

# RESELLER GUIDE

## PARTNER PROGRAM

UPDATED JUNE 2023



# Extremelgnite<sup>®</sup>

PARTNER PROGRAM





## Extremelgnite® PARTNER PROGRAM

We recently revamped the entire partner experience to deliver an outcome-focused program built around simplicity, showcasing differentiation, and increasing your profitability. Our award-winning partner program aligns your unique partner journey with your customer journeys to ensure you have the resources and support to land, adopt, expand, renew, and build with ease.

## Welcome to the Extremelgnite Partner Program

At Extreme Networks, partners are incredibly valued members of our organization. We believe that the key to ensuring an exceptional customer experience is always delivered through developing genuine relationships with our partners.

Our mission is to engage with the best technology partners in the industry to combine our expertise and build revolutionary, end-to-end networking solutions for our mutual customers and communities.

The Extremelgnite Partner Program aligns the partner journey with the customer journey so that Extreme Partners can seamlessly drive new business and grow existing customers' sales potential within one simple, unified experience.

Whether you are a new partner or have a longstanding relationship with Extreme, our FY24 program has specialized paths for every point in your Extreme Partner journey and is designed to expand your channel opportunities, showcase your differentiation, equip you to confidently go to market, incentivize growth, and ultimately, increase your profitability.

Let's partner and win together!

I invite you to review our Extreme Networks Partner Program Guide below to learn more about our FY24 program model which includes all the resources and benefits that will be made available to you through your commitment to Extreme Networks.

Sincerely,

**Scott Peterson**  
SVP Global Channels

## Industry Awards and Recognition

We're not the only ones excited about our momentum! See what some of the top industry publications and analysts are saying about Extreme.



### 2023 SUSTAINABILITY EXCELLENCE

In recognition of our environmental contribution and dedication to the recycling of 23,182 lbs. of electronic waste in 2022.



### 2023 CLOUD INFRASTRUCTURE SOLUTION OF THE YEAR

ExtremeCloud™ IQ was named as the Cloud Infrastructure Solution of the Year in the 2023 Tech Ascension Awards.



### CRN 2023 DATA CENTER 50

CRN named Extreme Networks as one of the 50 key data center players in the market for 2023.



### CRN 5-STAR PARTNER PROGRAM

The Extreme Partner Program has received a 5-star rating in the CRN Partner Program Guide since 2013.



### 2022 GARTNER MAGIC QUADRANT

Named a Leader by Gartner for the fifth consecutive year for Enterprise Wired and Wireless LAN Infrastructure.



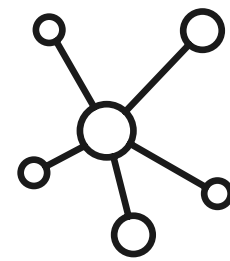
### 2022 NETWORK PROJECT OF THE YEAR

In partnership with NetNordic, Extreme Networks established one of the largest cloud-managed network infrastructures in Boars Stad, Sweden, transforming the municipality into a smart city.

## Who is Extreme?

We're driven to improve customers' businesses. Connectivity is just the foundation — we make the network a strategic asset. We help identify and solve business challenges, we simplify and improve the way customers work, and we are relentlessly focused on partnering with you to find new ways to drive better outcomes.

Extreme's unique **1 Network, 1 Cloud, 1 Extreme** approach reduces risk and simplifies operations by enabling infinitely distributed, highly scalable networks that deliver both a strategic advantage and consumer-centric experiences.



### **ONE NETWORK** *CONNECTS EVERYTHING*

Wired, wireless, and SD-WAN devices connected by Extreme Fabric enable a unified, secure, and automated network as a single topology across campus, data center and branch.



### **ONE CLOUD** *MANAGES EVERYTHING*

Unified management of wired, wireless, SD-WAN, and IoT devices with choice of public (shared or private) cloud or ExtremeCloud Edge. Enhanced visibility, security, and control via AIOps, Digital Twin, location services, and more.



### **ONE EXTREME** *OPTIMIZES EVERYTHING*

Universal licensing simplifies the license process while avoiding hidden costs. Our 100% in-sourced, certified global professional services speed up time to value, mitigate outages, and help customers maximize their IT investment.

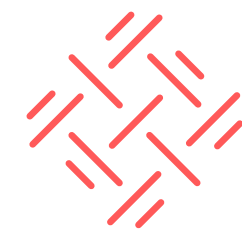
## Why Extreme Wins

Extreme has a history of providing innovative networking solutions that increase IT productivity while reducing operational expenses, positioning you and your customers for new ways and better outcomes.



### UNIVERSAL PLATFORMS

To provide customers with investment protection, Extreme pioneered universal wired and wireless platforms which support multiple use cases by leveraging dual operating systems / personas from a single platform. In addition, these can be either cloud- or controller-managed.



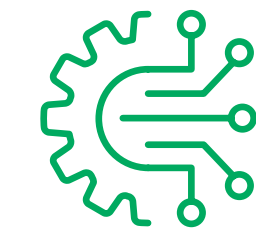
### UNIFIED FABRIC

To unify, automate, and secure the network from the campus to the data center, and to the branch, Extreme built the most widely deployed, industry-leading, standards-based network fabric with more than 5,000 customer deployments to date. Auto provisioning streamlines deployments and operations, and inherently protects unsecured devices and minimizes the risk of an outside attack.



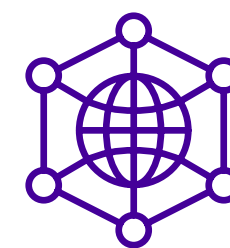
### UNIVERSAL CLOUD

We built our cloud infrastructure for scale and security. With 21 global points of presence and a proven track record for uptime, customers have their choice of public cloud providers – AWS, Microsoft Azure, Google Cloud Platform, in addition to hybrid or private cloud hosting options. For data privacy and protection, we are the only cloud networking vendor with ISO, CSA-STAR certifications, SOC2 and GDPR compliance.



### THIRD-PARTY MANAGEMENT

Extreme also provides management of third party networking and IoT devices including Cisco, HPE, Juniper, Zebra handheld scanners, and many more. The same cloud enables centralized visibility and simple migration to Extreme solutions when the customer is ready to replace legacy third-party hardware.



### UNIVERSAL LICENSING

We established the simplest licensing in the industry with clear business predictability and no hidden costs: one license per device, portable and applicable across wired and wireless platforms, cloud or on-premises managed, and extendable beyond Extreme platforms to integrate third-party devices.



### Global Brands Trust Extreme

Extreme Networks has over 50,000 innovative customers worldwide.

US											
CAN											
LATAM											
EMEA											
APAC											

\*Do not share externally without Extreme Networks' written permission.

## Extreme Wins Across Multiple Verticals

Extreme's complete set of networking solutions supports use cases for organizations of every size across multiple verticals.

### HEALTHCARE

Our purpose-built IT network solutions deliver security, simplicity, and scale to connected healthcare organizations and their environments. By making networking more intelligent, secure, and frictionless, Extreme Networks helps these organizations drive clinical and operational outcomes that move them forward.

### MANUFACTURING

Extreme helps manufacturers create a smart factory environment in which machines, devices, and people can communicate and collaborate seamlessly. Embracing digital transformation and adopting digital manufacturing practices enable these organizations to increase efficiency, reduce costs, and improve quality.

### GOVERNMENT

We are a trusted partner to federal agencies and local governments worldwide, supporting digital transformation initiatives and protecting sensitive information through a strong security posture. Extreme helps government customers modernize their infrastructure, secure and manage their data, improve their constituents' experiences, reduce costs, and optimize operations through cloud enablement.

### HIGHER EDUCATION

Achieving success in higher education requires the right network. Extreme's high-value networking solutions support modern learning and drive better student outcomes. Our powerful solutions enable proactive network management to boost productivity while providing visibility and control to keep ahead of the curve.

### K-12 EDUCATION

Extreme's cloud networking solutions support more sophisticated educational approaches and build the future of learning. Network automation, data insights, and assurance features take the burden off IT, allowing teachers to focus on educating instead of managing devices. Powerful cloud management creates more efficient networks, delivering a more effective return on investment for schools.

### RETAIL

Extreme provides a secure, resilient network that builds the foundation for smarter stores. Scalability, resiliency, and efficiency work together to help retailers deliver premium, modern shopping experiences that meet operational and customer-facing needs.

**With Extreme Networks, you'll be equipped to help your customers drive pivotal outcomes.**

- Increase IT productivity by making the network easier to deploy and manage
- Reduce OpEx by providing investment protection and simple migration from existing to new technologies
- Secure the business with capabilities layered through the network which protect users, devices, and data

### Key Industries Trust Extreme

Extreme Networks partners with customers across multiple verticals.



#### Government



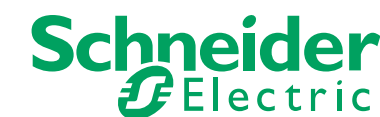
#### Education



#### Healthcare



#### Manufacturing



#### Retail



#### Sports & Venues



#### Transportation



\*Do not share externally without Extreme Networks' written permission.



## Sports and Entertainment Partnerships

We pride ourselves on our partnerships with numerous leagues and teams across many different sports; these partnerships give us high visibility and credibility in organizations where connectivity is essential to both the sport AND the fan experience.



OFFICIAL WI-FI SOLUTIONS PROVIDER OF THE NFL



PROUD PARTNER OF THE PRO FOOTBALL HALL OF FAME



OFFICIAL WI-FI SOLUTIONS PROVIDER OF MLB



OFFICIAL WI-FI SOLUTIONS PROVIDER OF MiLB



OFFICIAL TECHNOLOGY PARTNER OF NASCAR



OFFICIAL WI-FI ANALYTICS PROVIDER OF THE NHL



OFFICIAL WI-FI SOLUTIONS PROVIDER OF MANCHESTER UNITED



Official Wi-Fi Network Solutions and Analytics Provider



## Extremelgnite<sup>®</sup> PARTNER PROGRAM

### A Focus on Outcomes

No matter what stage of the partner journey you are on, the Extremelgnite Partner Program is designed to drive new ways that lead to better outcomes for you and our mutual customers through these four focal points:

- Demonstrate Value
- Showcase Differentiation
- Simplify Sales Motions
- Accelerate Growth & Expand Sales

## Partner Levels Explained

The Extremelgnite Partner Program features three partner levels: Diamond, Gold, and Authorized. Partners qualify for a single level based on previous and continued contributions to and investments in Extreme Networks.



Diamond Partners deliver the highest value to their customers and demonstrate sales and technical expertise across all Extreme solutions. They consistently achieve revenue targets while attaining high levels of customer satisfaction.



Gold Partners have access to an array of benefits designed to enable sales and technical competency, to meet the needs of our mutual customers, and to increase revenue growth.



An Authorized Partner is the introductory level of partnership with Extreme. Members have signed our terms and conditions.




**Revenue Requirements** are defined as: Net Annual Product, Software, Services and New Subscription Revenue as well as Revenue deriving through Extreme Networks Subscription (ENS) and through Extreme Capital Solutions.

**Country Codes:**

- A – Germany and USA
- B – UK, France, Italy, Spain, Canada, Mexico, Japan, South Korea, Australia, China, India
- C – Rest of EMEA, Caribbean, LATAM, and APAC (Asia Pacific)

		 AUTHORIZED PARTNER	 GOLD PARTNER	 DIAMOND PARTNER
<b>Annual Requirements</b>	<b>Revenue</b>	<ul style="list-style-type: none"> <li>• No Minimum Revenue Requirement</li> <li>• 1 Annual Booking – Closed Won</li> </ul>	<ul style="list-style-type: none"> <li>• A – \$250K, B – \$250K, C – \$150K</li> <li>• 3 Annual Bookings – Closed Won</li> </ul>	<ul style="list-style-type: none"> <li>• A – \$2M, B – \$1M, C – \$500K</li> <li>• 5 Annual Bookings – Closed Won</li> </ul>
	<b>Training Certifications</b>	<ul style="list-style-type: none"> <li>• 1x Extreme Certified Associate – Solution Selling</li> <li>• 1x Extreme Certified Associate – Solution Design</li> </ul>	<ul style="list-style-type: none"> <li>• 1x Extreme Certified Professional – Solution Selling</li> <li>• 1x Extreme Certified Professional – Solution Design</li> </ul>	<ul style="list-style-type: none"> <li>• 2x Extreme Certified Professionals – Solution Selling</li> <li>• 2x Extreme Certified Professionals – Solution Design</li> </ul>
	<b>Business</b>	<ul style="list-style-type: none"> <li>• Signed Terms and Conditions</li> <li>• Logo Placement</li> </ul>	<ul style="list-style-type: none"> <li>• Signed Terms and Conditions</li> <li>• Logo Placement</li> <li>• Business and Marketing Plan Acceptance</li> <li>• 1 Customer Reference</li> </ul>	<ul style="list-style-type: none"> <li>• Signed Terms and Conditions</li> <li>• Logo Placement</li> <li>• Business and Marketing Plan Acceptance</li> <li>• 2 Customer References</li> </ul>

*Extreme Networks reserves the right to restrict Portal access for Authorized Partners who have not transacted within 12 months (no open/closed/won opportunity over 12 months). In case of portal restriction, access to a “re-engagement” site and the training platform will remain.*

Partner Levels Benefits	 AUTHORIZED PARTNER	 GOLD PARTNER	 DIAMOND PARTNER
		<b>Economic</b>	
Growth Rebate		X	X
Net New Rebate	X	X	X
Program Level Discount + Deal Registration	X	X	X
Not For Resale Discounts	X	X	X
Proposal Based MDF		X	X
Partner Communities and Points Incentives		X	X
Additional Beta Programs – Geo Specific and Invite Only			X
	<b>Enablement</b>		
Solution Selling Certifications – Free of Charge	X	X	X
Solution Design Certifications – Free of Charge	X	X	X
Access to Remote Demo Lab	X	X	X
Access to RFPIO Library			X
Sales Quoting Tools (Channel Self Service)	X	X	X
Technical Configuration Tools (IRIS)	X	X	X
Roadmap Updates – Quarterly Compass Sessions	X	X	X
	<b>Engagement</b>		
Resell Authorization	X	X	X
Partner Portal	X	X	X
Partner Locator	X	X	X
Partner Marketplace and Campaign Center	X	X	X
Sales Support	Distribution	Channel	Channel
Ultimate Warrior		X	X

**High-Level Details and Changes to the Rebate Program**

- Calculated on point of sale
- POS includes Hardware, Software, New Subscription, New Service, PS (Professional Services), and all Renewals.
- All Rebates paid out every 6 months
- Net New Customer rebate has been expanded from initial customer purchase to the first 12 months of a new customer
- Goal and Payout on POS for all Revenue
- Non-Eligible Transactions: Demo, POCs, Lab Gear, Training
- Program achievement will be measured after the close of two consecutive quarters

**Reseller Rebates**

REBATE COMPONENT	BACKEND REBATE	REBATE CALCULATIONS BASE
<b>Growth Rebate</b>		
Gold Partner	.5%: 110%-119.99% Y/Y Growth 1%: 120%-150% Y/Y Growth	Rebate capped at 150% growth
Diamond Partner	1%: 110%-119.99% Y/Y Growth 2%: 120%-150% Y/Y Growth	
Non – Product Kicker <i>(Only received once the growth rebate is achieved)</i>	0.5%: 25% Mix 1%: 35% Mix 2%: 50% Mix	Mix of non-product POS over product POS
<b>New Customer Rebate</b>		
Net New Customer Rebate (Open to all partner levels)	5%	<ul style="list-style-type: none"> <li>• New Customer – First 12 Months</li> <li>• Open to All Partner Program Levels</li> <li>• Product, Subscription, and Services included</li> <li>• \$50K rebate cap payout (per payout period)</li> <li>• No Deal Registration required</li> </ul>

**Program Dashboards**

For improved visibility partners will have access to their individual rebate tracking and claiming tool through the [Partner Portal](#).

All partners will only see rebates that they are eligible for based on their program level. It will enable you to see regular, weekly revenue uploads to help you to drive to the best profitability outcome.

**Extreme Partner Level Discounts**

Base level discounts for hardware, software and service programs are based on your program level. For indirect orders, please review the recommended reseller tiered pricing structure on the Deal Registration documents posted [here](#). However, please contract your distributor to determine your final quote.





## Ignite Rewards Partner Communities

**Ignite Rewards** is the new, overarching partner communities program. By moving from the former two communities, Champions and Heroes, we now have one inclusive, community-focused brand with designated personas. Each persona-based community will have a customized incentive plan based on their unique characteristics. In each community program, we will be awarding points for completing specific activities and behaviors. Community members will then be able to use those points to trade in for swag, gift cards, or experiences.



**IgniteSales**  
EXTREME COMMUNITY

The IgniteSales Partner Community will guide members with a personalized enablement plan designed to incentivize the selling of end-to-end solutions to their customers.

[Explore the IgniteSales Community](#)



**IgniteTech**  
EXTREME COMMUNITY

The IgniteTech Partner Community will guide Partner Systems Engineers with a personalized enablement plan designed to incentivize the adoption and expansion of our end-to-end solutions to their customers.

[Explore the IgniteTech Community](#)

## Partner Program Compliance

Managing program compliance is important to maintain customer satisfaction. Extreme Networks is committed to delivering visibility with annual partner level compliance management and ongoing communication, supported by a partner dashboard that you can access through the Partner Portal.

## Partner Level Upgrade / Downgrades

A member's program level is determined at the start of the Extreme Networks Fiscal Year (July 1) and is based on their revenue performance during the prior fiscal year, Training Certification, and other program requirement criteria. Partners will keep their level throughout the Extreme fiscal year; however, if the level was granted based on an individual agreement or exception, Extreme reserves the right to downgrade a partner if the partner doesn't meet the set goals within that individual agreement or exception. The following requirements must be met in order to maintain each program level and access to the associated program benefits:

1. Partners must have a signed reseller agreement with Extreme Networks.
2. Extreme Website Listing and Linking is a prerequisite to receive partner program benefits.
3. Business and Marketing Plans need to be submitted for specific programs such as rebates and access to MDF.
4. All Partner Program requirements will be tracked and reviewed quarterly.
5. Additional requirements may apply depending upon applicable contractual terms and conditions and / or regional practices.

Extreme Networks reserves the right to change this Program, and the requirements of its Channel Partners, at any time, including but not limited to discounts, rebates, participation requirements, and marketing funds. All information in this document is Extreme Networks Confidential Information and subject to the confidentiality provisions of the reseller agreements.

Extreme Networks Confidential. For Authorized Extreme Networks Partners only. Not to be distributed to third parties without the express prior written consent of Extreme Networks, Inc. Specifications are subject to change without notice.

## Driving Better Outcomes Together

At Extreme, we pride ourselves on ensuring we provide best-in-class service to our customers and partners. For our customers, that means ensuring the quality and delivery of our services exceeds expectations and enhances customer experience. For our partners, that means ensuring we provide a unified support experience to both them and our mutual customers depending on the type of support services required.

### ExtremeWorks

- Resell maintenance service with direct service delivery by Extreme Networks
- Comprehensive offerings with a variety of response times

*Extreme Reseller*

### PartnerWorks

- Co-delivery services that augment partner's service delivery
- Comprehensive offerings with a variety of response times
- Parts and Onsite delivered directly to End Customer by Extreme on behalf of Partner
- Uses Extreme Networks infrastructures to reduce Partner inventory requirements

[Learn More >](#)

*Co-Delivery (PartnerWorks Certified)*

### PartnerWorks PLUS

- Co-delivery services that augment Partners' service portfolio
- Focused set of infrastructure support offerings from Extreme
- Designed for partners that have made their own logistics infrastructure investments
- Uses Extreme Networks for parts replenishment to Partners' stocking depot

## Alliances

ExtremeAlliance is focused on Alliance partner-built integrations and use cases that support our Extreme customer’s journey to becoming an Infinite Enterprise.

## Expansive Ecosystem of Technology Partners

Healthcare	Security	Location Services	Physical Security	Hyperscalers	Other

Learn More: [Alliance-Ecosystems-Requests@ExtremeNetworks.com](mailto:Alliance-Ecosystems-Requests@ExtremeNetworks.com)

## Consultant Relations

Before a sale ever occurs, many end-user customers rely on Independent IT Consultants to scope and specify their projects. Extreme’s Consultant Relations desk is a single point of contact – offering configuration support, technology briefings and partner recommendations for these opportunity influencers. The desk also supports Architects, Design Engineers and other non-selling, client-compensated organizations. As Extreme is specified on more RFP/RFQ documents, there’s a clear benefit to Extreme Partners.

If you’re familiar with any Independent IT Consultants in your area, introduce them to the Extreme Networks Consultant Relations desk at [ConsultantDesk@ExtremeNetworks.com](mailto:ConsultantDesk@ExtremeNetworks.com).

## Customer Success

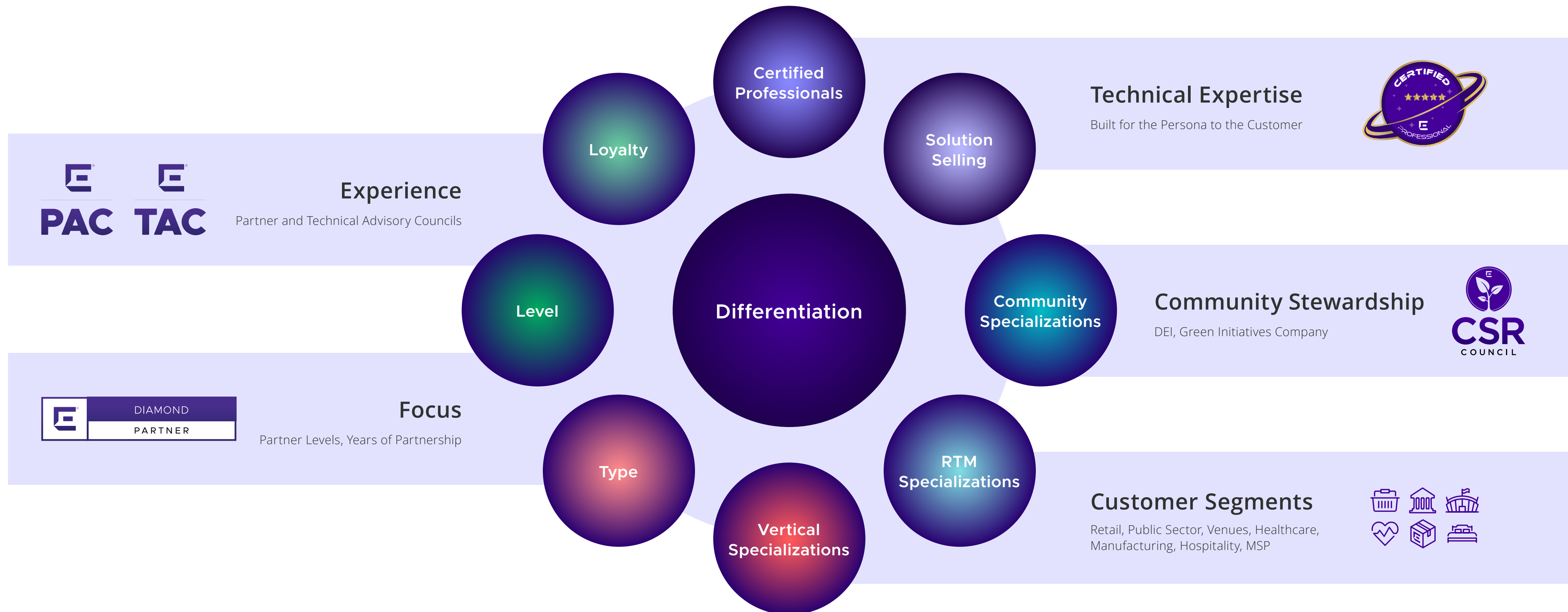
Extreme Networks Customer Success offers guidance throughout your customers’ subscription journey to help them consistently achieve the most value from their ExtremeCloud solutions. We provide self-service onboarding and adoption tools to accelerate time to value for your customers. We monitor usage and engagement to identify roadblocks and address issues proactively with timely resources. Once customers have realized the full value of their investment, we show them how to further enhance their networking experience, sharing information about new features and products and uncovering growth opportunities for you.

Extreme Networks offers two levels of Customer Success engagement: digital, self-service guidance included in ExtremeCloud subscriptions, or an optional personalized engagement sold as an additional service offering. For questions or to learn more, please contact our Customer Success team at [CustomerSuccess@ExtremeNetworks.com](mailto:CustomerSuccess@ExtremeNetworks.com).



## Showcase Your Value and Differentiation

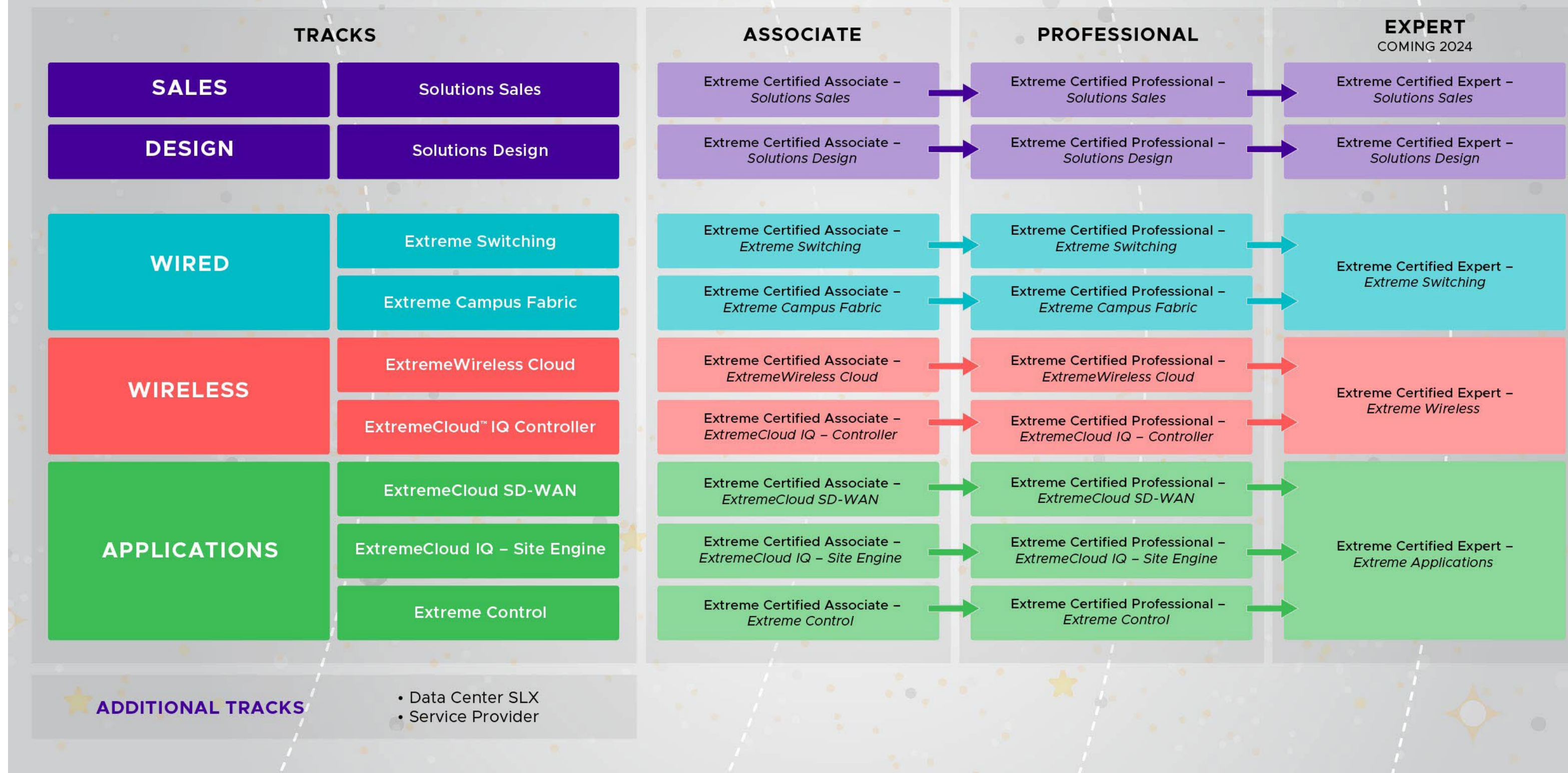
In a crowded marketplace, partners who join the Extremelgnite Program can set themselves apart through focusing on customer segmentation, their technical expertise, a particular partner level, and more. We understand not all partners are made equal, so we have programs designed to showcase the very best of you.





# EXTREME NETWORKS

## TRAINING CERTIFICATION FRAMEWORK



Associate-Level Training is the first step on the learning journey with Extreme Networks Training. This training is for students who are new to networking/new to Extreme Networks' products. You will obtain an introductory understanding of key networking concepts, products, and solutions, forming a solid foundation of knowledge to build upon.



Professional-Level Training is for students who require greater depth of knowledge in how to configure, deploy, manage, and troubleshoot networks. This level of learning builds your practical skills for the installation and maintenance of networks.

### Industry and Go-To-Market Specialization Badges



#### Sports and Public Venues Partner Badge

Gives select partners the opportunity to become approved for stadium solution installations and take advantage of this fast-growing market. This badge also qualifies you to participate in sponsorship opportunities as they are available.

[Learn More >](#)



#### Public Sector Partner Badge

Grants you priority state contract participation, specialized collateral including webinars and, in applicable cases, access to Marketing Development Funds.

[Learn More >](#)



#### Diversity, Equity, Inclusion Partner Badge

Gives you the opportunity to align and partner with Extreme on community-based initiatives. Extreme will provide you with support to better identify, quantify, and enable DEI efforts within your organization.

[Learn More >](#)



#### PartnerWorks Service Solutions Partner Badge

Enables you to provide customers with your own brand of value-added service and support offerings. You will also have access to Extreme Networks' technical expertise, software support, and logistics infrastructure.

[Learn More >](#)

*You must complete the Sports and Entertainment Training Dojo Curriculum as a prerequisite*



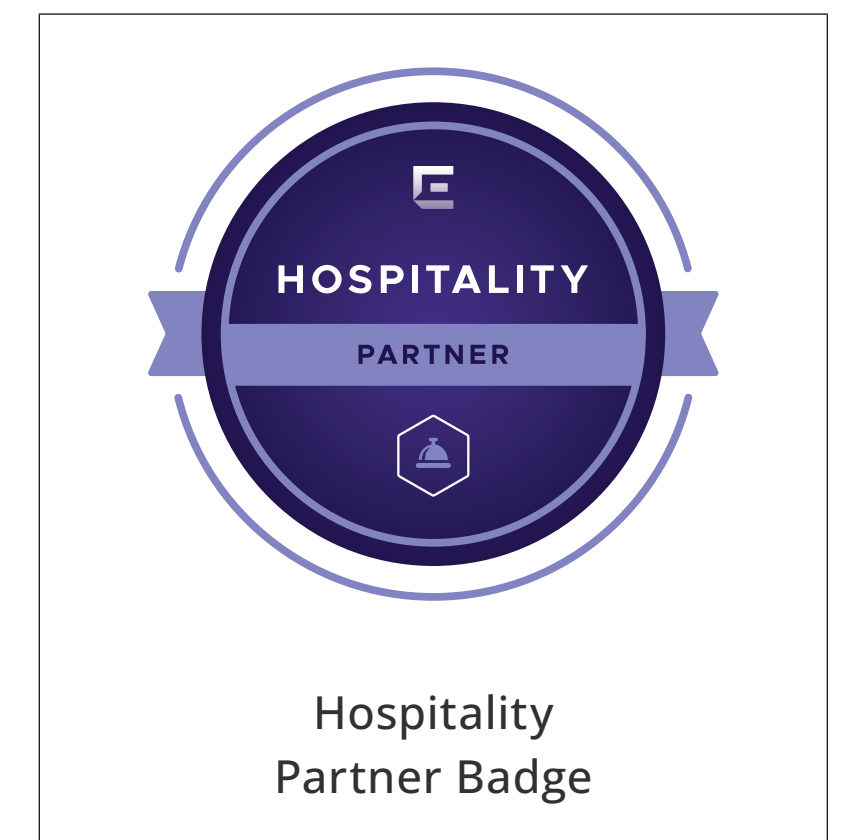
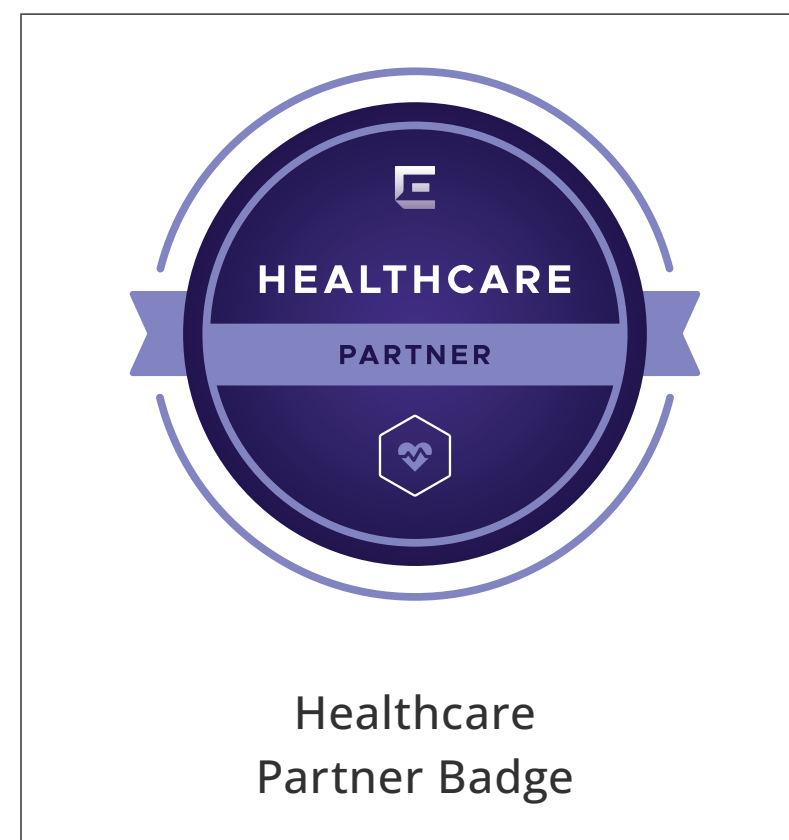
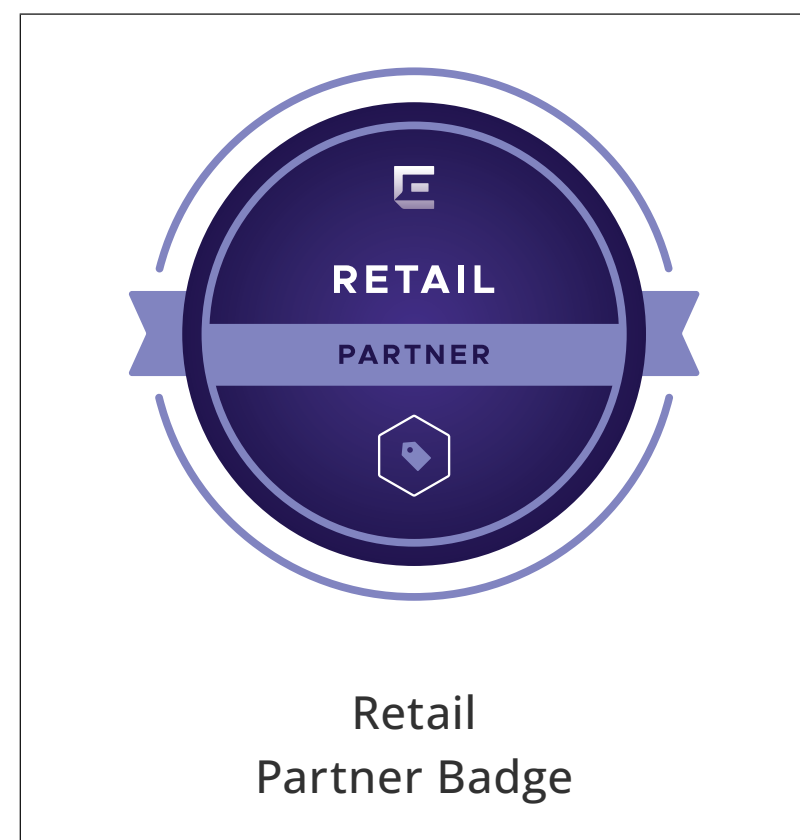
**COMING SOON**

### Vertical Specialization Badge Program

#### Interested in a Vertical Specialization Badge?

Fast track your opportunity for growth and participation in the new program by co-marketing with Extreme.

We have new content and assets to choose from in multiple languages to help you grow in specific vertical markets.



#### NEW CONTENT AVAILABLE NOW!

-   
Presentations
-   
At-A-Glances
-   
Industry Snapshots
-   
Demand Assets

#### CONTENT AVAILABLE FOR THE FOLLOWING VERTICALS:

-   
Education
-   
Healthcare
-   
Hospitality
-   
Manufacturing
-   
Public Sector
-   
Retail
-   
Venues

## Simplify Sales Motions

From self-service tools to financing and support, Extreme Networks equips you with what you require to make your sale.

### Self-Service Tools

The **Extreme QuickQuote** tool enables indirect Resellers to receive an instant Suggested Reseller Product Price based on program level discounts for planning purposes.

Register your deals with confidence with Extreme's **Deal Registration** program which offers an exclusive registration incentive and ensures that no other competitor can receive an advantage discount for the same opportunity.

Boost Sales and Performance with our **IRIS application** which improves design, proposal of complex products and solution while delivering significant gains in productivity and accuracy.

[Learn More >](#)

### Financing and Capital Solutions

Extreme is committed to supporting the different global financing requirements our partners need in order to increase their value to customers. Whether it's extended terms, gaining access to grant funding, or developing a financial plan to close more opportunities, Extreme Networks has you covered.

- Subscription
- Leasing
- NlaaS
- Payment Plans

[Extreme Capital Solutions >](#)

### Global Grant Services

The Grant Services Program is designed to help partners and their customers find funding to implement "Extreme Networks" solutions. Every year millions of dollars of grant funds are available for projects utilizing Extreme Networks solutions. There are over 96,000 granting organizations globally and more than \$90 billion in government grants. The Extreme Grant team is here to help every step of the way, including locating grant-based funding, grant proposal writing, and managing grant awards. With our extensive experience and a network of certified grant writers, researchers, and funding specialists, we can offer all of the services commonly seen with national grant writing firms.

[Grant Funding >](#)

### Showcase Extreme to Customers

The Not-for-Resale (NFR) Program enables partners to purchase products for demonstration settings to showcase Extreme Networks solutions to current and prospective Extreme Networks customers.

NFR is available for purchase at a special discount based upon a limited value each year as defined in the NFR Program Guidelines.

[Learn More >](#)

### Support

Whether at the onset of a new partner's onboarding or during the development of a business plan to grow your business, Extreme Networks is committed to supporting the unique needs of our partners at every step of their journey with us. We have regional and focused Channel Sales teams, supporting Distribution partner support and much more to ensure your success with Extreme.

## Accelerate Growth and Expand Sales

Driving awareness of Extreme's brand starts with our partners and we are dedicated to ensuring you have everything you need to sell, promote, prospect, and gain customer references. Extreme offers a [Partner Marketing and Campaign Center](#) (PMCC) that equips you with co-brandable digital and print assets, social media content, product microsites, and email campaigns to drive new logo lead generation and migrations. Additionally, all programs are eligible for [Marketing Development Funds](#) (MDF)!



### FREE Web Plugins (Microsite)

- Showcase the latest Extreme Networks content on your website, with a click of a button!
- Easy to nurture and convert your site visitors into leads
- Customize your microsite



### FREE Email Nurture Tracks

- Drive demand, build pipeline
- Enhance your digital presence through integrated marketing campaigns, including email campaigns, companion web plugins, social media, and sales collateral



### FREE Social Media Syndication

- Build a social strategy with automated and curated Extreme Networks content
- Establish yourself as a thought leader
- Share to LinkedIn, Facebook, and Twitter
- Customize the imagery, messaging, and post time



### FREE Content Library

- Access and provide your customers with relevant, educational, and professionally developed content
- Include co-branded content across all marketing efforts

### Marketing Development Funds

Proposal-based MDF are available for you through the ExtremeIgnite Partner Program. To participate, you must develop a business and marketing plan that details strategic goals and expected ROI metrics with your Partner Account Manager and Field Marketing Manager, or your preferred Distributor (for Authorized partners only).

*MDF approvals are determined by Extreme's regional sales teams based on geo-specific growth goals with a primary focus on net new demand.*



## Net New Logo Lead Generation Programs

Leverage our cutting-edge, interactive, and MDF-eligible demand generation programs to help increase your sales pipeline and set your business apart from the competition. Below are just some of the campaigns available to you.

### Immersive Event Experiences



Extreme partners can now offer prospective customers and customers an immersive virtual reality experience.

[Learn More >](#)

### Extreme NOW Demand Events



Partners can plan and execute their very own pipeline-building, Extreme-focused event.

[Learn More >](#)

### Test Flight



Showcase the capabilities and benefits of ExtremeCloud IQ through a hands-on virtual or in-person workshop covering the operational and technical advantages of our solution.

[Learn More >](#)

### Areas Where Extreme Networks Can Support You

*Data & Data Intelligence | Tools for Invites, Registration, Virtual Platforms | Content & Branding | Speakers | MDF \$ | Agency/Concierge Service*



### How We Can Partner

There are many ways to engage with Extreme Networks to help promote your story. Options for marketing with us include:

- Press Releases
- Written Case Studies
- Social Media
- Video Testimonials
- Media References
- Hero Quotes

## The Value of Partnering with Extreme

At Extreme, there is nothing more valuable than customer success — and we want to help you achieve it! When you team up with Extreme Marketing, we help you turn your best customer testimonials into compelling and visually appealing content that you and your customer can feature on your communication channels! We put your customers first and give them an avenue to tell their story on our platform, highlighting their innovations and success.

Engaging with the Extreme customer reference team is simple and easy. To start a conversation, just reach out to [CustomerReference@ExtremeNetworks.com](mailto:CustomerReference@ExtremeNetworks.com) with details about your customer, the technologies they use, and how they are driving better outcomes in their organization. You will then have a meeting with the Customer Reference team to walk you through the process and lead the project from start to finish.

### SOCIAL REACH

 171K Followers
  31K Followers
  27K Followers

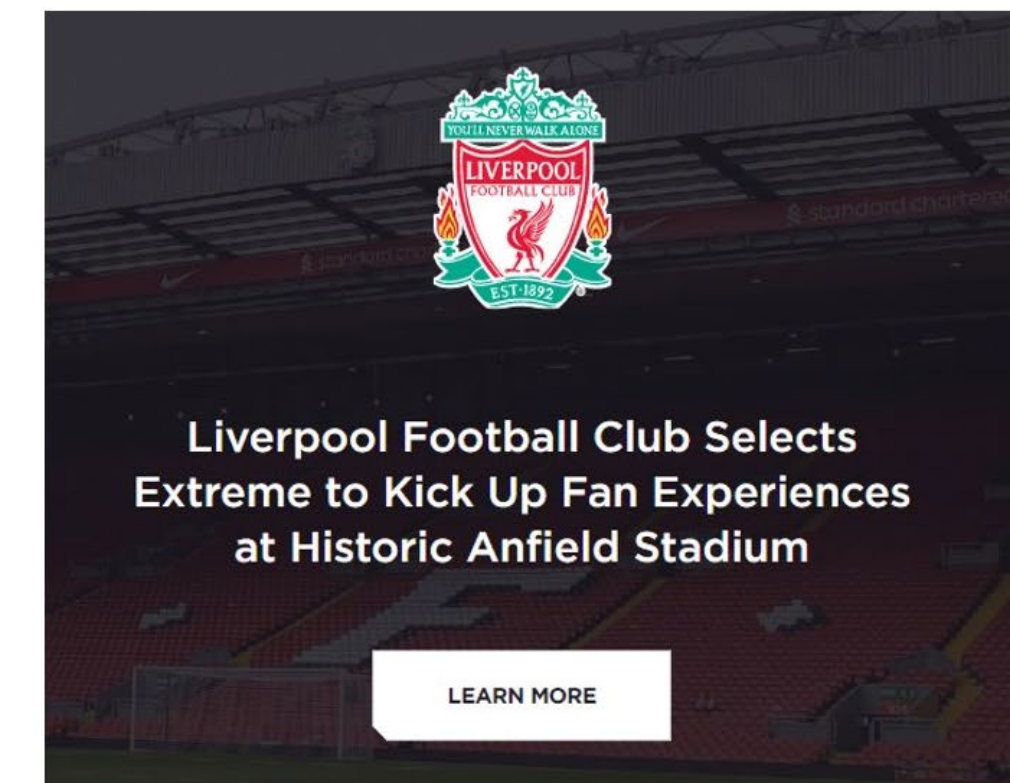
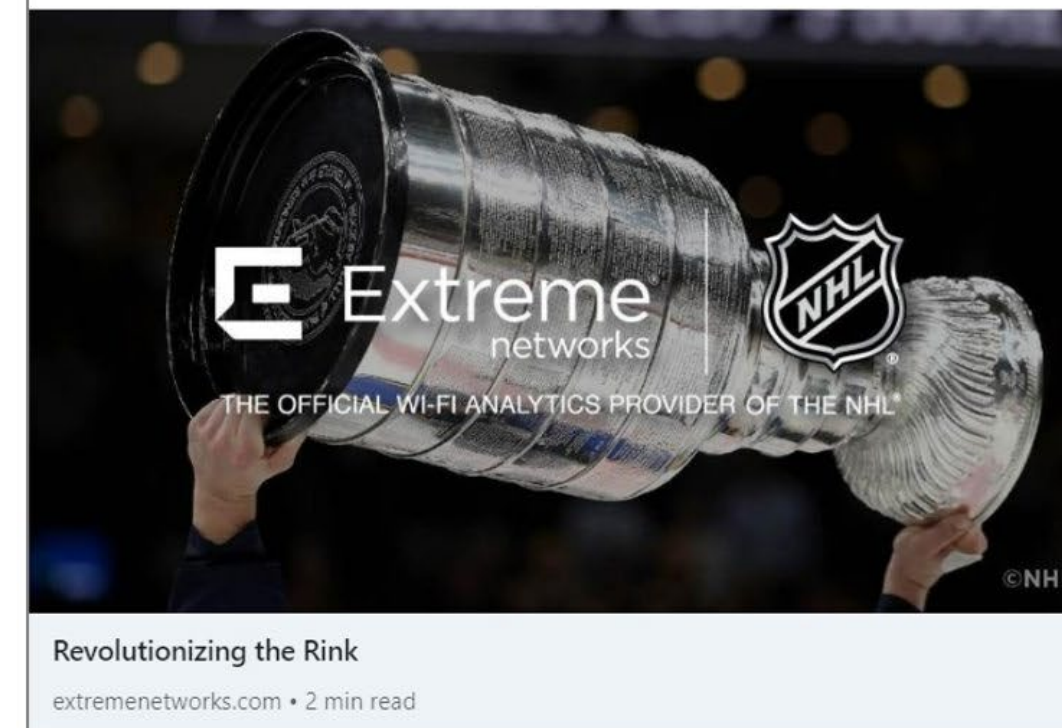
 12.5K Followers
  11.5K Followers

### CUSTOMER REFERENCE PROGRAM LANDING PAGE

[Learn More on PartnerEngage >](#)



With high-performance #WiFi6 and real-time #analytics, the NHL is creating a more personalized, fluid, and memorable gameday experience for fans across the league.



## Stay Connected with the ExtremeIgnite Partner Program

For questions or more information on the [Extreme Networks Partner Program](#), contact your *Partner Account Manager* or send an email to [PartnerPrograms@ExtremeNetworks.com](mailto:PartnerPrograms@ExtremeNetworks.com).

### Monthly Newsletter



Keep up with the most pertinent news, events, and product updates for Extreme Partners through our monthly channel newsletter.

[Learn More >](#)

### Partner E360 App



Receive real-time, pertinent information on the latest Extreme news at your fingertips

- Sales tools such as competitive battlecards
- Sneak peeks of our product announcements
- Reminders for upcoming webinars, training updates, and new campaigns to grow your business

[Learn More >](#)

### Quarterly Updates



Every quarter, Extreme's features regional, live co-hosts to provide interactive updates and outcome-focused opportunities to help your business grow.

- [Learn More About Webinars >](#)
- [Learn More About Real-Time >](#)

### Annual Conference



Where Extreme's leaders and partner communities meet in-person annually to fuel growth together.

- [Learn More About Events >](#)
- [Learn More About Ignite Conf >](#)

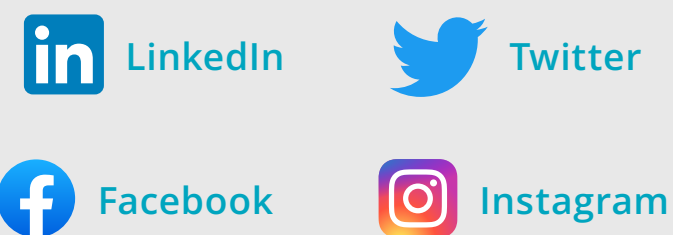
### User Conference



High-tech innovation meets ground-breaking information at Extreme's premiere global user conference. This annual action-packed, three day event connects you and your customers with experts, experiences, and answers to all things cloud networking. From hands-on demos and in-depth pre-conference training to User Discussion Groups and 1:1 sessions with Extreme leaders, there's no shortage of opportunity to connect and learn.

[Learn More >](#)

#### Connect with Us on Social







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#### **ABOUT THIS PROGRAM GUIDE**

*This Extreme Networks Partner Program Guide is intended for partners participating in the Partner Program. Extreme Networks may post or otherwise publish Supplement s to the Program Guide, providing more information or terms on Program requirements and benefits. Some Supplements and other information may be specific to certain regions and/or partner groups. Extreme Networks reserves the right, in our sole discretion, to decide when our posted fact sheets and program information may supplement or modify this Program Guide.*

*Please review this Program Guide carefully. This Program Guide provides the terms of your participation in the new Extreme Networks Partner Program. Please visit [PartnerEngage](#) frequently for the most updated information and version of this Program Guide. If you (on behalf of yourself or your employer) represent yourself as an Extreme Partner Network member, or if you request, access, or use any benefits under the Extreme Networks Partner Program, you are agreeing to the terms and definitions of this Program Guide under Extreme Networks then-current policies and enrollment terms.*