

VAR Partner Program At-A-Glance



The **ConnectedPartner** program is designed to help you succeed with Cambium's solutions. We are fully committed to our partners because we know how vital you are to the successful delivery and deployment of our solutions to end customers. That's why we're focused on ensuring your company's success through the Cambium ConnectedPartner program.

Whether you sell to service providers, governments, enterprises, or small-medium businesses, ConnectedPartner positions you for growth through access to top-ranked point-to-point, point-to-multipoint, and WiFi solutions that help you drive sales, and insights that enable you to move nimbly into emerging wireless markets.

The **ConnectedPartner** program enables you to focus on:

- **GROWTH:** Driving channel partner growth and profitability
- **EXPERTISE:** Rewarding channel partner expertise
- **DIFFERENTIATION:** Helping you stand apart in the marketplace
- **VALUE:** Providing a return on investment

Our well-structured partner program maximizes global coverage while minimizing channel conflict.

Visit the Portal

<https://channel.cambiumnetworks.com/>

Requirements

- Accept Cambium Partner Terms & Conditions
- Meet minimum annual revenue threshold (for Authorized, Gold, or Platinum status)
- Report sales-out data to Cambium distributor
- Promote Cambium on corporate website

Benefits

- Product discounts
 - * For PMP, PTP, and *cnReach*™ products, discounts increase as partner reaches next level in program
- Access to partner portal:
 - * Sales & marketing tools
 - * Brochures, spec sheets, case studies, solution papers
 - * Partner communications
- Deal Registration—approved DRs earn additional discount!
- Access to technical product training
- VAR Channel Account Manager / Regional Sales Manager support
- Business development support from distributors
- Invitations to channel webinars and events
- Promotions
- Market Development Fund program*
- Access to Qualified Leads*
- Demo Equipment Purchase program**

*Program available to technically certified partners.

**Program available to Authorized, Gold, and Platinum partners.