EXTREME PARTNER PRIMER
GUIDE

UPDATED JUNE 2024

E Extreme® networks

WHY EXTREME

INDUSTRY ACCOLADES

WHY WE WIN

PROGRAM INTRO

DRIVE BETTER OUTCOMES

DIFFERENTIATION

SIMPLIFY SALES MOTIONS

ACCELERATING GROWTH

STAY CONNECTED

Why Become an Extreme Networks Partner?

At Extreme Networks, we work together to provide revolutionary, end-to-end networking solutions that displace our competition, set you up for success, and deliver better outcomes for our mutual customers.

5 Benefits of a Strong, Profitable Partner

1. **Transparent Partnership** – There's nothing to hide. As an Extreme partner, you can expect clear communication, transparent transactions, and the simplest licensing in the industry.

2. **Total Commitment** – We're in it for the long haul. Both partners and customers have full vendor engagement every step of the way.

3. **Simple Onboarding** – New partners get immediate access to rich rebates, and accelerated enablement.

4. **Leading Innovation** – Our open architecture lets businesses migrate at their own pace while benefiting from leading cloud management, inherent security, and top-ranked services and support.

5. **Extreme Reliability** – Customers like Kroger, the Super Bowl, and Paris Charles de Gaulle Airport rely on Extreme solutions to keep them connected in critical moments every day.

As an Extreme Partner, you will be among the best technology partners in the industry, supported by a program designed to expand your channel opportunities, incentivize growth, increase your profitability—all backed by our growing portfolio of customers who rely on Extreme solutions to keep them connected in critical moments every day.

Let's partner and win together!

The Extreme Channel Team

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 NEXT BEST THINGS IN TECH

Fast Company selected ExtremeCloud™ IQ as the Next Big Things in Tech in the enterprise networking category.

CRN 5-STAR PARTNER PROGRAM

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

2023 SUSTAINABILITY EXCELLENCE

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

CRN 2024 DATA CENTER

CRN named Extreme Networks as one of the 50 key data center players in the market for 2024.

CRN 2024 AI 100

CRN named Extreme Networks as one of the 100 key AI players in the market for 2024.

2023 CLOUD INFRASTRUCTURE SOLUTION OF THE YEAR

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

2023 GARTNER PEER INSIGHTS

Extreme received a 4.7 out of 5 rating as of May 2023 among globally representative customers across verticals, including education, healthcare, government, and manufacturing.

2024 GARTNER MAGIC QUADRANT

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

Who is Extreme?

Extreme makes the network a strategic asset to your business – turning it into profit center, not a cost center. Extreme enables organizations to extend the reach of their business by using the network as a backbone to drive new services by making networking more intelligent, secure and simple. We help drive business outcomes that move your organization forward.

We've organized our product strategy and portfolio in a way that makes it very simple for customers. 1 Network, 1 Cloud, 1 Extreme removes the complexity for customers when it comes to seeing, managing and deploying a network by reducing risk, streamlining operations and enabling infinite distribution and scale.

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.

Category	Extreme Networks	HPE	Juniper
Unified Cloud Management	✓	✗	✗
Unified Secure Network Fabric	✓	✗	✗
Third-Party Device Management	✓	✗	✗
Universal Switching	✓	✗	✗
Advanced Wireless Portfolio	✓	✓	✗
Investment Protection	✓	✗	✗
Simplified, Portable Licensing Model	✓	✗	✗
Fast Track Partner Onboarding	✓	✗	✗

Global Brands Trust Extreme

Extreme Networks has over 50,000 customers worldwide.

US

Kroger · Baylor University · The University of North Carolina at Chapel Hill · OSF HealthCare · Novant Health · FedEx · Schneider Electric · Ryder · Norwegian Cruise Line

CAN

metro toronto convention centre · Northwest Territories · (Winnipeg Jets) · Ontario Power Generation · Toronto Metropolitan University · TTC · Ottawa International Airport Authority / Administration de l'aéroport international · Calgary Board of Education

LATAM

unesp · SEDENA Secretaría de la Defensa Nacional · PRODEPA · Universidad Autónoma de Baja California · BRF Brasil Foods · Banco Central República Dominicana · Klabin · Soriana

EMEA

Škoda · Volkswagen · e·on · Charité · NHS · renfe · Università Degli Studi di Milano · République Française · Dr Sulaiman Al Habib medical group · Dubai World Trade Centre · AH · Colruyt Group

APAC

Samsung · SK · LG · Macquarie University Sydney·Australia · Hana Bank · NSW Government · Marriott · Metro

Extreme Wins Across Multiple Verticals

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

HEALTHCARE

We help healthcare organizations drive clinical and operational outcomes that move them forward.

HOSPITALITY

We help hospitality companies deliver guest experiences that wow, drive operational excellence, and develop the workforce with a modern hospitality network.

FINANCIAL SERVICES

We help financial service institutions streamline and speed transactions, automate critical functions to reallocate staff to customer-facing tasks, and drive new mobile services to improve customer experiences.

MANUFACTURING

We help manufacturers embrace digital transformation and adopt digital manufacturing practices, enabling them to increase efficiency, reduce costs, and improve quality.

STATE AND LOCAL GOVERNMENT

We help government institutions modernize, serve their constituents, and drive operational outcomes that move them forward.

FEDERAL GOVERNMENT

We help federal governments future-proof mission critical infrastructures by modernizing, securing, and connecting agencies through a resilient network.

PRIMARY/SECONDARY EDUCATION

We help districts and schools make education easier for everyone with a next-generation network, relieving IT through automation, at an affordable cost.

HIGHER EDUCATION

Higher Education We help colleges and universities create a network for modern learning, with visibility and control, making IT more efficient as it tackles institution requirements.

RETAIL

We help retail customers exceed expectations, stay one step ahead of the competition, and build scalability, resiliency, and efficiency for next-level retail operations.

SPORTS AND VENUES

We offer a range of networking solutions that can help enhance the fan experience, increase engagement and revenue, improve operations, reduce operational risk and differentiate entertainment venues from competitors.

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 |

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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 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

PROUD WI-FI SOLUTIONS PROVIDER OF LAMBEAU FIELD

OFFICIAL NETWORK INFRASTRUCTURE PROVIDER OF THE NEW ENGLAND PATRIOTS

OFFICIAL WI-FI SOLUTIONS PROVIDER FOR THE SEATTLE SEAHAWKS

OFFICIAL IN-STADIUM WI-FI PROVIDER OF THE TAMPA BAY BUCCANEERS

A Focus on Outcomes

No matter what stage of the partner journey you are on, the Extreme Networks 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 and Expand Sales

Partner Levels Explained

The Extreme Networks 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 PARTNER

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 PARTNER

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.

AUTHORIZED PARTNER

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

		AUTHORIZED PARTNER	GOLD PARTNER	DIAMOND PARTNER
Annual Requirements	Revenue	• No Minimum Revenue Requirement • 1 Annual Booking – Closed Won	• A – $250K, B – $250K, C – $150K • 3 Annual Bookings – Closed Won	• A – $2M, B – $1M, C – $500K • 5 Annual Bookings – Closed Won
	Training Certifications	• 1x Extreme Certified Associate – Solutions Selling • 1x Extreme Certified Associate – Solutions Design	• 1x Extreme Certified Professional – Solutions Selling • 1x Extreme Certified Professional – Solutions Design	• 2x Extreme Certified Professionals – Solutions Selling • 2x Extreme Certified Professionals – Solutions Design
	Business	• Signed Terms and Conditions • Logo Placement	• Signed Terms and Conditions • Logo Placement • Business and Marketing Plan Acceptance • 1 Customer Reference	• Signed Terms and Conditions • Logo Placement • Business and Marketing Plan Acceptance • 2 Customer Reference

Revenue Requirements
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)

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 LEVEL BADGES	AUTHORIZED PARTNER	GOLD PARTNER	DIAMOND PARTNER
Economic			
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 Point Incentives	X	X	X
Additional Beta Programs – Geo Specific and Invite Only		X	X
Enablement			
Solutions Selling Certifications – Free of Charge	X	X	X
Solutions 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
Engagement			
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

High-Level Details and Changes to the Rebate Program

- Payouts calculated on point of sale (POS)
- POS includes Hardware, Software, New Subscription, New Service, PS (Professional Services), and all Renewals.
- All Rebates paid out every 6 months
- Growth Rebate: Goal and Attainment on Bookings / Payout on POS for all Revenue
- Net New Customer Rebate will require Deal registration.
- Non-Eligible Transactions: Demo, POCs, Lab Gear, Training
- Program achievement will be measured after the close of two consecutive quarters

Exclusive New Partner Recruitment Incentives - as of July 1, 2024

REBATE COMPONENT	BACKEND REBATE	REBATE CALCULATION AND DETAILS
Growth Rebate		
Gold Partner	• 0.5%: Band 1 • 1%: Band 2	• Rebate capped at 150% growth • Goal & Attainment on bookings / 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
Diamond Partner	• 1%: Band 1 • 2%: Band 2	
Non – Product Kicker *(Only received once the growth rebate is achieved)*	• 0.5%: 25% Mix • 1%: 35% Mix • 2%: 50% Mix	• Must achieve 1st band in growth to qualify for non-product kicker • Mix of non-product POS over product POS
New Customer Rebate		
Net New Customer Rebate *(Open to all partner levels)*	• 10%	• 10% on Initial Purchase for Net New customers • 10% on Net New Customers – 12 months for Non-SLED customers • Open to All Partner Program Levels • Product, Subscription, and Services included • $50K rebate cap payout (per payout period) • Deal Registration required

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

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 in the **Deal Registration Documents**. However, please contract your distributor to determine your final quote.

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Partner Communities and Rewards Program

The **Rewards Program** 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 Sales Community will guide members with a personalized enablement plan designed to incentivize the selling of end-to-end solutions to their customers.

IgniteTech
EXTREME COMMUNITY

The Tech 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.

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Driving Better Business Outcomes

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	Extreme Partner Support Services	Managed Service Provider (MSP)
• Resell maintenance service with direct service delivery by Extreme Networks • Comprehensive offerings with a variety of response times	• 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	• Flexible Solutions and Bundles • Improved Profitability and Controlled Costs • Reduced Risk and Simplified Operations
Extreme Reseller	*Extreme Co-Delivery Partner*	*Extreme MSP Specialized Partner*

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	Retail	Physical Security	Hyperscalers	Location Services	Other
Dräger	CHECK POINT	ZEBRA	i·PRO	aws	Pointr	servicenow
spectralink	FORTINET	VusionGroup	AXIS COMMUNICATIONS	Microsoft	Hamina	SOTI
ascom	paloalto NETWORKS	Hanshow	Verkada	Google	Kiana	HubStar
vocera	zscaler	SOLUM Solution provider.			Blyott	Wiflex Your WiFi onboarder
Baxter Hillrom | Welch Allyn	WatchGuard	CLOUD4WI			ekahau WIRELESS DESIGN	inPiazza
asimily	FORESCOUT				purple	Weblib
CYLERA					Aislelabs	RIGADO
ordr						NETBEEZ
Securitas Healthcare						

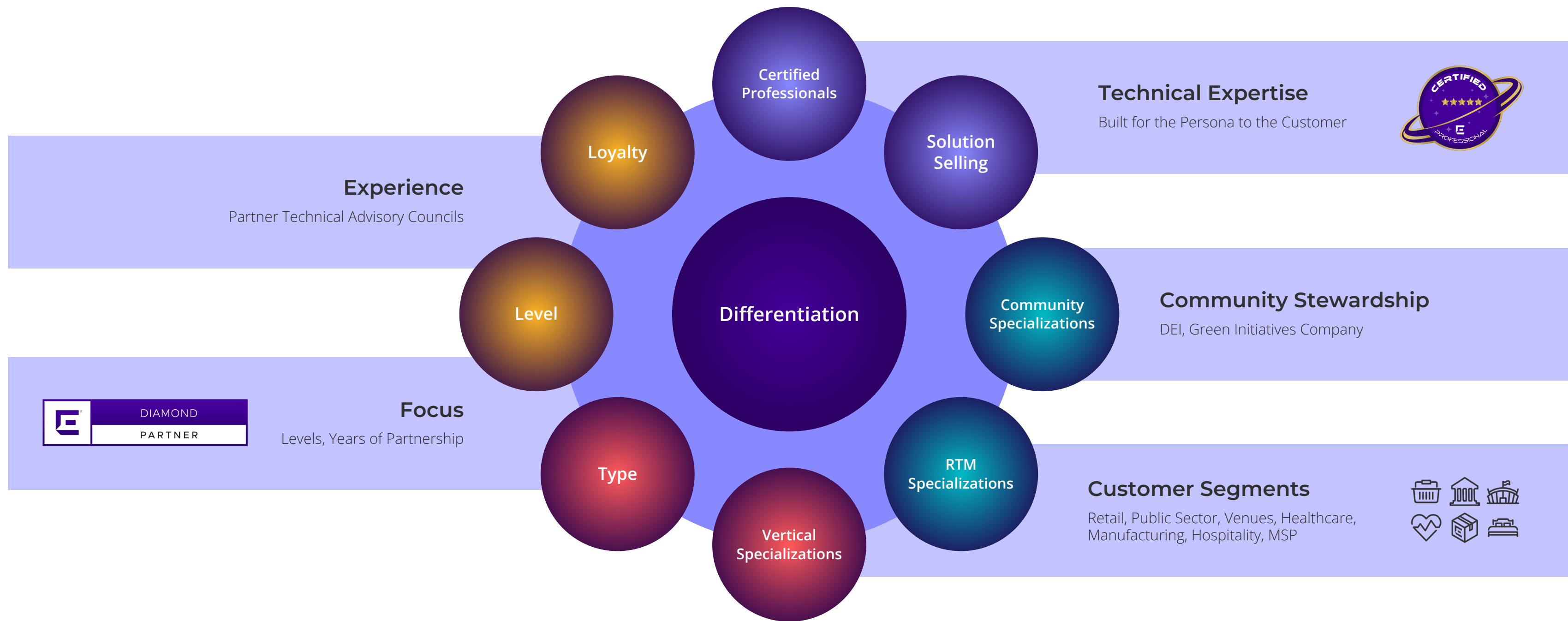Learn More: Alliance-Ecosystems-Requests@ExtremeNetworks.com

Consultant Relations

Before a sale ever occurs, many end-user customers rely on an Advisor, Planner or IT Consultant 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.

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.

Showcase Your Value and Differentiation

In a crowded marketplace, partners who join the Extreme Ignite 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.

Experience
Partner Technical Advisory Councils

Focus
Levels, Years of Partnership

Technical Expertise
Built for the Persona to the Customer

Community Stewardship
DEI, Green Initiatives Company

Customer Segments
Retail, Public Sector, Venues, Healthcare, Manufacturing, Hospitality, MSP

Central diagram labels: Differentiation (center); Certified Professionals, Solution Selling, Loyalty, Community Specializations, Level, RTM Specializations, Type, Vertical Specializations

Who is Extreme Academy for?

Those Who Are New to Networking and Extreme Networks

Implementation and Support Engineers

Network Administrators

Technical Designers/Sales Engineers

Expert Engineers

Sales People

Extreme Academy provides training courses and related certifications which provide the skills and competency required when working with Extreme Networks products and portfolio.

Training progresses through 3 levels of certification: Associate, Professional and Expert.

ASSOCIATE

Associate level training is the first step on a learning journey with Extreme Networks training. It is for students who are new to networking/new to Extreme Networks products. Subjects are covered at an introductory level for a solid foundation of learning and ability to build upon. Students will be able to understand and explain key concepts and product sets in networking.

EXPLAIN

PROFESSIONAL

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 up practical skills for installation and maintenance of networks.

DO

EXPERT

Expert level training will be for students who want the deepest level of learning in a technology. They will be able to plan, operate and troubleshoot complex, converged network infrastructure. They will have a clear vertical focus on what technical requirements are needed for a specific sector. Experts will be able to integrate multiple technology solutions together.

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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.

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

Public Sector Partner Badge

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

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.

Extreme Support Services Partner Badge

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

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.

Retail Partner Badge

You will be designated as a preferred partner for Retail customer solution delivery in your region. Extreme will provide you with support via specialized collateral including webinars and, in applicable cases, access to Marketing Development Funds.

Healthcare Partner Badge

You will be designated as a preferred partner for Healthcare customer solution delivery in your region. Extreme will provide you with support via specialized collateral including webinars and, in applicable cases, access to Marketing Development Funds.

Manufacturing Partner Badge

You will be designated as a preferred partner for Manufacturing customer solution delivery in your region. Extreme will provide you with support via specialized collateral including webinars and, in applicable cases, access to Marketing Development Funds.

Hospitality Partner Badge

You will be designated as a preferred partner for Hospitality customer solution delivery in your region. Extreme will provide you with support via specialized collateral including webinars and, in applicable cases, access to Marketing Development Funds.

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

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.

Financing and Capital Solutions

Extreme is committed to supporting the different global financing requirements our partners need 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
- NIaaS
- Payment Plans

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 the services commonly seen with national grant writing firms.

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.

Showcase Extreme to Customers

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

Extreme's Partner Demand Center (PDC) offers a variety of free, easy-to-use tools and campaigns for you to increase brand awareness and expand your sales with Extreme. Our marketing experts and local teams are with you every step of the way — to help you create demand, build pipeline, and drive net-new business. PDC also makes it easy for you to find innovative lead-generation tactics. Additionally, you have access to 24/5 live chat support worldwide.

Integrated Campaigns

- Get in front of your prospects and customers with pre-built, professionally written, go-to-market campaigns that include emails, social, banners, and more.
- Instantaneously translate email campaigns in over 130 languages.
- Easily download and co-brand assets available in our content library.
- View real-time reporting and analytics that measure success and provide insights to help improve performance.

Social Media Syndication

- Build a scalable social strategy with Extreme's curated and automated social posts.
- Access and customize pre-written social media posts for LinkedIn, Twitter, and Facebook.
- Increase your presence and engagement on your social networks.

"Partner Demand Center makes running co-branded content as easy as possible and equips our team with the tools to connect with prospects and customers."

CHRISTINE THOME, CHI CORPORATION

Marketing Development Funds (MDF)

- Proposal-based MDFs are available for you through the Extreme Networks 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.

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

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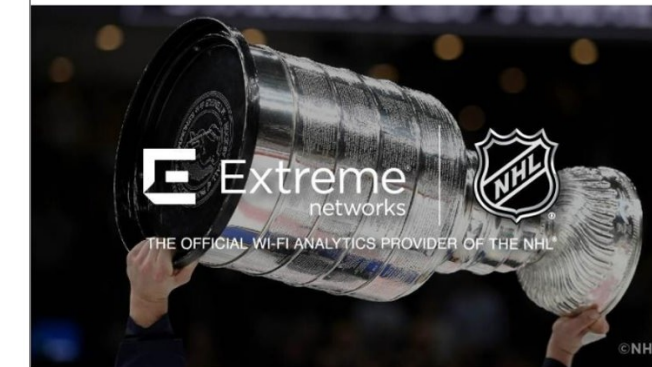
Engaging with the Extreme customer reference team is simple and easy. To start a conversation, just reach out to **CustomerReference@ExtremeNetworks.com** with details about your customer, the technologies they use, and how they are driving better outcomes in their organization. You will then have a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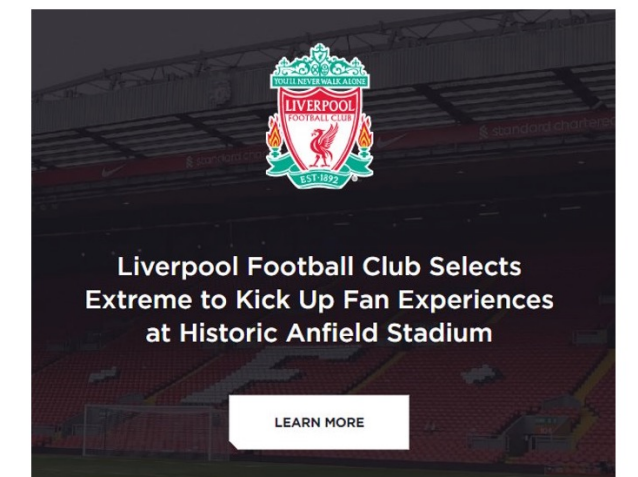
SOCIAL REACH

We help federal governments future-proof mission critical infrastructures by modernizing, securing, and connecting agencies through a resilient network.

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Stay Connected with the Extreme Networks

For questions or more information about Extreme Networks contact Extreme today.

Monthly Newsletter	Partner Portal	Quarterly Regional Updates	Annual Conference	User Conference
Keep up with the most pertinent news, events, and product updates for Extreme Partners through our monthly channel newsletter.	Access critical resources with a newly optimized experience designed to: • Bring key tools front and center • Highlight in-demand info and collateral • Simplify navigation throughout the portal	Keep up with the most pertinent news, events, and product updates for Extreme Partners through our monthly channel newsletter.	Where Extreme's leaders and partner communities meet in-person annually to fuel growth together.	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   LinkedIn   Twitter/X   Facebook   Instagram

Extreme networks®

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