



MobileAccess Value Added Reseller Partner Program

**Building a Successful
Partnership Together**



www.mobileaccess.com

Give Your Customers the EnCOVER Solutions Pathway –

EnCOVER Solutions Pathway - More Than A Product Line

EnCOVER Next Generation - 4G and Beyond

The \$552 billion dollar indoor wireless infrastructure market is growing as more large enterprise customers evaluate their in-building coverage options for WLAN, 3G and 4G and beyond. Right now your customers are seeking in-building coverage solutions to support their wireless needs, such as cellular services from multiple operators, public safety, paging, or wireless patient telemetry. Take advantage of the market momentum and give your customers what they want: The MobileAccess EnCOVER Solutions Pathway.

The MobileAccess EnCOVER Solutions Pathway offers the industry's most flexible portfolio of solutions – it's more than a product line. A variety of single-carrier, multi-carrier and innovative solutions architectures offer comprehensive and cost-effective infrastructure choices for enterprises of all sizes.

With the industry's best solution portfolio, you can create a perfect fit solution and distinguish your offerings from competitors' while expanding your revenue opportunities:



- ❑ **Differentiate From the Competition:** With a MobileAccess solution, you can provide your customers with a wireless infrastructure that makes a strategic impact and goes well beyond that of a conventional one-size fits all solution.
- ❑ **Address New, High-Growth Markets:** With LTE and WiMAX on the horizon, carriers are ready to invest in wireless infrastructure solutions that make 4G a reality indoors. Tap this 4G opportunity with the most advanced infrastructure options on the market.
- ❑ **Sell a Perfect Fit Solution:** Our flexible cabling options eliminate the need to force fit new cabling and re-wire facilities from top to bottom. With greater flexibility, you can enable all wireless services in operation today, at the best price. The EnCOVER Solutions Pathway offers the best features in the industry:
 - **Smart Antenna Technology** enables LTE and WiMAX services which demand efficient antenna infrastructure that goes beyond throughput maximization.
 - **Distributed EnCOVER Architecture** eliminates single points of failure that affect large coverage areas.
 - **Compatibility with Multiple Capacity Sources** - The new EnCOVER VE solution supports a variety of centralized and distributed capacity sources, high and low power options.
 - **Multiple Cabling Media Options** ensure best price and design flexibility.
 - **Modular Design** - Easy-to-replace discrete elements simplify upgrades, enabling a “Pay as You Grow” strategy.
 - **High Network Reliability** - End-to-end system element monitoring enables instant fault identification from signal source to antennae.

With the MobileAccess EnCOVER Solutions Pathway in your wireless portfolio, you can satisfy all of your customers’ wireless connectivity requirements. At the same time, the MobileAccess portfolio gives you multiple opportunities to drive revenue growth and increase the value of every account.

MobileAccess VAR Partner Program Overview

MobileAccess is a 100% indirect, channel-driven company. We are only successful if our value added partners are successful. The mission of the MobileAccess Partner Program is to make it simple for our partners to take the best solutions to market. We’ll develop, market, and support our cutting-edge portfolio while helping you grow your business.

The VAR Partner Program offers two levels of participation based on a partner’s capabilities:

Tiers of VARs	Annual Revenue Requirement	Training & Support	Purchase Products	Sales	RF Planning, Installation and Post-Installation
Premier	\$500,000+	MA		VAR	
Distributor		MA		VAR	VAR or Auth. Service Center
	< \$500,000	Or Distributor	Auth. Distributor		

Premier: Premier VAR partners capable of selling MobileAccess products across their regional or national customer base. Premier VARs have the resources to sell, design, and implement MobileAccess solutions. Partners must pass a certification process and hold a track record for sales success with our solutions. Every VAR has the opportunity to become a Premier VAR and enjoy additional discounts and other exclusive benefits.

Distributor: Distributor VAR partners are regionally designated resellers, purchasing equipment from our Distributors. Distributor VARs have the option of receiving service assistance from our MobileAccess Authorized Service Centers.

When you join the MobileAccess Partner Program as a new VAR, you receive full support from our certified distributors and dedicated support teams. When you achieve Premier Partner status, you continue to focus on selling while MobileAccess gives you the tools and dedicated channel management support along with round-the-clock technical and design support, comprehensive in-person and online training, competitive tools and the latest market education.

Partner Program Requirements

MobileAccess has identified a set of requirements for each level of VAR within the Partner Program – these are designed to help our partners identify new business opportunities and allow top-performing VARs to receive dedicated MobileAccess support.

Requirements	Premier Partners	Distributors	VARs under Distribution
Agree to Minimum Annual Revenue Targets	\$500,000	\$500,000	No Minimum
Commit to meeting jointly determined Quarterly Sales Goals	x	x	
Agree to register pipelines with MobileAccess (per contract) and review with a designated MobileAccess Channel Manager on a monthly basis.	x	x	
Work with MobileAccess Sales to develop account plans	x	x	
Participate in Quarterly strategy and results assessments			
Adhere to MobileAccess minimum level quality deployment guidelines*	x	x	x
Passing Training Requirements: Minimum of 5 salespeople trained on Product and Sales; Minimum of 3 people trained in RF Design and Commissioning	Certified	Certified	
Affiliation with an MA-Certified Service Center for RF design and other services			x
Affiliation with a MobileAccess-Authorized Distributor			x
Product technical training	x	x	x
Vertical-specific sales training	x		
Monthly business development conference calls	x	x	
Sales territory and vertical market assessment	x		

MobileAccess reserves the right to change the rules and requirements at any time.

VAR Program Benefits: Everything You Need to Make the Sale

The Partner Program offers all of the sales and design support tools you need to grow your business. These Program benefits empower partners by rewarding them for strong customer relationships and their significant investment in MobileAccess solutions.

Benefits	Premier Level	VARs under Distribution
Can purchase EnCOVER VE direct	Yes	
Dedicated Executive Sponsor, 1 per VAR	Yes	
Exclusive R&D visibility into 3 year MobileAccess technology roadmaps	Yes	
Co-Branded Turnkey Sales Tool Kits	Yes	
Highest Available Base Discount	Yes	
New custom Partner Portal	Yes	
Distributor MobileAccess Product Portal		Yes
Improved ROM Tool	Yes	
Online Training	Yes	Yes
1 On-site Trainings - at your facility (8 person minimum)*	Yes	
Free Technical Certification - Certified and trained within 1 year of contract renewal: cellular only, cellular and WLAN or WLAN only options available. Charges apply to Commissioning Certification.	Yes	
Significantly discounted demo kits	Yes	
ACE match-making and directory access	Yes	
Active participation on the VAR Council*	Yes	
Packaged Maintenance support and Warranty services	Yes	
Access & introduction to EnCOVER VE	Yes	Yes
3 Full Days of Project Management Consulting Services annually	Yes	
FREE Phone Tech Support - unlimited	Yes	
Designated Solutions Engineer (Distributor's or MobileAccess)	Yes	Yes
Educational Webinar Programs (technical & sales training)	Yes	
Listing online in VAR Directory	Yes	
Carrier marketing	Yes	

*Travel costs not included.

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Getting Started ...

To get started please call Kevin Hussey, Senior Director Channel Sales @ **1-866-436-9266** or email khussey@mobileaccess.com . To see a list of current VAR partners, visit: www.mobileaccess.com .