- Enforce POS reporting for Platinum and Gold Partners
- Semi-annual revenue and participation review
- Eligibility reviewed during semi-annual performance review
- Automatic promotion to next partner level (Platinum or Gold) when pro-rated minimum revenue requirement is achieved in the past 6 months
- Non performing partners to be demoted annually to the level below (Gold or Wireless ) with inputs from the respective RSMs

## Partner Program Changes - Technical Support and Service

- Introducing free priority tech support line for platinum partners
  - New toll free number for platinum partners
- Introducing fee based priority repair program for platinum, gold and wireless partners
  - Both In and Out of warranty units are eligible for this program
  - Out of Warranty Units to be charged an extra repair charge
  - Turnaround time: Proxim will ship out in 5 business days
  - Pricing is structured as a flat rate per unit for each product

<u>Product</u>	<u>Price/Unit</u>
AP	\$125
MP.11	\$275
TeraBridge, QuickBridge, GX, G3 (Legacy Tsu & Lynx)	\$475
Gigalink	\$1200

- Payment Method: As you go basis using Credit Card
- Service is limited by product availability/supply on hand

- **Require all Platinum and Gold Partners to have technical certification**
- **Introducing free 100 hrs technical training for platinum partners**
- **Introducing Proxim Certified Sales Associate training seminar**
  - **Target audience: Proxim Partner Sales Personnel**
  - **Duration: ½ day**
  - **Cost: \$100/person**
  - **Syllabus: Standard Wireless Architecture Types , Overview of Wireless Standards & Equipment, How To Choose The Proper Architecture & Hardware, Hardware Overview On All Equipment Families**
- **Additional discount on technical certification training offered to Gold and Platinum Partners on current price**
  - **Gold Partner receives additional 35% discount**
  - **Platinum Partner receives additional 50% discount**



**Proxim Certified Broadband  
Associate**

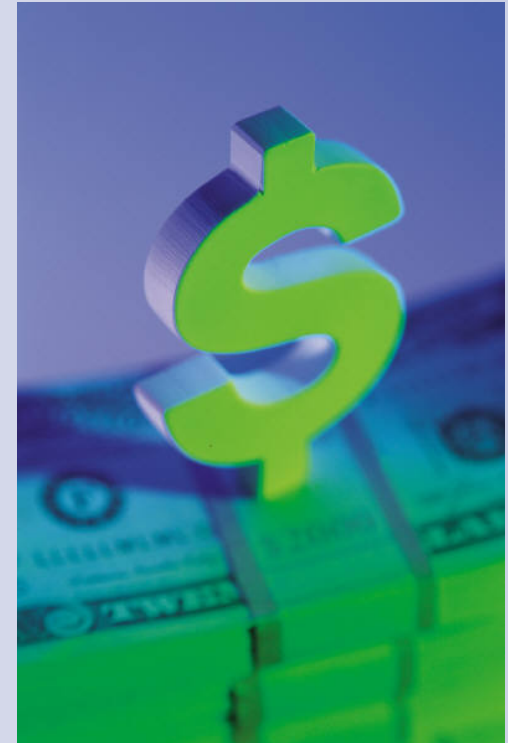


**Proxim Certified Broadband  
Engineer**



**Proxim Certified WiFi  
Engineer**

- **Eligibility:** Available to Platinum Partners meeting minimum revenue requirements
  - Equivalent to 1% of reseller buy price from distributor
  - Verified by POS
- **Requirements for MDF**
  - Event/Activity must be pre-approved by channel marketing by submitting MDF Request Form
  - Claim will be processed upon receipt of final product and/or results
- **Example of activities to fund with MDF:**
  - Seminars/Trainings
  - Advertisements
  - Promotional Giveaways
  - Email Campaigns





- Proxim Wireless will conduct an exclusive partner webinar for you or your partners!
- Eligibility: Available to Platinum Partners
- How do you schedule a webinar?
  - Select a topic and audience for your webinar
  - Fill out the webinar request form with selected audience and topic
  - Webinar and topic must be pre-approved by channel marketing
- Examples of webinar topics:
  - Proxim Product Portfolio
  - WiMAX and Mesh Applications
  - Security and Surveillance Applications and Solutions
  - Public Safety Applications and Solutions



# Summary of Benefits

BENEFITS	PP	GP	WP
<b>DISCOUNTS</b>			
Instant Rebates	7% *	3% *	-
Performance Reward	1%-3% **	1%-3% **	-
Project Registration	5% *	5% *	5% *
50K Bonus	2% **	2% **	2% **
<b>Max Achievable Rebate Benefit</b>	<b>18%<sup>⊥</sup></b>	<b>13%<sup>⊥</sup></b>	<b>7%<sup>⊥</sup></b>
<b>MARKETING SUPPORT</b>			
GEM Promotion	5% *	5% *	5% *
Demo Discount Promotion	50% *	50% *	50% *
MDF	1% **	-	-
Industry-Leading Promos	√	√	√
Joint Press Releases	√	√	√
Welcome Resource Kit	√	√	√
<b>TRAINING &amp; SUPPORT</b>			
On-Site Sales Training	√	√	-
Priority Tech Support Line	√	-	-
Free Training : 100 hrs	√	-	-
Discounted Tech Certification	√	√	-
Fee Based Priority Repair Program	√	√	√
Web-Based Seminars	√	√	√
Product Update/Intro Webcast	√	√	√
Partner Extranet Access	√	√	√
Quarterly Channel Newsletter	√	√	√
<b>SALES DRIVERS</b>			
Regional Proxim Sales and SE	√	√	√
Qualified Leads	√	√	-
Targeted Webinar for VAR's Cust	√	-	-



# 2009 Channel Partner Program

Questions ?

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