



Proxim Wireless Partner Program

2009 Benefits Guidelines

1. PROGRAM OVERVIEW

The newly enhanced Proxim Wireless North America channel partner program is focused on helping our partners achieve profitability. Proxim has updated the partner program to reward partners on sales volume, to develop and grow the most technically competent channel partners in the industry. The benefits of this updated program allow Proxim authorized partners to take advantage of unique educational opportunities, special discounts, bonus programs and the latest technology information that only an industry leader can provide.

2. PROGRAM REQUIREMENTS

The following guidelines apply to Platinum and Gold Partners that continue to maintain their partnership status by meeting the revenue and technical certification requirements in the Proxim Wireless Partner Program.

A. Platinum Partner Requirements

- Minimum annual revenue (reseller buy price)
 - \$250,000 USD
- Minimum 2 Proxim Certified SE and Proxim-trained sales force
- Monthly POS report to the Proxim Sales Manager
- On-site installation capability - Technical pre and post sales support
- Marketing References
- Business hour hotline and technical support 8x5
- Purchases through specified primary and secondary Proxim distributor

B. Gold Partner Requirements

- Minimum annual revenue (reseller buy price)
 - \$100,000 USD
- Minimum 1 Proxim Certified SE in-house (Wi-Fi, Broadband Wireless or both)
- Monthly POS report provided to the Proxim Sales Manager
- On-site installation capability, Technical pre and post sales support
- Business hour hotline and technical support 8x5
- Purchases through specified primary and secondary Proxim distributor

3. DESCRIPTION OF BENEFITS

BENEFITS	PLATINUM	GOLD	WIRELESS
DISCOUNTS			
Instant Rebates	7%*	3%*	–
Performance Reward NEW!	1%-3%**	1%-3%**	–
Project Registration NEW!	5%*	5%*	5%*
50K Bonus NEW!	2%**	2%**	2%**
Max Achievable Rebate Benefit	18%⊥	13%⊥	7%⊥
MARKETING SUPPORT			
GEM Promotion	5%*	5%*	5%*
Demo Discount Promotion	50%* for hardware 40%* for software	50%* for hardware 40%* for software	50%* for hardware 40%* for software
Market Development Funds (MDF)	1%**	–	–
Industry-Leading Promos	√	√	√
Joint Press Releases	√	√	√
Welcome Resource Kit	√	√	√
Partner Extranet Access	√	√	√
Channel Newsletter	√	√	√
TRAINING & SUPPORT			
Priority Telephone Support Line NEW!	√	–	–
Free Training: 100 hrs NEW!	√	–	–
Discounted Tech Certification	√	√	–
Fee Based Priority Repair Program NEW!	√	√	√
Proxim Certified Engineers	2	1	–
On-Site Sales Training	√	√	–
Web-Based Seminars	√	√	√
Product Update/Intro Webcast	√	√	√
SALES DRIVERS			
Regional Proxim Sales and SE	√	√	√
Qualified Leads	√	√	–
Targeted Webinar for VAR's Customer	√	–	–
Purchases from Preferred Proxim Distribution Partner	√	√	√

4. CLAIMING YOUR BENEFITS

The following outlines the key marketing benefits and how the Proxim Platinum and Gold Partner can claim these benefits. The categories are outlined with the understanding that any activity undertaken involves the promotion of Proxim products to generate increased sales and business opportunities.

1) Instant Rebate

- Platinum partners are entitled to an instant rebate of 7% off MSRP.
- Gold partners are entitled to an instant rebate of 3% off MSRP

* Off MSRP

** Of POS Revenue

⊥ Combination of instant and back-end rebates stated above

2) Performance Reward Program

- Gold and Platinum Partners are entitled to a performance reward, based on percentage attainment of their minimum revenue target.

	Platinum Partners	Gold Partners
• 1% of POS revenue for 110% attainment	• 1% for \$275K USD	• 1% for \$110K USD
• 2% of POS revenue for 125% attainment	• 2% for \$312.5K USD	• 2% for \$125K USD
• 3% of POS revenue for 150% attainment	• 3% for \$375K USD	• 3% for \$150K USD

- Partners will be rewarded based on pro-rated revenue for 2008, with the clock starting from 1/1/09.
- Proxim will use distributor POS reports to validate your claim.
- Claims can be made once per year.

3) Project Registration

- Proxim gives project pricing support to all authorized Wireless, Gold and Platinum partners on certain projects when necessary, by providing an incremental 5% instant rebate off MSRP.
- Proxim only protects pricing for partners who register their project by submitting the project registration form.
- The Proxim sales manager will contact you to confirm whether you receive the price protection. No claims can be made only by submitting the form.
- Proxim reserves the right to not register any VAR for certain projects.

4) 50K Bonus

- All partners – Wireless, Gold and Platinum Partners are entitled to a 2% bonus on POS revenue for any single project with revenue of \$50K or more.
- For phased projects- the rebate will be provided the quarter after the minimum \$50K revenue is met and there after, for a maximum of four quarters.
- Please provide required supporting documentation: partner purchase orders to the distributor, along with the rebate claim form.
- Please work with your Proxim sales manager to proof your case. Proxim will use distributor POS reports to validate your claim.
- Rebates will be paid quarterly.

5) Gov/Ed/Medical discount

- Will be provided to you at the point of purchase through our Authorized Proxim Distributors.
- Partners must comply by the program rules by supplying customer name, address info, etc. For more questions, please contact your Proxim distributor for more details.

6) Demo Discount

- Standard demo discounts are 50% off MSRP for hardware and 40% off MSRP for software.
- A reseller can purchase only one system, once every year, using the demo discount. For indoor and outdoor mesh access points, customers are allowed to purchase a total of 3 units for demo purposes. All 3 units should be purchased at the same time. Gold and Platinum partners are limited to using the demo discount only for new products released in past two quarters.
- To take advantage of the demo program, please contact your Proxim Wireless Distributor.

7) Market Development Funds (MDF)

- Market Development Fund is available to Platinum Partners. MDF approvals are based on a 50/50 co-funding principle.

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- Platinum partners can utilize up to 1% of their annual POS revenue as MDF for pre-approved marketing activities
- To request MDF support from Proxim, you must provide a detailed marketing plan that outlines program summary, forecast of sales, funding support required in US dollars, expectation of ROI and any other pertinent information for Proxim's sales and marketing team to get access to during the review cycle.

8) Industry Leading Promotions

- All partners – Platinum, Gold and Wireless are entitled to take advantage of Proxim's quarterly promotions, subject to the terms and conditions stated in the promotion.
- Promotions can vary from quarter to quarter. Please refer to the partner extranet for details.

9) Joint Press Releases

- As a Proxim Partner, you have the exclusive benefit of working directly with Proxim to create PR opportunities.
- If you have a "newsworthy" Proxim win in the enterprise, education, government space that you would like to share with Proxim, please get in contact with your Proxim Sales Manager. Your Proxim Sales Manager will qualify the opportunity.
- Due to the high level of demand, Platinum Partners will be entitled to priority service over other Partners.

10) Welcome Resource Kit

- Virtual welcome kits are provided to all partners upon introduction into the Proxim partner program.

11) Partner Extranet Access

- Your partner extranet account will become active as soon as your application is approved. You will be promoted to the Gold or Platinum level when you meet all requirements. Your additional Gold/Platinum partner pages will then become available as well.

12) Channel Newsletter

- Proxim continues to actively inform our partners with the latest news, market trends and sales tools to help you sell Proxim more successfully. Electronic channel newsletters are issued periodically. If you are a primary business or a technical contact currently not receiving this newsletter, please contact partnerprogram@proxim.com

13) Priority Telephone Support Line

- Platinum partners are requested to provide the tech support representative with their platinum partner ID, to take advantage of this facility.
- Platinum Partner information is supplied to the Proxim Customer Service Organization and our CS organization.
- If you are a Platinum Partner, this information will be supplied to you separately via your Proxim Sales Manager.

14) Free Training

- Platinum partners are entitled to free 100 hrs of technical training in one year
- Classes are available world wide via Proxim's Training Partners. For more info, please contact training@proxim.com
- You can also view the current training schedule at www.training.proxim.com

15) Discounted Tech Certification

- Platinum partners are entitled to free 100 hrs of technical training in one year

16) Fee Based Priority Repair Program

- All partners – Wireless, Gold and Platinum Partners are entitled to a fee based priority repair program.
- Please contact your regional sales manager for details on the program

17) Proxim Certified Engineers

- Proxim Certification is mandatory for Gold and Platinum partners.
- Platinum partners are required to have at least two Proxim certified engineers in their staff.
- Gold partners are required to have at least one Proxim certified engineer in their staff.

* Off MSRP

** Of POS Revenue

⊥ Combination of instant and back-end rebates stated above

- Classes are available world wide via Proxim's Training Partners. For more info, please contact training@proxim.com. You can also view the current training schedule at www.training.proxim.com

18) On-Site Sales Training

- Gold and platinum partners have the exclusive benefit of requesting on-site sales training for their customers.
- Please contact your regional sales manager for details

19) Web-Based Seminars

- Proxim conducts web-based seminars regularly to keep partners informed about the benefits of Proxim solutions for various market segments and applications. All Proxim partners are welcome to join these webinars. Please contact partnerprogram@proxim.com for more details.

20) Product Update / Intro Webcast

- Partners will be given advance notice of these important education webinars. Your business and/or technical contacts specified in the partner program application will be contacted by email with an invitation from Proxim to attend these events.
- Partners can also log on to our partner extranet to view archives of these webcasts.

21) Regional Proxim Sales, Systems Engineering and Marketing

- As a Proxim Partner, you are treated as a VIP with Proxim. The Proxim team is 100% dedicated to help you win! Our top performing partners will receive sales, engineering and marketing personnel support from Proxim. This entails regular conference calls, field site visits, NSP support and much more.
- Platinum Partners are given priority account support.

22) Qualified Leads

- Lead generation marketing programs take center stage at Proxim.
- Platinum Partners will be entitled to priority leads: 1) "first look – first access" 2) Largest enterprise leads

23) Targeted Webinars for VAR's Customer

- As a Proxim Platinum partner, you have the exclusive benefit of having a webinar targeted towards your customer base, with Proxim.
- Please contact partnerprogram@proxim.com for more details.

24) Purchases from Preferred Proxim Distribution Partner

- Proxim equipment can be purchased through one of its national distributors.
- All partners are required to provide us with two preferred distributors, when they apply, and can source their equipment through any one of their preferred distributors.

5. CONTACT INFORMATION

Please email us at: partnerprogram@proxim.com

DISCLAIMER

Proxim may, at its sole discretion and without notice, modify this program at any time.

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