

# Solution Partner Program


Shift your sales into high gear


**NETGEAR**  
BUSINESS





## Why Choose NETGEAR for SMB


NETGEAR adds value for resellers with innovative, industry-leading features and offerings.

 **NETGEAR is an industry leader**  
Big enough to matter, yet small enough to care.

 **Cloud-Managed Hardware**  
Monitor, configure your equipment remotely via app, cloud portal, or CLI.

 **Risk-free eval program**  
Brand new, full warranty, factory-sealed products.


 **Free remote wireless site surveys**  
Let NETGEAR customize a proposal for your wireless needs.


 **Easy RMA Process**  
Self-register RMAs through portal. No hassles, no questions.


 **Channel-Only Manufacturer**  
No direct field sales team


 **One-Stop Shop**  
For your wired/wireless networking, VPN, & NAS needs.

 **Stackable Discounts**  
Increased margin opportunities for resellers.

 **Lower-cost alternative**  
Compared to big IT brands w/ longer warranties at significant savings.

 **Free 24/7 Toll-Free Support**  
Round-the-clock level-2 support available to resellers.

 **NETGEAR ProSAFE Piece of Mind**  
Offering lifetime warranty, including power supplies, fans, and EOL.

 **Sign up to become a reseller**  
[powershift.netgear.com](http://powershift.netgear.com)  
(866) 480-2112, option 2  
[uspowershift@netgear.com](mailto:uspowershift@netgear.com)

### Smart, Powerful and Easy

In a world of exploding data, device, and networking demands, your customers need smart IT to keep up. NETGEAR® offers reliable, affordable, and simple infrastructure solutions for small and medium-sized businesses. Our switching, storage, cloud and wireless offerings deliver solutions that are easy-to-install, configure and manage. With expertise and solutions for all your customers' needs, make NETGEAR your choice for small to mid-market networking solutions.

**Please contact your NETGEAR representative for more details:**  
**+1 866-480-2112 Option 2, or email [uspowershift@netgear.com](mailto:uspowershift@netgear.com)**

**Join Now: Go to [APPLY TO RESELL](http://APPLY TO RESELL)**  
**For existing partners please call (866) 480-2112, option 2**










## Enterprise-class networking for SMB at the right price

NETGEAR introduces you to a new era in business IT. An era that pairs more scalable network solutions with easy to use 24/7 management. An era that utilizes over 20 years of industry-leading innovation to provide a perfected, modern IT infrastructure that meets the demands of today's explosion in mobile and cloud computing while providing enterprise features that are truly affordable.

When it comes to business, you can confidently rely on the most trusted name in networking to reduce costs, maximize productivity, bring products and services to market faster, and satisfy your customers for repeat engagement.





## 20+ Years of Smart Innovation

<p><b>2003</b> First Smart Switch</p> 	<p><b>2010</b> First Lightly Managed Plus Switch</p> 	<p><b>2011</b> First 10G Smart Switch</p> 	<p><b>2014</b> Flexible Mounting Click Switch</p> 	<p><b>2017</b> First Fully Cloud Managed Switches and WiFi</p> 	<p><b>2017</b> First DIY WiFi Mesh Solution for Business</p> 	<p><b>2018</b> Pro AV modular 96-port 10G 24-port 40G Switch</p> 	<p><b>2019</b> High-density WiFi with Cloud Management</p> 	<p><b>2020</b> Orbi Pro WiFi 6</p> 
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## Why NETGEAR Business

 **An unmatched offering**  
NETGEAR Business is a leader in cutting-edge networking solutions, offering the most comprehensive and customizable portfolio in the industry. The total range of solutions we offer gives greater flexibility, better scalability, and more convenience so you can better match the unique problems your clients face while saving time and money.

 **A Proven Leader**  
NETGEAR Business has led the way for almost 25 years by successfully enabling more than 50 million businesses worldwide. The quality, reach, and value of our products and services is unmatched and so is our channel focus. You can sell with confidence knowing our solutions will help your customers' success.

 **Cutting-Edge without Complexity**  
NETGEAR Business is the way forward. We help open a new stream of service revenue for you and help your clients stay ahead of the curve by creating products that advance and simplify the way you work.

 **Your Success is Our Success**  
We stand behind our partners, giving you access to one-stop central management for all your clients, helping you become more productive and profitable. Our community and support systems are ever-growing and accessible anytime - and you get the VIP treatment you deserve.

## Shift gears with NETGEAR Solution Partner Program

When you become a Solution Partner, you get NETGEAR behind you, driving you to succeed. You know our brand. Now, harness the power of our sales and marketing resources and expertise. We're there to help you every step of the way, so you can win more business and close more deals.

*NETGEAR has provided reliable, secure, and affordable networking, storage and wireless products to millions of businesses worldwide since 1996.*

### Affordable, reliable & simple, end-to-end

Growing organizations, growing data, growing bandwidth demands. Your customers need network flexibility, scalability and reliability, and NETGEAR delivers. Give your customers enterprise-grade control and functionality at affordable prices. With end-to-end SMB solutions and expertise, NETGEAR has all your networking needs covered.

### All the support you need

We give our partners our best support, every step of the way. Dedicated account managers and pre-sales professionals share experience and expertise to help you win business while receiving ongoing customer service with 24/7 technical support. Plus, all NETGEAR ProSAFE<sup>®</sup> business products are backed by the industry-leading ProSAFE Lifetime Hardware Warranty.

### Going vertical

NETGEAR offers specialized solutions for select industries including education, hospitality, healthcare and government. Leverage the strength of these verticals by offering targeted solutions that fit every organization. Set yourself up as an expert and enjoy the advantages of repeat business and a strong reputation as an industry expert.

### Resource central

The Solution Partner Portal is your source for all things NETGEAR. Our portal gives you access to the best training tools and marketing resources - from webinars, to product demos to case studies. It has never been easier to promote your NETGEAR partnership with our New Product Launch kits, including key product assets, logos, collateral and more. We're in this together. That's why we give you the tools you need to succeed.

### The bottom line: your bottom line

Committed NETGEAR partners leveraging its stackable discounts often make an additional 15-20% margin selling NETGEAR offerings. The Solution Partner Portal is your one-stop shop

for deal registration, sales incentives and discounts, and our 100% no out of pocket money, 30-day risk-free product evaluation program. As our partner, you can also count on strong marketing support, including development funds and broader business marketing campaigns to drive leads and awareness. We make it easy for you to achieve and surpass your sales goals.

### Manage your network & storage with expert support

NETGEAR ProSUPPORT offerings provide you with peace of mind by extending and enhancing the standard warranty coverage included with your product purchase. Get direct access to NETGEAR technical support engineers and the

backup resources who can rapidly resolve critical technical issues.

### Extend and enhance your warranty coverage:

- OnCall 24x7 extends the 90-day warranty entitled technical support for standard and advanced features to the length of the contract term.
- Onsite Hardware Replacement - Your business can not maintain critical networks without on premise support staff. Dispatch a technician onsite, remove the failed unit, install the replacement, restore the configuration file and test to ensure operability.

## NETGEAR Solution Partners are expected to:

### BASIC

- Be in good standing with NETGEAR terms and conditions

### PLATINUM

- Be in good standing with NETGEAR terms and conditions
- Meet revenue thresholds to earn rebates
- Earn enhanced sales and technical competencies
- Have demo capabilities and a dedicated sales team
- Achieve at least 25% project - based sales

### We're in this together

To make sure we're providing support to the best partners possible, we ask you to meet certain minimum requirements to be a NETGEAR Solution Partner. To earn rebates, you must meet some of the most achievable revenue thresholds in the industry and be in good standing and have accepted NETGEAR's terms and conditions. We also ask that our partners have a business set-up that supports NETGEAR sales, including technical resources, sales team, and demoing capabilities. And we ask that you offer pre - and post - sales support and customer service for our end users.

## Advanced Switching Authorization Program

To help our partners keep pace with the rapid change and growth in the small/medium network switching market and reinforce our commitment to you, we're enhancing our NETGEAR Solution Partner Program by adding a new accreditation to the program.

This new accreditation is called NETGEAR Advanced Switching. This accreditation offers improved partner enablement, rewards for selling NETGEAR switching solutions, and makes it easier than ever for partners to do business with NETGEAR.

### Discover the 10 reasons why our customers love M4300

- 1. Most comprehensive portfolio** - M4300 switches scale from 24-port 1G full power PoE+ to 96-port 10G and provide a choice of copper and fiber. No additional module needed.
- 2. Scales with your Business** - M4300 half-width models let you pair a second switch in the same 1RU space. The M4300-96X allows you to grow your connectivity by simply adding modules (10G/40G, copper/fiber) as needed - with or without PoE+.
- 3. Affordable Enterprise-grade Switches** - You will feel good about the price you have to pay for M4300s, with no hidden costs. Limited Lifetime warranty is included in the price. No license upgrades needed for 802.1x, MAB NAC implementation and Layer 3 (PBR, RIP, VRRP, OSPF and PIM) functionality.
- 4. Ideal for AV over IP and Multicast** - NETGEAR IGMP Plus™ is preconfigured to provide true multicast Zero Touch installation out of the box.
- 5. Edge to Core Stacking** - M4300 is the world's first stackable platform reproducing Spine and Leaf datacenter topologies in the SAME STACK with unrivalled ease of use. No more bottlenecks or downtime!
- 6. Full Speed Ahead** - M4300 switches scale up to astronomic performance needs with up to 128K MAC table, 2K ARP/NDP and 960Gbps of switching and routing capacity.
- 7. Absolutely NO downtime** - M4300 Nonstop Forwarding (NSF) functionality provides increased network service availability, eliminating downtimes, for a fully resilient network.
- 8. Convergent Access Layer** - M4300 ring stacking reduces the number of logical units to manage with one easy web interface. This also brings full network redundancy in aggregation to the core while simplifying PoE deployment at the edge.
- 9. HA Best Practices** - The M4300 two-unit horizontal stacking is cost effective yet highly effective for HA along with link aggregation (L2/L3/L4 LACP), load balancing and nonstop forwarding failover, for no single point of failure across your virtualized servers.
- 10. Full power redundancy** - The M4300-series provides simplified, redundant power supplies. Just insert an additional, hot-swappable PSU in full-width models for peace of mind in mission-critical operations.



### Benefits

- Upfront discounts via authorized NETGEAR distributors
- Deal Registration
- Product Evaluation Program
- Partner portal access
- Dedicated account manager
- Level II technical support
- System Engineer Support for customer calls
- Leads from sales activities & events

### We support you!



### Eligibility

This program is open to all NETGEAR partners in USA and Canada who can demonstrate an established network switching practice including services and support functions. The primary go-to-market strategy is service-led solution integration.

## Support at every level

### NETGEAR PARTNER BENEFITS

Reseller Benefits	Basic	Platinum
Quarterly Sales Requirement	N/A	\$5,00
Front End Rebates: Rebates for Basic SKU's	0%	5%

### RESELLER BENEFITS

Upfront Discounts via Distribution		✓
Back End Rebates (TBD)		✓
Government/Education Discounts	✓	✓
Dedicated Account Manager	✓	✓
Deal Registration Program	✓	✓
Access to Promotions	✓	✓
Lead Sharing		✓
Partner Portal Access	✓	✓
Training and Certification Programs		✓
Quarterly Business Reviews		✓

### SUPPORT

Product Evaluation Request	✓	✓
Product Support	✓	✓
Elevated 24/7 Device Level Technical Support		✓
Pre-Sales Sales Engineer Support		✓

### SALES AND MARKETING

Marketing Development Funds (Discretionary)	✓	✓
Marketing and Sales Tool Kits		✓
Joint Sales Call Support		✓

### PRE/POST SALES

Network Design and Topology Diagram	✓	✓
Online and Return Material Authorization (RMA)	✓	✓
Notification of Product Changes	✓	✓
Advance Product Road Map Review	✓	✓
Access to On-Demand Training and Webinars		✓

## Reliable help when and where you and your customers need it:

**NETGEAR Partner Technical Support: (866) 261-7999**

Device Level Technical Support, 24x7 toll free support.

**Pre-Sale Questions: (866) 480-2122, option 2**

**uspowershift@netgear.com**

Please Note: The Priority Support Line is reserved only for NETGEAR Solution Partner use – it is not for customers, consumers or unregistered partners.

Let's get started. Register at [netgear.com/partner](http://netgear.com/partner) today.

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