

Wavelink's Partner Program - Ride the Wave to Increased Profits

Wavelink's Partner Program is designed to provide best-in-class business growth opportunities for our Value Added Resellers, and other channel partners. This program is designed to generate leads, drive customer demand, increase sales, and increase profitability for all of Wavelink's channel partners.

Choose the tier that fits your Business Model



Wavelink Platinum Certified Partners have the highest level of credibility in the marketplace. In addition to the items below, Platinum Certified Partners make the greatest commitment to Wavelink, deliver the highest level of support, and have the highest yearly performance target. In exchange for this level of commitment, Wavelink enables Platinum Certified Partners to attain higher revenue through presales support, product training, and priority access to leads, plus the same benefits attributed to the Silver and Gold Partners.



Wavelink Gold Certified Partners demonstrate an increasing dedication to the Wavelink product. Gold Certified Partners must maintain yearly performance targets. In return for their participation, Gold Certified Partners will receive benefits such as sales assistance, availability to coop dollars (Market Development Funds - MDF's), additional product training options, plus the same benefits attributed to the Silver Partners.



Wavelink Silver Certified Partners are just starting to grow their business, have just entered the AIDC market, or have no sales staff and/or are primarily internet based. Silver Certified Partners make a minimal commitment, yet still receive benefits such as being listed in the Link Referral Program, use of Wavelink Certified Partner Logo and a wealth of marketing and sales tools, information, and support.

Benefits of the Wavelink Partner Program

	Platinum	Gold	Silver
Lead Generation - As partner you will have access to sale's leads, and lead generation programs. Wavelink marketing will provide Wavelink funded, and co-funded generation campaign options to partners. Platinum Partners have first priority of distribution for Wavelink generated leads. Wavelink reserves the right to distribute leads based on reseller abilities and geographical territories.	★ Priority	★	★
Onsite Sales Assistance - Wavelink Sales Professionals will attend and assist onsite customer account Sale's calls.	★ Priority	★ Available	
Phone Support Sales Assistance - Direct access to internal Wavelink Professional Sales Staff to assist with sales issues.	★	★	★
Pre-Sales Technical Assistance - Gold and Platinum Partners are assigned a Wavelink Pre-Sales Systems Consultant contact who is available to answer sales and technically based questions.	★ Priority	★	★
Customer Technical Support Access - Partners will have access to Wavelink's, and our Distributors', technical support resources. They are available to answer technical and application questions.	★ SLA	★ SLA	★
Product Discount and Margin Benefits - Platinum Partners receive the highest discount directly from Wavelink. Gold and Silver Partners receive discounts based on their registered business plan.	★ Direct	★ Business Plan Based	★ Business Plan Based
Discounts on Purchase of Wavelink Software for Internal Reseller Use - Wavelink will provide fully licensed software to partners, for their enterprise use only, at greatly reduced discounts.	★ 80% Off List	★ 80% Off List	★ 60 day expire, re-issuable
Periodic Reseller Bulletin - The Wavelink Connection Bulletin is full of useful information, including, product updates, industry and company news.	★	★	★
Partner Resource Website - A wealth of resources is available at the Wavelink Partner Portal. They include: Quote Templates, PowerPoint Presentations, Pricing Guides, Marketing Collateral, and more.	★	★	★

Wavelink Partner Program



Partner Program Requirements

In order to leverage Wavelink's Partner Program to grow your business, and increase your profitability, you must agree to the following requirements. Requirements are based on the tier that fits your business model.

	Platinum	Gold	Silver
Reseller Application and Agreement - Reseller must submit a Reseller Application, and execute a Reseller Program Agreement. Resellers must re-qualify annually.	★	★	★
Annual Business Plan - Reseller must submit annual high-level overview of how Reseller intends to achieve their Annual Volume quota.	★	★ Optional	
Annual Revenue Target - On Wavelink products and support agreements	★	★	
Sales Resource Commitment - To effectively attain the annual revenue target, sales resource must be committed to the sales of Wavelink's products.	★ 1 FTE	★ 1/2 FTE	
Performance Targets - Revenue Quota measured bi-annually. Required volume will increase over time as the overall market demand increases.	★	★	
Wavelink Content on your website and link to Wavelink website - Cross- linking and co-marketing.	★	★	★ Optional
Sales Training - Sales training program is available for each of Wavelink's products. Sales training is mandatory for new partners.	★	★	★
Technical Training - Each Platinum and Gold Reseller is required to attend ongoing technical training as provided.	★	★	★ Optional
Demonstration Capabilities - Reseller must have the ability to demonstrate Wavelink Product solutions to prospective customers. This includes all required hardware, etc.	★	★	★
Wavelink Certification Training - Resellers are required to attend Certification Training yearly. Certification is Product Specific, and must be renewed annually.	★ 2 FTE All Products	★ 1 FTE At least 1 Product	★ Optional
Sell Wavelink Services - Reseller must sell Services on every sale. Services can be Reseller's own, or they can resell Wavelink's Services provided by CSP.	★ Option: Wavelink or Resellers	★ Option: Wavelink or Resellers	★ Mandatory: Wavelink
Value-Add Offerings For Wavelink's Products - Reseller must demonstrate specific Value-Add centered on set of Wavelink Products. Wavelink will assist in co-marketing to these Value-Adds.	★	★ Optional	★ Optional



Sales and Support

United States: 1.888.697.WAVE (9283)

www.wavelink.com

UK: 0870.351.8564

International: +1.206.274.4280

EMEA: +44.870.351.8564