



Anywhere

Anywhere Networks Partner Program

2019



Program Overview

Anywhere Networks believes in creating a Smarter and Safer World through the intelligent networking equipment we develop and distribute. We rely on exceptional partners to deliver the most effective and cutting-edge solutions available to the end customers.

Anywhere Networks Partner Program is our worldwide channel partner program designed to support Anywhere Networks' partners to better compete in the marketplace and grow the business through selling Anywhere Networks' products and delivering leading solutions.

With this program, you will be equipped with all the necessary tools, resources, and support needed for effective high-profit sales. Anywhere Network Partner Program helps you differentiate your solutions and provides access to a comprehensive set of technical, sales, and marketing benefits. We provide deal protection and enable high profitability for You, our Partners.



Partners

Anywhere Networks Partner Program consists of three partner categories and rewards partners for promoting our products and solutions in terms of resources and benefits provided.

Authorized Partner

The Authorized Partner category welcomes system integrators and requires no purchase commitments. We provide product discounts, starter kit exclusive offer, and basic marketing and technical support.

Premier Partner

The Premier Partner category is for those partners who meet the established product revenue minimums and provides additional product discounts, starter kit exclusive offer, and advanced marketing and technical support.

Distributor

The Distributor category is for those distributors who sell our products and solutions to our Premier and Authorized Partners. We provide product discounts, starter kit exclusive offer, and advanced marketing and technical support. The Distributor partnership comes with a yearly purchase target and the Distributor is key in our market development.

All Partner categories are valid for one year. We will evaluate partner activity and forecast in regular basis to determine if any adjustments to the Partner category is needed.



Partner Benefits

- Solution Differentiation
- Sales and Technical Training
- Qualified Lead Generation Program
- Pre and Post-sales Support
- Price-Performance Benefits
- Exclusive Demo Kit Discounts
- Partner Category Discounts
- Partner Performance Incentive
- Market Development Funds (MDF)
- Co-operative Marketing
- Marketing Support
- Partner Events
- Sales Support
- RFP Support

Channel Support

We value all our Anywhere Networks Partners, as they are critical to our success. The partner program enables a mutually-beneficial collaboration, and jointly we enable the best possible solution for the end customer.

- Anywhere Networks works to maximize business opportunities for all partners.
- Anywhere Networks actively generates leads utilizing a variety of marketing activities. We provide end customer leads and opportunities to Premier Partners and reseller leads to Distributors.
- Anywhere Networks provides sales, product warranty and technical support to all of our Distributors, Premier Partners, and Partners.



Channel Partner Responsibilities

Responsibilities	Distributor	Premier Partner	Authorized Partner
Period	1 year, automatically renew for 1 year if minimum purchase is met	1 year, automatically renew for 1 year if minimum purchase is met	1 year, automatically renew for 1 year
Territories	TBD	TBD	TBD
Role	To sell to Premier and Authorized Partner	To sell directly to end customer and provide installation and technical support	To sell directly to end customer and provide installation and technical support
Purchase of Products	From Anywhere Networks	From Anywhere Networks or Anywhere Networks' Distributor (where applicable)	From Anywhere Networks or Anywhere Networks' Distributor (where applicable)
Annual Purchase Target	✓	✓	—
Purchase Demo Kit	✓	✓	Preferred
Pre- and Post-Sales Support	✓	✓	Preferred
Regular Business Review	✓	✓	Optional
Pipeline, Project Forecast Review	✓	✓	Optional
Lead Follow-up	✓	✓	—
Delivery	FOB Hong Kong	FOB HK or from Local Distributor	FOB HK or Local Distributor
Partnership Agreement	Distributor Agreement	Premier Partner Agreement	Authorized Partner Agreement



Channel Partner Benefits

Benefits	Distributor	Premier Partner	Authorized Partner
Starter Kit Discount	Special discount from MSRP	Special discount from MSRP	Special discount from MSRP
Market Development Fund (MDF)	✓	✓	—
Qualified Leads Program	Anywhere Networks will refer reseller inquiries to Distributor	Anywhere Networks will refer end customer inquiries to Premier Partner	—
Marketing Material	✓	✓	Limited Access
Technical Document	Full Access	Full Access	Limited Access
Hotline Support	✓	✓	Limited
Professional Services	—	✓	✓
Partner Certificate	✓	✓	✓

We are looking forward to having you as our partner, and to jointly create a beneficial partnership. For further information and to become a partner, please reach out to partner@anywherenetworks.com or visit our website, www.anywherenetworks.com

