Xirrus MSP Program

Revenue Generating Service Offerings for Qualified Channel Partners

DATASHEET

Program Overview

The demand for reliable wireless access is growing rapidly due to the increase use of wireless tablets and smartphone devices.

This explosive growth has expanded wireless managed services opportunities for channel partners around the world. It's critical that managed service providers (MSPs) have trusted solutions that scale and are powerful enough to deliver high-performance network access for the users, which Xirrus has.

What's more, Xirrus MSP partners can significantly increase their revenue and profit potential above and beyond the initial wireless hardware sale by offering a wide range of value-added services available exclusively through the Xirrus MSP program.

MSP Product Portfolio

Xirrus can provide channel partners with the design tools, products, and support capabilities that will enable MSPs to capitalize on the growing demand for WLAN managed services. Revenue generating services provided via the Xirrus MSP program include:

- Network Design and Planning
- Live On- Site Wi-Fi Surveys
- Network Deployment Guidelines
- Network Configuration and Monitoring
- Equipment Provisioning and Installation
- Network Capacity Planning

Partner Benefits

In addition to offering these additional revenue generating services, Xirrus MSPs also enjoy the following valuable benefits:

- Access to the Xirrus MSP support "hot" line
- Pre-release and beta version software
- Value-added services alliances
- MSP-specific sales tools and collateral
- Participation in MSP User Forum
- Preview of Xirrus Technology Roadmap

Partner Referrals

Xirrus will provide, at no cost to the MSP, referrals to other channel partners who can assist in providing additional value-added products and services that compliment the MSP's overall solution.

Preferred Pricing

MSP program will also receive preferred pricing on Xirrus Arrays used to deliver MSP services to their customers. MSPs will retain title to hardware and software as well as support agreements for product used to deliver these services.

MSP Qualification Criteria

Xirrus MSP Partners are required to have an excellent understanding or their customers' wireless networking needs and be dedicated to delivering the highest quality services and support.

In addition, Xirrus channel partners interested in achieving MSP status must meet the following baseline training and certification requirements:

- Technical certification on all Xirrus products
- Minimum of 2 technicians certified in Xirrus Management System (XMS), Xirrus Wi-Fi Designer - with site surveys
- Installed base of existing MSP clients
- Sales team with track record of MSP Sales Experience and Success
- Existing set of value-added services specific to wireless

XIRRUS®
High Performance Wireless Networks

solutions

- Project management team experienced in customer implementations
- Ability to provide first level hardware and software support
- Ability to manage MSP customers using XMS from a remote, cloud-based data center location

Additional MSP Requirements

In order to maximize the value of the Xirrus MSP Program, channel partners wishing to become certified MSPs are also required to meet the basic criteria for becoming a Xirrus Authorized, Gold, or Platinum Partner as well as fulfilling the following requirements:

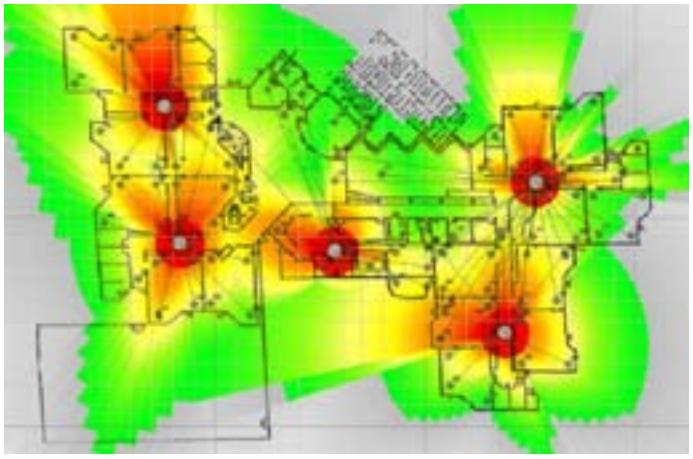
- Developing a business and marketing plan with the appropriate Xirrus Channel and Account Managers
- Becoming familiar with the Deal Registration and Marketing Development Funds procedures
- Sign up for appropriate levels of support

MSP Value-Added Services

The MSP program provides the perfect vehicle for qualified channel partners to integrate their value-added services with Xirrus' industry-leading wireless networking solutions resulting in incremental revenue, higher margins, stronger competitive positioning and increased customer satisfaction.

Examples of MSP-supplied, value-added services include but are not limited to:

- Cloud-Based Management Services
- Remote Call Center Services
- Location-Based Services
- Interactive Learning Services
- Wireless Security Services
- Stadium and Special Events Services
- Emergency Response Services
- Voice over Wi-Fi Services
- Guest Access (HSIA) Services
- Video Streaming Services
- Asset Tracking Services
- Access Control and Reporting Services
- Special Service Level Agreements (SLAs)
- Call Accounting Services



(Wi-Fi Designer Site Survey and Network Planning Tool)

Wi-Fi Designer is a Xirrus-developed network planning and analysis tool that enables MSPs to offer their customers a comprehensive suite of value-added site survey and network design services.

For more information on Xirrus' MSP Program please email us at: sales@xirrus.com or complete an online application form at www.xirrus.com/Partners/Channel-Partners.aspx

Support & Maintenance

Xirrus is committed to the success of our partners and provides warranties and support options to best fit your needs. For further information on the Xirrus hardware warranties, software support and premium support offerings visit:

http://www.xirrus.com/support/warranty.php

About Xirrus

To organizations who depend on wireless access to transform their business, Xirrus is the wireless network solution provider that provides the world's most powerful, scalable, and trusted solutions. Through product invention and system design, commitment to customer success, and the industry's best price performance, Xirrus gives you confidence that your wireless network performs under even the most demanding circumstances. Headquartered in Thousand Oaks, CA, Xirrus is a privately held company and designs and manufactures its family of products in the USA

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