

# AEROHIVE NETWORKS ADVANTAGE PARTNER PROGRAM

(Effective August 2015)

## AEROHIVE ADVANTAGE PARTNER PROGRAM OVERVIEW

With three partnership levels, the Program provides significant benefits, including sales and marketing tools, skill-building training, and technical support, to every partner regardless of specialty or size. Benefits and requirements vary depending upon partnership level. *Aerohive will provide 30 days written or email notice to partners regarding material program or policy changes.*

## AEROHIVE PARTNER PROGRAM PARTNERSHIP LEVELS

### ASSOCIATE PARTNER

The Associate Partner level of the Program is intended for organizations that want to join and be a partner on an opportunistic basis. Associate-level partners receive commensurate discounts and benefits from Aerohive. Companies looking to undertake more transactions per year and would like access to greater program benefits are encouraged to increase their investment and participate at the Premier level.

### PREMIER PARTNER

The Premier Partner level is intended for partners with more extensive Aerohive experience, and who have made a higher level of commitment to Aerohive. Premier partners are authorized to sell the full line of Aerohive solutions and receive additional Program benefits.

### ELITE PARTNER

The Elite Partner level is the highest partnership level with the Aerohive Partner Program. Elite partners are an exclusive group of industry-leading resellers, who are known for their advanced knowledge in improving the performance of IT infrastructures. They consistently meet a minimum sales threshold and have made the highest level of investment in Aerohive sales and technical training, demonstration equipment, and joint account engagement.

## PROGRAM BENEFITS

The Aerohive Partner Program offers five (5) general types of benefits and services. Depending on your partner level, these benefits and services include access to Aerohive products, technical support services, training and certification, sales support and services, and marketing support. Each benefit is described in detail below.

Aerohive Partner Program Levels			
Program Benefits	Associate	Premier	Elite
Account Management	Distributor	ISR, RSM, Disti or CAM*	CAM
Access to Sales Leads	⊘	✓	✓
Participant in Joint Sales Calls	⊘	✓	✓
Access to Partner Portal	✓	✓	✓
Access to Deal Registration	✓	✓	✓
Access to Configuration Tool	⊘	✓	✓
Access to Free Sales and Technical On-line Training	✓	✓	✓
Standard Discounts	23%	23%	23%
Registered Discounts	28%	35%	40%
Non-Standard Discounts Eligibility	⊘	✓	✓
Access to Marketing Development Funds for Co-Marketing Activity	⊘	By Proposal	By Proposal

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## PROGRAM REQUIREMENTS

			Partner Levels		
Business Requirements			Associate	Premier	Elite
Aerohive Reseller Application (approved by CAM or RSM)			✓	✓	✓
Aerohive Reseller Contract			✓	✓	✓
Partner Profile			✓	✓	✓
Quarterly Business Plan Review			⊘	⊘	✓
Semi-Annual Booking Commitment			⊘	✓	✓
Consistency Requirement			⊘	⊘	✓
Forecasting Requirement			⊘	⊘	✓
Designated Aerohive Channel Account Manager			⊘	✓	✓
Marketing Activity			⊘	Desired	1 per Quarter
NFR Equipment			⊘	✓	✓
Competency Requirements					
Track	Available	Course	Associate	Premier	Elite
Sales	On line	Aerohive Accredited Sales Associate – AASA	n/a	2	4
	On line	Aerohive Accredited Sales Professional – AASP	n/a	2	4
Pre Sales Tech	On line	Aerohive Technical Sales Associate – ATSA	n/a	2	3
	On line	Aerohive Technical Sales Professional – ATSP	n/a	2	3
Post Sales Tech	Instructor-lead Online Plus Exam	Aerohive Certified Wireless Professional – ACWP	n/a	0	1
Sales Certifications will enable			n/a	Qualify opportunities, Present Aerohive Solutions	+ build proposal
Technical Certifications will enable			n/a	Demo solution, run Proof Of Concept	+ build proposal
Delivery of Site Survey			n/a	✓	+ install production deployment

The most up-to-date version of this Program Guide will be available through the Aerohive Partner Portal



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