



MobileAccess Networks Value Added Reseller Partner Program

Deliver a Complete Wireless Enterprise Solution that
Differentiates Your Business and Maximizes Sales



www.mobileaccess.com



Give Your Customers More than WLAN - Give Them a Universal Wireless Strategy

Many of your large enterprise customers are evaluating deployment options for WLAN and these same organizations are likely seeking coverage solutions to support their other wireless needs, such as cellular services from multiple operators, public safety, paging, or wireless patient telemetry.

The MobileAccess Universal Wireless Network is an ideal solution for these customers. Its Wire-It-Once™ architecture can provide pervasive wireless coverage for WLAN and simultaneously deliver all of their other wireless services. With this comprehensive solution, you can distinguish yourself from the competition while expanding your revenue opportunities:

- ❑ **Differentiate From the Competition:** With the MobileAccess solution, you can provide your customers a comprehensive wireless infrastructure with a strategic impact that goes well beyond that of a traditional WLAN-only deployment. You can become their trusted advisor and strategic partner.
- ❑ **Sell a Broader Solution Set:** With a multi-service wireless solution, you can address the needs of multiple stakeholders within your customer organizations. This means you can tap into more budget resources, deploy more expansive solutions, and sell more equipment and services.
- ❑ **Enable Pull-Through Applications:** You can leverage the pervasive coverage provided by the MobileAccess solution to broadly deploy next-generation wireless applications, such as VoWLAN, Real-Time Location Services, and building management applications throughout your customer's facilities.

MobileAccess VAR Partner Program Overview

With the MobileAccess Universal Wireless Network in your wireless portfolio, you can give your customers the comprehensive infrastructure they need to satisfy all of their wireless coverage and connectivity requirements. At the same time, this best-of-breed solution gives you multiple opportunities to drive revenue, maximize sales, and increase the value of every account. While the MobileAccess solution is clearly exceptional, our Value Added Reseller (VAR) Partner Program is about more than technology; it's about relationships.

MobileAccess is committed to a channel-driven business model; our success hinges on the success of our partners. With that in mind, our mission with the VAR Partner Program is to make it simple – we'll develop, market, and support our award-winning product line while helping you expand your existing business.

The MobileAccess VAR Partner Program makes it easy to get your sales team up to speed, with complete training and round-the-clock support that keeps you focused on sales. And our selective partnership process improves the odds of success, helping you differentiate from your competitors, maintain key customer accounts and protect your investment in the sale. Why sell parts when you can sell the entire solution? Join the MobileAccess VAR Partner Program and start fuelling sales growth.

The VAR Partner Program offers three levels of participation based on a VAR's capabilities:

Types of VARs	Training & Support	Purchase Products	Sales	RF Planning	Installation	Post-Installation
Certified	MobileAccess		VAR			
Registered	MobileAccess		VAR	Auth. Service Centers		
Select	MobileAccess	Auth. Distributors	VAR	VAR or Auth. Service Centers		

Certified: Certified VAR partners are capable of selling MobileAccess products across their regional or national customer base. Certified VARs have the resources to sell, design, implement and manage our solutions and must pass a certification process.

Registered: Registered VAR partners have the expertise to position and sell the MobileAccess solution into defined vertical markets. These VARs will rely on MobileAccess Authorized Service Centers for design, RF engineering, site survey and commissioning support.

Select: Select VAR partners are regionally designated resellers, purchasing equipment from our Global National Distribution Network. Select VARs have the option of receiving service assistance from our MobileAccess Authorized Service Centers.

VAR Partner Program Requirements

We've identified a set of requirements for each level within the VAR Program – these are designed to help our VAR Partners identify new business opportunities and allow top-performing VARs to receive dedicated MobileAccess support. These Program Requirements will help protect our VAR Partners from competitors by rewarding them for strong customer relationships and for their significant investments with our products.

Requirements	CERT	REG	SEL
Passing the required Certification Program	✓		
Affiliation with an MA-Certified Service Center for RF design and other services		✓	
Affiliation with an MA-Authorized Distributor			✓
Product technical training	✓	✓	✓
Vertical-specific sales training	✓	✓	
Monthly business development conference calls	✓	✓	
Sales territory and vertical market assessment	✓	✓	
Quarterly strategy and results assessment	✓	✓	

VAR Program Benefits: Everything You Need to Make the Sale

Tools & Services	Benefits	CERT	REG	SEL
Customized Web Portal				
Performance Tracking Tools	Track leads and sales performance	✓	✓	
Quote Builder	Accurate price and equipment estimates	✓	✓	
Incentive Programs (VIP)				
Sales Contests	Drives sales with powerful rewards	✓	✓	
Project Registration Rebate	3% rebate for project registered online	✓	✓	
Project Approval Rebate	Up to 7% rebate, project protection and dedicated sales support upon approval	✓	✓	
Training & Support				
Product Training	In-depth training to you up to speed	✓	✓	✓
Sales Training	Proven tools & methods to jumpstart sales	✓	✓	
Technical Support	24x7 access to technical experts	✓		
Authorized Distributor & Service Center Support				
Technical Training & Support	Training and pre-sales support		✓	✓
Post-Installation Support	Complete post-sales support		✓	
Certification Program				
Commissioning Training	Complete commissioning training	✓		
RF Design Training	Advanced RF engineering training	✓		
Advanced Sales Training	Comprehensive sales tools and training	✓		
Marketing Tools				
Pocket Pricing Guide	Quick reference project cost estimator	✓	✓	✓
ROI Tools	Demonstrate value and bottom line impact	✓	✓	
Pre-Sales Kit	Leverage our marketing to drives sales	✓	✓	
White Papers	Thought leadership on emerging topics	✓	✓	✓
Print-On-Demand Collateral	Download cases, papers and marketing materials with one click	✓	✓	✓
Participation & Access				
Sales Kick-Off	A unique program to kick-off sales	✓	✓	
Quarterly Discussion Forums	Informative strategic brainstorm	✓	✓	
VAR Advisory Council	A leadership role in shaping the program	✓		

Getting Started ...

Call 1-866-436- 9266 to speak with a MobileAccess VAR Manager and take a few minutes to complete the VAR Partner Application form at: www.mobileaccess.com.