

5-STAR WINNER PARTNER PROGRAM GUIDE

Broadcom Builds Relationships Through Partner Program

Q. What does receiving the 5-Star PPG recognition mean for your partner program?

A. CRN's 5-Star recognition is a testament to Broadcom Software's continued commitment to our indirect channel, and our dedication to developing innovative and lucrative programs that drive growth and success with and for our partners. We would like to thank our partners for their ongoing dedication and unique value they provide to Broadcom Software.

Q. What's new with the Broadcom Partner Program that partners may not be familiar with?

A. We recognize that certain partners want to focus on services delivery capabilities and business models. Our recently launched Expert Advantage Partner Program enables these partners to invest in consulting and implementation services offerings, technical support and managed services through this new services program path, providing them with an opportunity to commercialize services investments in Broadcom Software solutions alone or in combination with their resell business.

Q. How does Broadcom plan to continue providing great service to partners in the coming months?

A. This spring, we plan to increase our investment and focus of our cybersecurity solution programs benefiting our small and medium-sized business customers and partners. We are committed to ensuring our partner community is best positioned to meet the growing demand for cybersecurity and to address the most complex cybersecurity challenges—regardless of an organization's size. In partnership with our Cybersecurity Aggregator Distributors, we will feature enhanced sales tools, a new commercial deal registration program, growth-focused pricing options, improved partner sales incentives and attractive trial programs, all designed to deliver even better customer experiences, powering growth and retention within this important segment of our customer base.

Q. Why should a prospective partner join the Broadcom Partner Program?

A. Our program is designed to build stronger relationships with, and financial success for, our valued Broadcom Software partners while providing partners with the capabilities to grow their business through simplified pricing, better margins and richer benefits. We've designed our program benefits to directly align to a partner's commitment to selling and supporting Broadcom Software solutions while still allowing for flexibility to add or change business models or expand your solution focus across our entire software portfolio—as it makes sense for your unique business and customer needs.



Laura McGregor Falko
Head,
Global Partner Programs
& Marketing for Broadcom
Software

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Learn more at broadcom.com/advantagepartner