Aerohive
NETWORKS

ENGAGE

September 2011

Welcome to Aerohive Engage

Aerohive Engage defines our Partner Programme requirements and provides our Partners with an education path for Sales, Technical and Marketing engagement. Use Aerohive Engage to familiarise your team with the online resources and tools required to successfully sell, deploy and support the Aerohive Networks solution.

Aerohive Engage consists of three stages, each designed to allow our Partners to discover the benefits of the Aerohive Networks solution both commercially and technically.

All steps must be completed within each stage before moving to the next.

EVALUATE allows the Partner to investigate the product and commercial programme available.

EDUCATE provides the initial objectives required to develop the Partner's internal team.

ENGAGE provides the Sales, Marketing and Technical tools required to drive the Aerohive Networks solution into your marketplace.

Evaluate

Educate

Engage

EVALUATE

Evaluate - Requirements
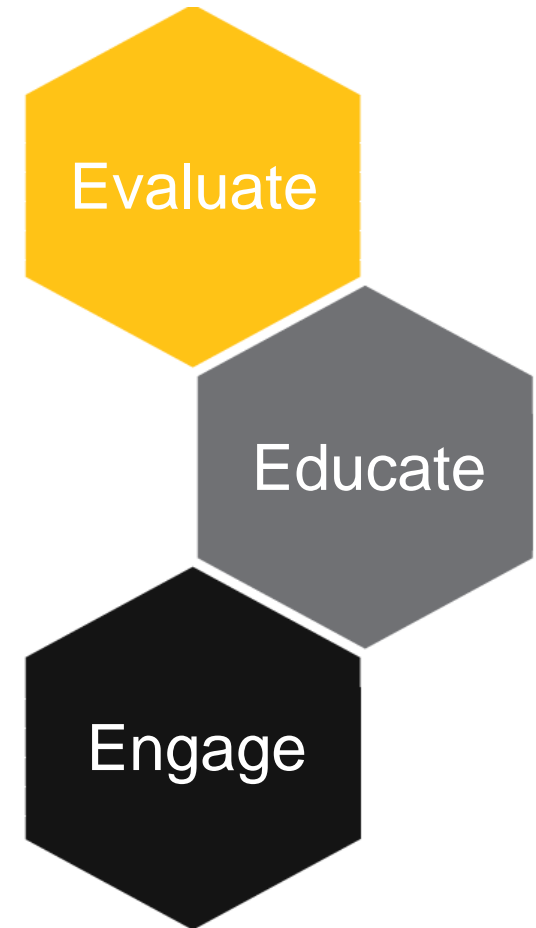
- **Using Evaluate**
  - › Evaluate provides Partners with the opportunity to test the product and explore the commercial benefits of a channel relationship with Aerohive Networks. Use the links below to access evaluation resources available.

Owner	Tasks	Challenges – Click for Links
Commercial Team	**Meeting** – Aerohive Overview	Watch Wireless Introduction Video
	Partner Programme Discussed	Read Corporate Brochure
	Partner Registers With Distributor	Explore Partner Programme
Technical Team	Demo Access Points Delivered	Watch Hive Manager Video
	Meeting – Evaluation Setup	Create Hive Manager Demo Account
	Trial Solution For 2 Week Period	Read Co-operative Control Whitepaper

- **Partner Programme Overview**
  - › Aerohive offers three levels of programme participation, performance, and commitment to provide the opportunity and flexibility for your individual needs.

Silver Advantage Partners

- Committed to developing and driving Aerohive solutions
- Capable of delivering HiveManager Express
- Have completed online Aerohive computer based training

Gold Advantage Partners

- Have achieved success delivering Aerohive solutions
- Deliver full spectrum of the Aerohive product family
- Have an Aerohive certified engineer on staff
- Are capable of providing level 1 and level 2 support

Platinum Advantage Partners

- Experts in consistently delivering Aerohive solutions throughout full project lifecycle
- Capable of administering HiveManager accounts through Partner Admin portal
- Have two Aerohive Certified Engineers on staff capable of pre and post sales activities

- **Benefits of the Aerohive Partner Programme**
  - › With a 100% channel model that includes deal protection, qualified leads, and partner-driven deal incentives, Aerohive thrives on a high touch, channel-friendly, and a sales force focused on bringing opportunities to partners.

	Platinum	Gold	Silver
Sales Programmes & Promotions			
Base Product/Support Discounts	25%	20%	15%
Product Discount with Deal Registration	35%	30%	20%
Co-Branded Marketing Materials	X		
Discounted NFR Systems	X		X
Executive Sponsorships	X	X	
Partner Admin for Evaluations	X		
Training & Technical Support			
Priority Technical Support	X		
Technical Classroom Training & Certification	X	X	X
Web-Based Sales Training	X	X	X
Marketing Tools & Programmes			
Marketing Development Funds	X	X	
Lead Referrals	X	X	
Monthly Newsletter & Webcast	X	X	X
Partner Portal Access	X	X	X

When approved as an Aerohive Advantage Partner, your organization will start as a Silver Advantage Partner. After meeting with your Aerohive Account Manager, your company may be invited to progress to Gold or Platinum level.

- **Requirements of the Aerohive Partner Programme**
  - › Aerohive Advantage Partners will need to meet minimum volume, sales training, and technical certification requirements. The programme is designed to reward partners at all levels, and differentiate those that build a wireless LAN business around Aerohive products.
  - › Please refer to the Engage stage for detailed technical competency requirements.

	Platinum	Gold	Silver
Sales Leadership			
Partner application approval	X	X	X
Annual sales achievement (net bookings)	*Please speak to your local Aerohive Sales Representative for details*		
Completion of joint GTM Plan	X	X	
Lead follow up and reporting	X	X	
Provide quarterly forecast	X	X	
Quarterly demand generation activities	X		
Complete sales training (initial 90 days)	4 Sales	2 Sales	
Technical Leadership			
Complete Technical Certification Training (min AEWC initial 90 days)	2 Engineers (*AEWC & **AAWC)	1 Engineer (*AEWC & **AAWC)	Computer-based training
Deliver Level 1 & Level 2 Tech Support	X	X	VAD Support
Deliver RF Site Surveys	X	X	Online Planner
Purchase demo/NFR system	X	X	

Getting Started
Completing our online application is the first step in becoming part of a worldwide team of Aerohive Advantage Partners, please visit http://www.aerohive.com/partners/become-aerohive-partner to get started today!

* AEWC Aerohive Essential WLAN Configuration
** AAWC Aerohive Advanced WLAN Configuration

EDUCATE

Educate - Requirements
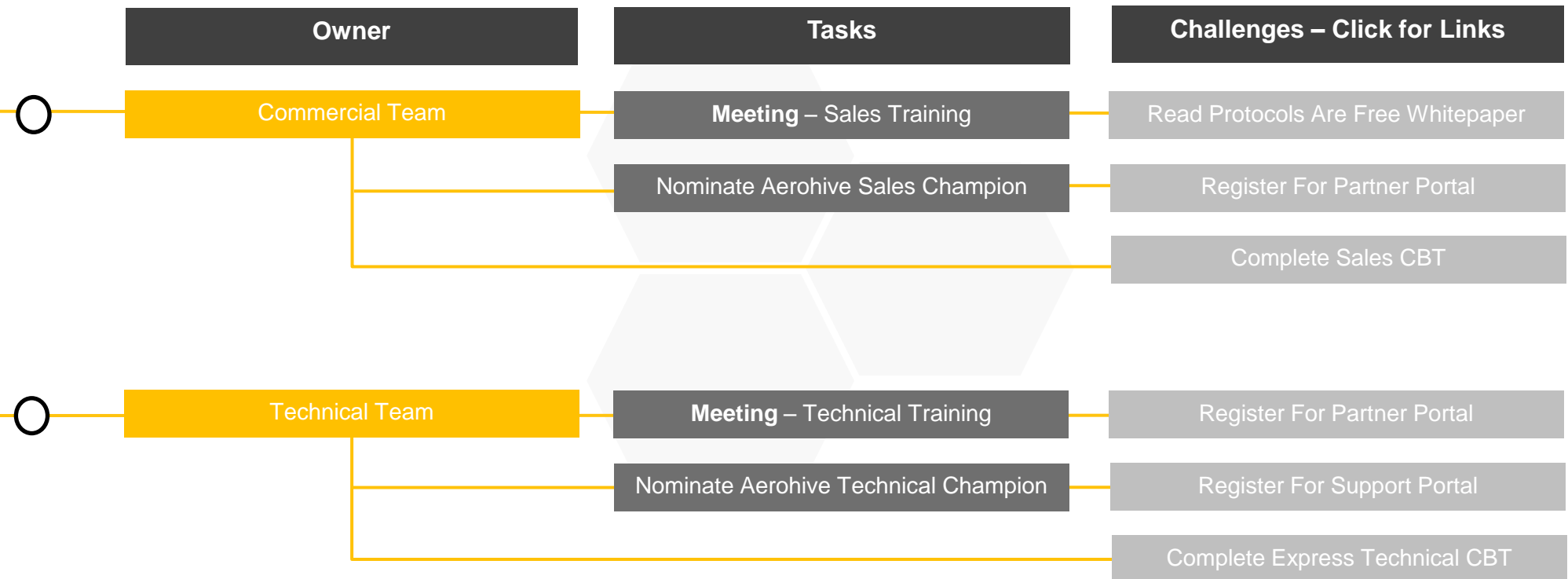
- **Using Educate**
  - › Educate provides registered partners with the fundamental knowledge and tools required to successfully position an Aerohive solution to your customers. Use the links below to access educational resources available.

Owner	Tasks	Challenges – Click for Links
Commercial Team	**Meeting** – Sales Training	Read Protocols Are Free Whitepaper
	Nominate Aerohive Sales Champion	Register For Partner Portal
		Complete Sales CBT
Technical Team	**Meeting** – Technical Training	Register For Partner Portal
	Nominate Aerohive Technical Champion	Register For Support Portal
		Complete Express Technical CBT

- **Website Overview**

    › Aerohive's website is your starting point for the latest product and solutions information and updates.

    › The website provides the following resources and tools:

        » Solutions by sector
        » Product family information
        » Product downloads and demos
        » Media content
        » Whitepapers and solutions briefs

    › Use the below link to access the website.

    Website Link

Educate Resources - Partner Portal

- **Partner Portal Overview**
  - › Aerohive's Partner Portal provides the latest sales and marketing collateral to help your organization position the Aerohive solution to your customer base.
  - › The Partner Portal provides the following resources and tools:

    - » Marketing Collateral
    - » Product Promotions and Offers
    - » Customer Presentations and Webinars
    - » Sell Sheets and Reference Tools
    - » Competitive Papers and Blogs
    - » Online Interactive Sales Training
    - » Sales Operations and Deal Registration

  - › Use the below link to register and access the Partner Portal.

    Partner Portal Link
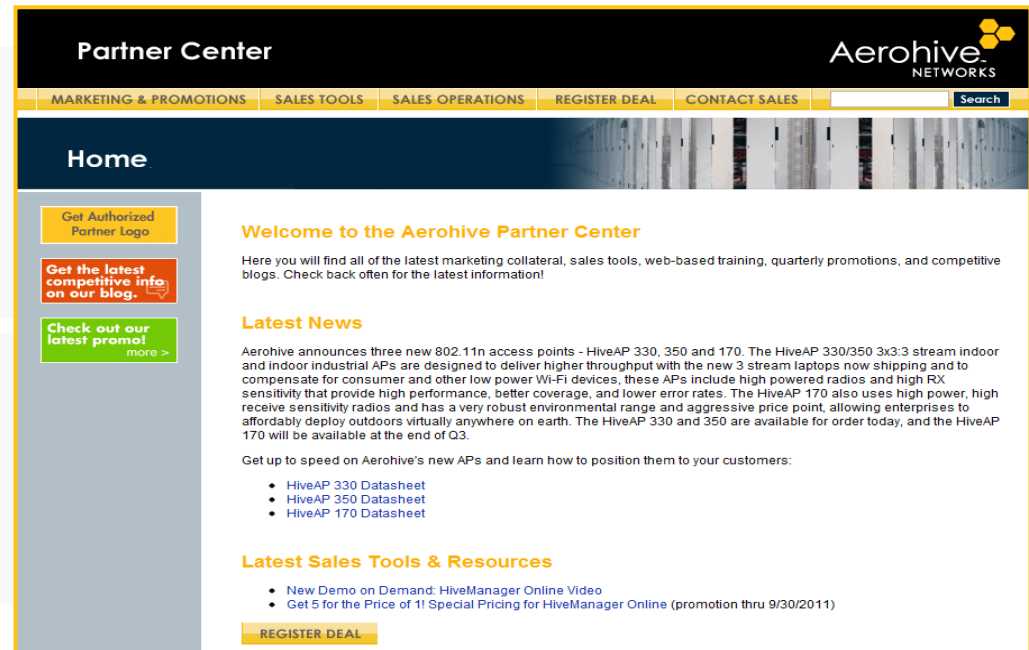
- **Support Portal Overview**

    › Aerohive offers a variety of technical support services to help your organization design, deploy, and manage your customer's wireless LAN deployments.

    › The Support Portal provides the following resources and tools:

        » Support Call Creation
        » Latest Firmware Downloads
        » Product Documentation
        » Deployment Guides
        » Frequently Asked Questions

    › Use the below link to register and access the Partner Portal.

    Support Portal Link

Educate Resources - Blog
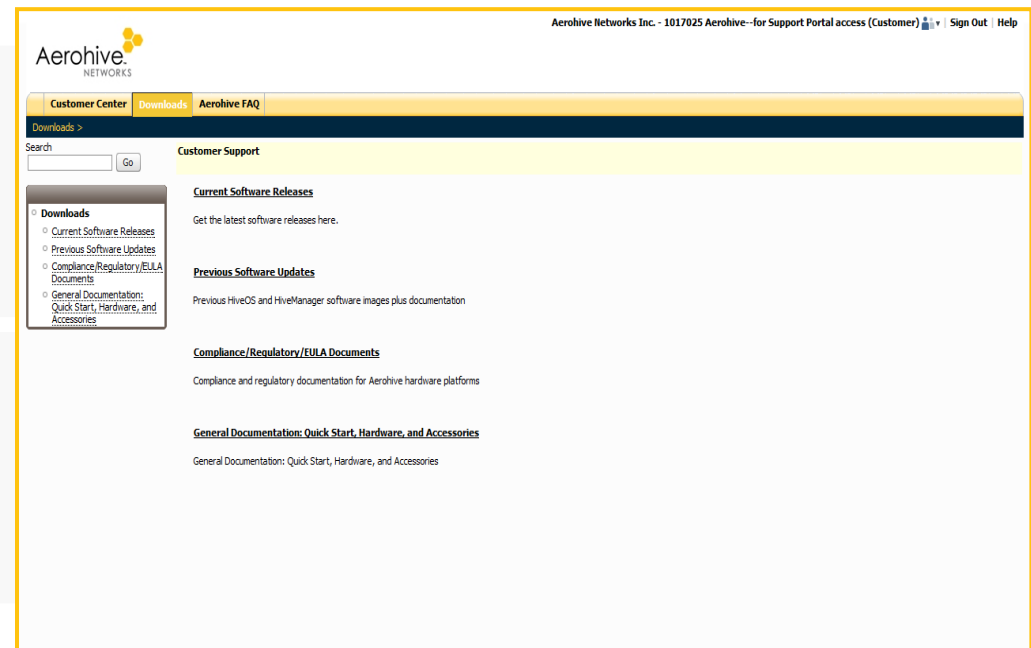
- **Public Blog Overview**
  - › Aerohive's public blog is available to anyone who has an interest in wireless technology. Aerohive works with some of the industry's leading experts who keep our audience in the loop about the latest wireless standards and developments.

  - › The blog is regularly populated with the latest happenings from around the world of Wi-Fi, so make sure to sign up for the newsletter to stay informed.

  - › Use the below link to access the blog.

  Aerohive Blog Link

Educate Resources - Social Media
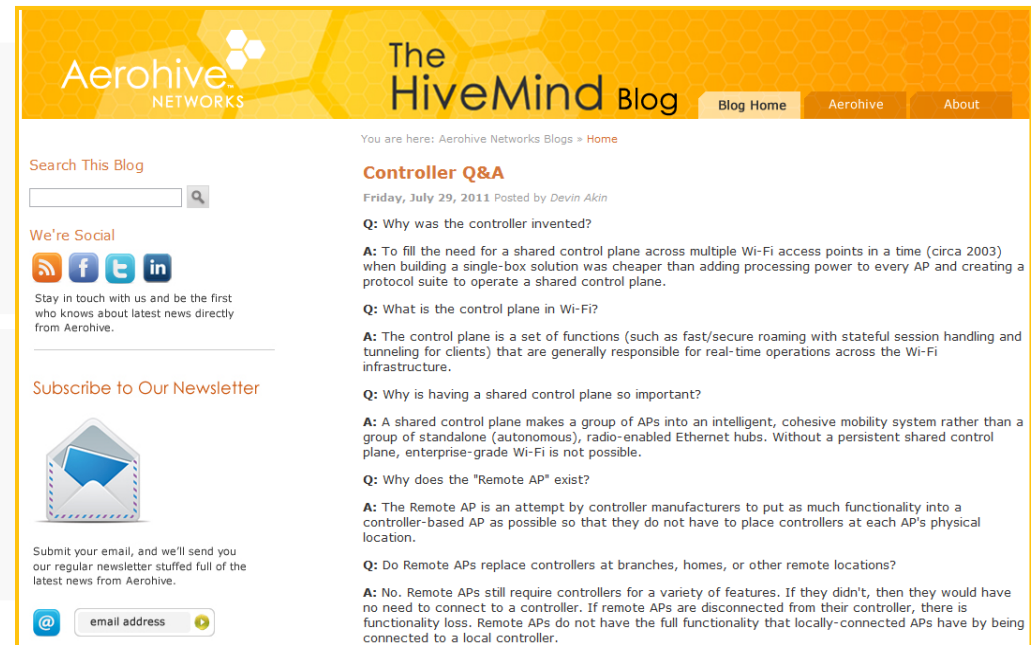
- **Social Media Overview**
    - › Aerohive's global presence is assisted by our social media representations on the web's most powerful platform's. Our Aerohive bloggers and twitters are key contributors but as with the true nature of these mediums, it is people outside of Aerohive including partners, customers and people taking an interest in the technology who propel Aerohive discussions online.
    - › Keep up to date with Aerohive on the following sites:
        - » Facebook
        - » Twitter
        - » Linkedin

    - › Use the below links to access the websites.

        Aerohive Facebook Link

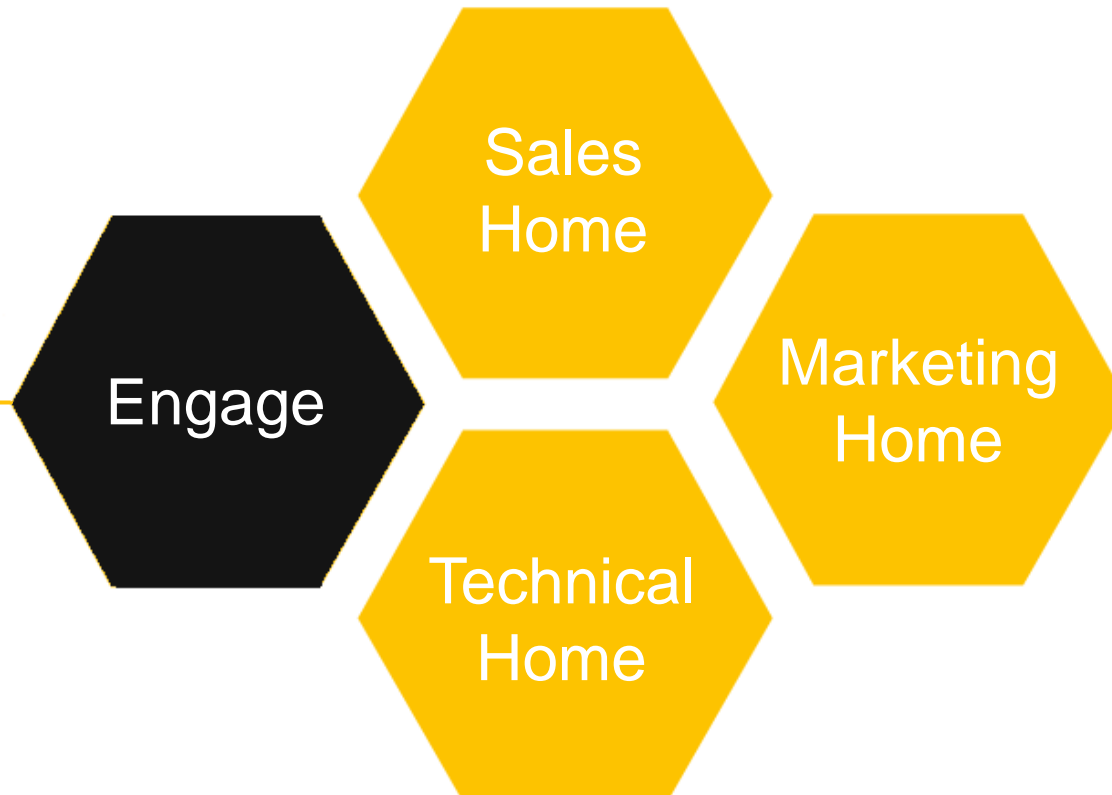   Aerohive Linkedin Link

        Aerohive Twitter Link

ENGAGE

- **Using Engage**
  - › Engage provides active partners with the advanced resources and tools required to successfully design, deploy and support the Aerohive solution.
  - › Engage consists of specific learning paths and requirements for each department as outlined below.

All Partner Levels - Sales Team Requirements

- **Once Engaged, Aerohive suggests the following learning path for your sales team**

Resource	Requirement	Recommended
Website	Visit Products and Applications	Watch Videos and Demos
	Read Solution Briefs	Enjoy our Blogs
	Design with Wi-Fi Planner	Sign up to our newsletter
Partner Portal	Sales Tools	Prepare your Sales Pitch
	Deal Registration	
	Understand Customer Objections	
Training	Complete Sales CBT	Attend Vendor Neutral CWTS training
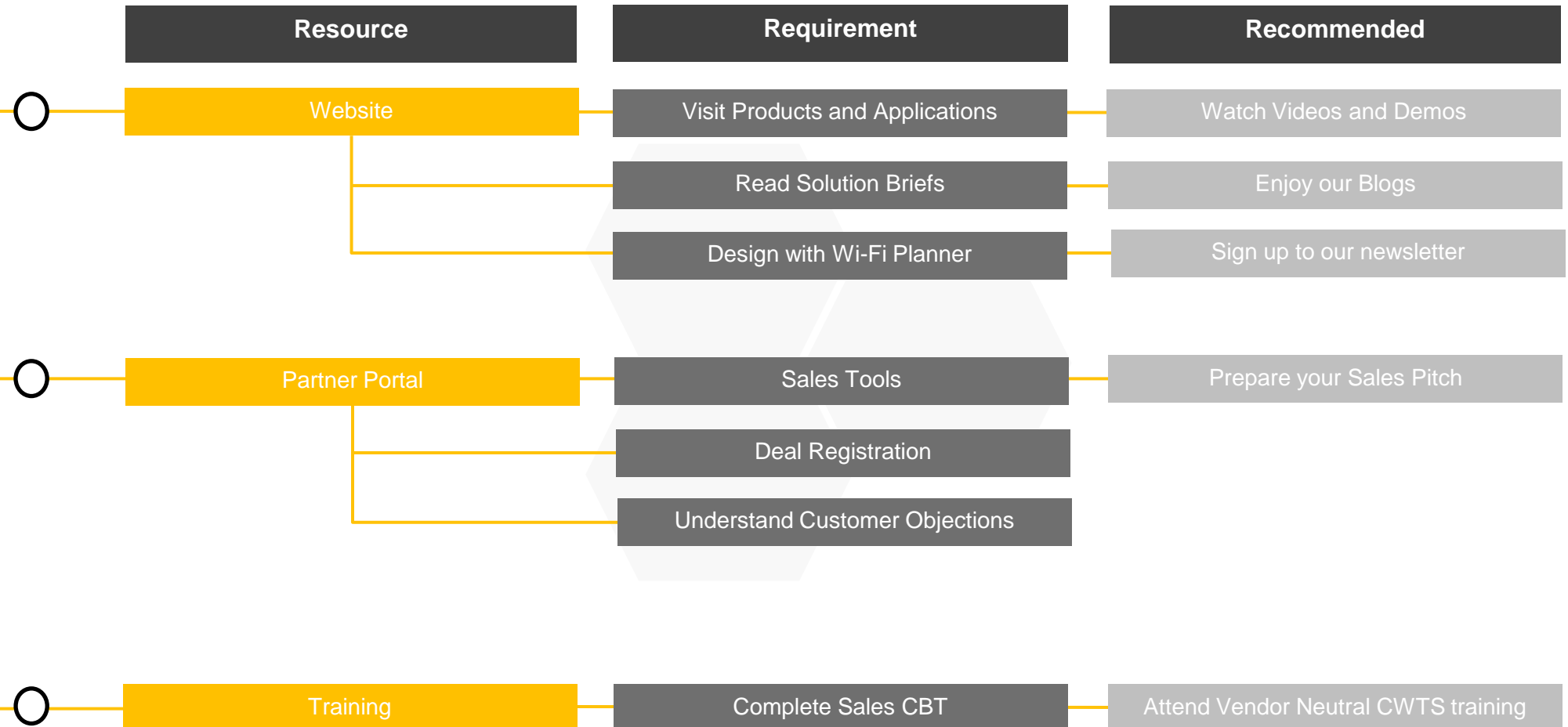
All Partner Levels - Marketing Team Requirements

- **Once Engaged, Aerohive suggests using the following resources for your marketing activity**

Resource	Requirement	Recommended
Website	Visit Solutions Centre	Enjoy our Blogs
	Visit Resources Centre	Sign up to our newsletter
Partner Portal	Download Certified Logos	
	Drive Promotions	
	Distribute Case Studies and Whitepapers	
Social Media Sites	Twitter	
	Facebook	
	Linkedin	
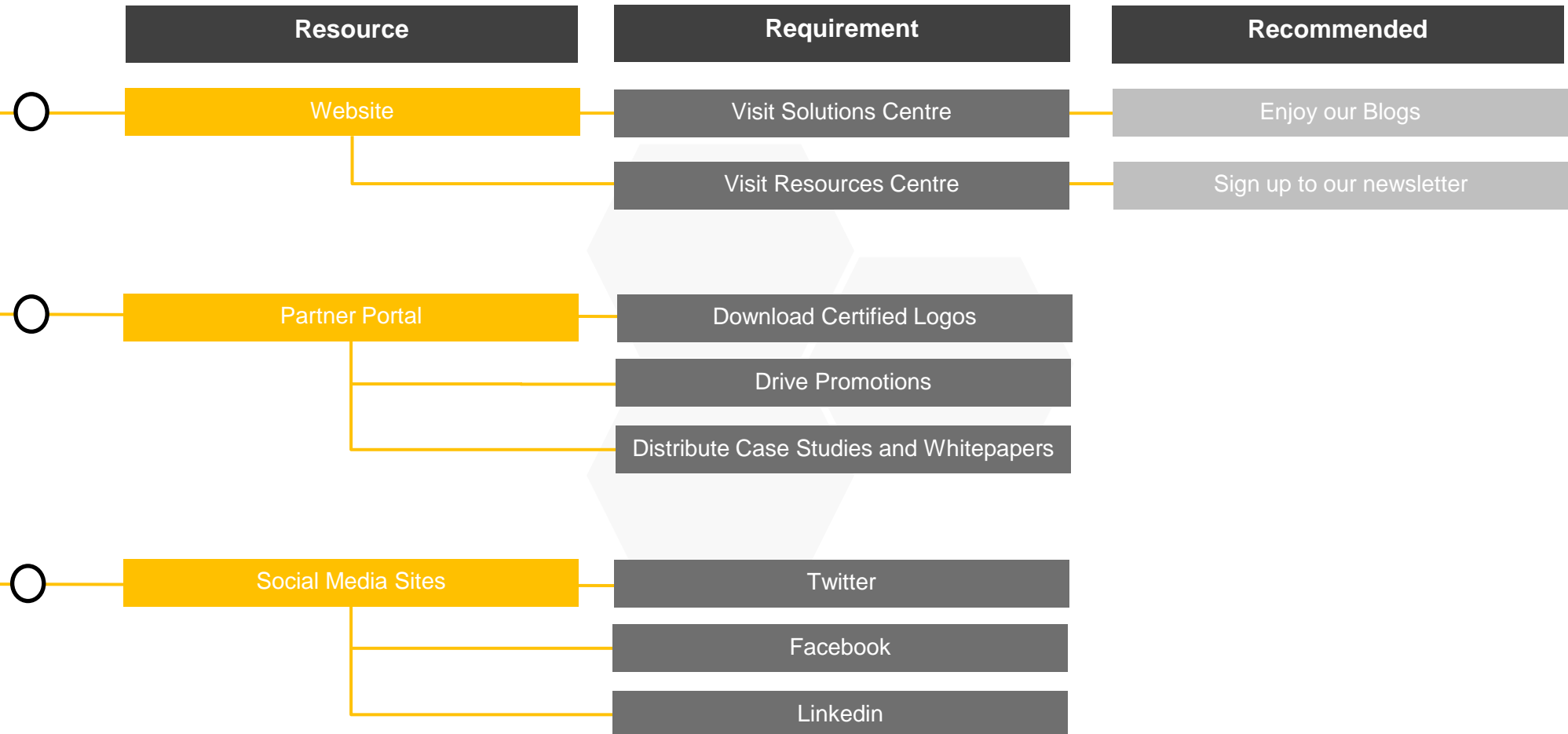
- **Technical Competency Requirements**
  - › The table below outlines the levels of engagement, competency requirement and tools available in line with our Partner Programme tiering specification.

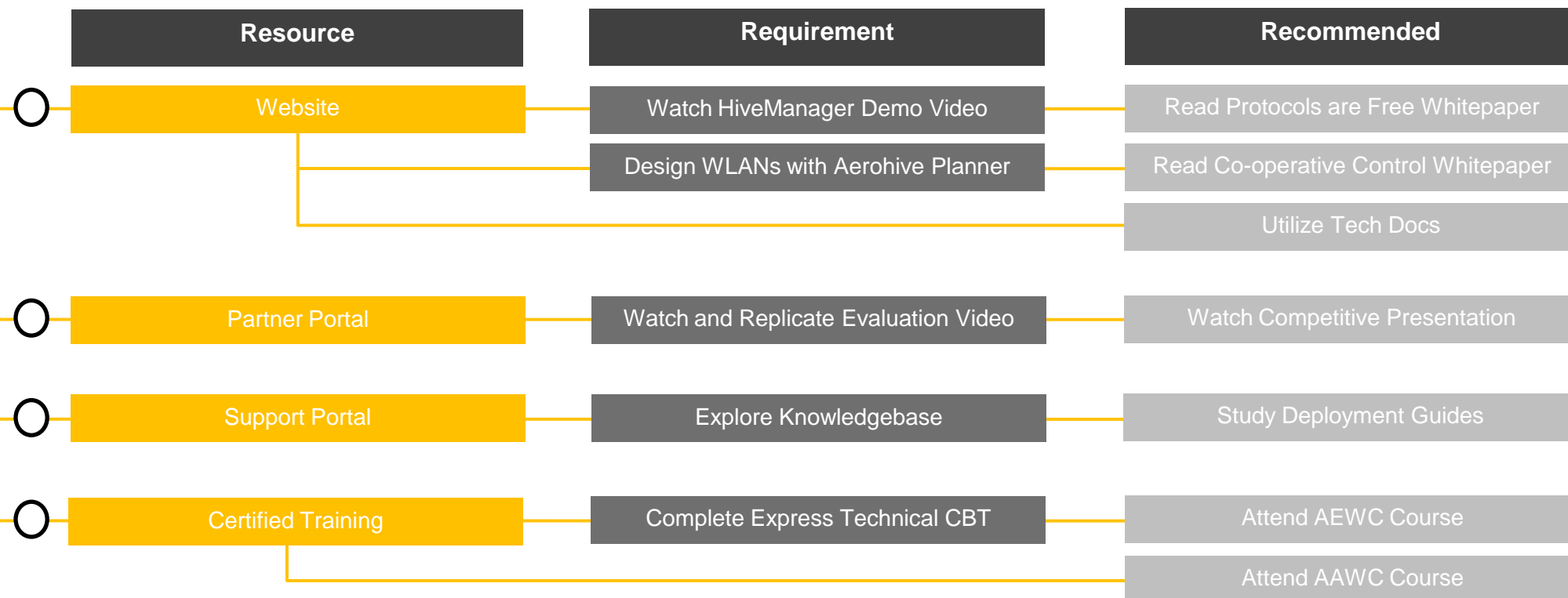| Level	Self Paced Training	Tech Resource Collateral	CWNA WLAN Training	Instructor-Led Training Certified	Product Deployment Capability
Silver	√	√			Partial
Gold	√	√	√	1	Supported- Full
Platinum	√	√	√	2	Full

  - › Please select your level below for detailed requirements:

Silver Level – Technical Requirements
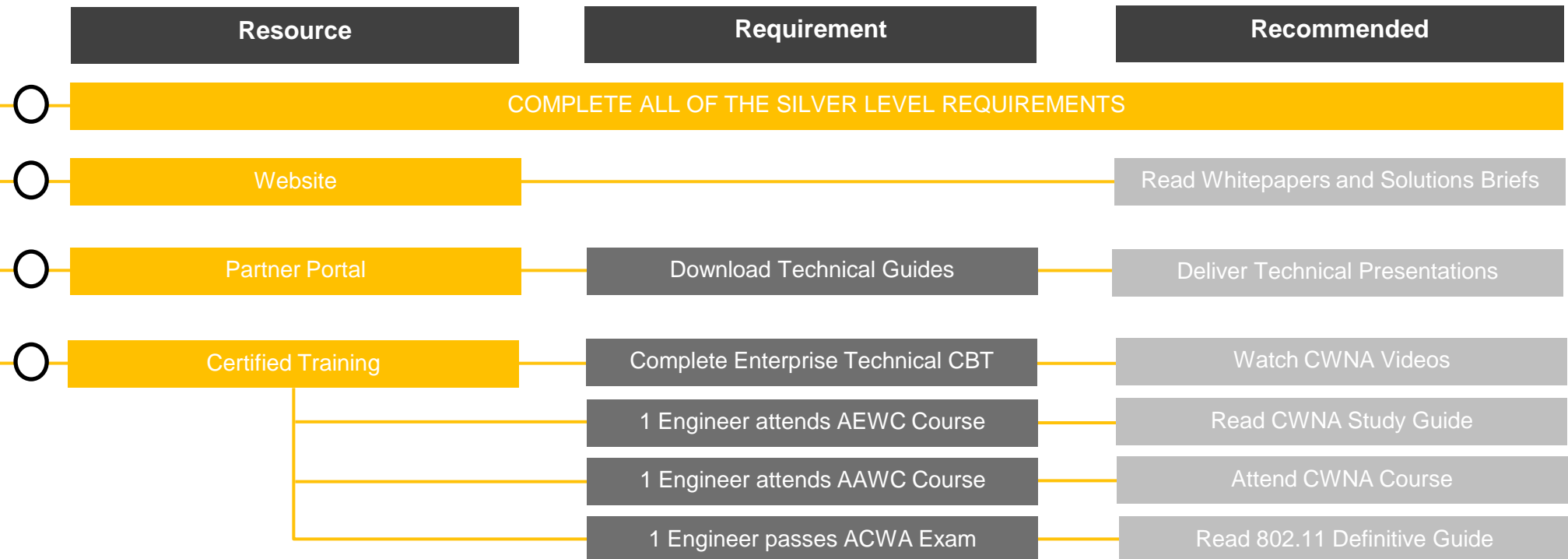
Objectives

- Have an understanding of the Fundamentals of Aerohive Networks solutions
- Perform Aerohive product evaluations
- Be able to use the online Wi-Fi planner to plan an installation
- Perform basic AP installations
- Capable of configuring HiveManager Online Express Mode solutions
- Provide level 1 customer support for customers

Resource	Requirement	Recommended
Website	Watch HiveManager Demo Video	Read Protocols are Free Whitepaper
	Design WLANs with Aerohive Planner	Read Co-operative Control Whitepaper
		Utilize Tech Docs
Partner Portal	Watch and Replicate Evaluation Video	Watch Competitive Presentation
Support Portal	Explore Knowledgebase	Study Deployment Guides
Certified Training	Complete Express Technical CBT	Attend AEWC Course
		Attend AAWC Course

Gold Level – Technical Requirements

Objectives

- Intermediate level understanding of Aerohive Networks solutions
- Perform Wi-Fi plans for WLAN deployments
- Perform Site Surveys for WLAN deployments
- Capable of using HiveManager for Express Mode configuration
- Capable of using HiveManager for Enterprise Mode configuration
- Provide Level 1 and Level 2 support for customers

Resource	Requirement	Recommended
COMPLETE ALL OF THE SILVER LEVEL REQUIREMENTS		
Website		Read Whitepapers and Solutions Briefs
Partner Portal	Download Technical Guides	Deliver Technical Presentations
Certified Training	Complete Enterprise Technical CBT	Watch CWNA Videos
	1 Engineer attends AEWC Course	Read CWNA Study Guide
	1 Engineer attends AAWC Course	Attend CWNA Course
	1 Engineer passes ACWA Exam	Read 802.11 Definitive Guide

Platinum Level – Technical Requirements

Objectives

- Advanced level understanding of Aerohive Networks solutions
- Perform Wi-Fi plans for WLAN deployments
- Perform Site Surveys for WLAN deployments
- Capable of using HiveManager for Express Mode configuration
- Capable of using HiveManager for Enterprise Mode configuration
- Provide Level 1 and Level 2 support for customers
- Staff multiple Aerohive certified engineers

Aerohive™
Advantage
Platinum Partner

Resource	Requirement	Recommended
COMPLETE ALL OF THE SILVER LEVEL AND GOLD LEVEL REQUIREMENTS		
Certified Training	Min 2 Engineer attends AEWC Course	Read CWSP Study Guide
	Min 2 Engineer attends AAWC Course	Attend CWSP Course
	Min 2 Engineer passes ACWA Exam	

ONCE ALL OF THE ABOVE REQUIREMENTS ARE COMPLETED, YOU ARE A FULLY ENGAGED PARTNER

THANK YOU