



## Redline: First in Partners



## Redline: First in WiMAX!



Leading the  
WiMAX Revolution

# Redline: First in Partners



- Redline is committed to a business model in which our valued Certified Redline Partners complete a consortium for the planning, design, implementation, management and support of our customers, globally
- With Redline, our valued Partners are an integral part of our organization, complementary to our own resources.

**The *value* of this partnership cannot be *understated*!**

- Together with you, our valued Partner, Redline is committed to bringing world-class, certified WiMAX and traditional Fixed Wireless Broadband Solutions to market
- *Only* Redline offers you a proven and tested product with a 1<sup>st</sup> mover market advantage for WiMAX Forum Certified™ solutions

**Redline: *First in Partnering!***

# What is the Redline Certified Partner Program?



- Redline's Certified Partner Program has been developed to ensure that you, our valued Partner, receive industry and customer recognition of your skills, investment and support for Redline solutions
- The program is unique in the industry because of our undisputed commitment to you, ensuring that "partnership" means more than just fulfillment
- Our strict rules of engagement and business discipline guarantee that your customer engagements are protected and complemented with Redline resources

*Our valued Partners are Redline's go-to-market strategy!*

- This go-to-market strategy is a core value and discipline of the entire Redline organization

# What is Value?



- Value represents the core of the Redline Certified Partner program
- Unlike many industry Partner programs, there is no volume commitment and the benefits and requirements of being a valued Redline Partner are directly attributed to criteria like:

- Investment



- Expertise



- Commitment

# Our Redline Certified Partner Definitions



- Redline's elite integration partner community. System integrators with regional or global expertise, delivering complete network infrastructure solution lifecycle planning, design, implementation, management and support services. Gold Partners will typically source directly from Redline, but do have the ability to source from our global network of Value-Added Distributors (VADs), if preferred.
- Additionally, Gold Partners will have a direct support relationship with Redline through our RedCare service offerings.

# Our Redline Certified Partner Definitions



- Redline's distinguished value-added partner community. A group of territory based value-added resellers delivering complete network infrastructure solution lifecycle planning, design, implementation and support services. Silver Partners will typically source directly from Redline, but do have the ability to source directly from our global VADs, if preferred.
- Additionally, Silver Partners will have a direct support relationship with Redline through our RedCare service offerings.

# Our Redline Certified Partner Definitions



- **Regional 1<sup>st</sup> tier value-added stocking distribution partner. Provides product distribution, integration with 3<sup>rd</sup> party products, real-time off-the-shelf product availability and other value-added integration services.**
- **Redline's Certified Value-Added Distributors are the exclusive distribution channel for Authorised Premiere Partner's product and service requirements.**

# Our Redline Authorised Partner Definition



- **Authorised Premiere Partners are Redline's value-added reseller (VAR) community representing specific territory's within a global region. Authorised Premiere Partners are serviced exclusively by our Redline Certified Value Added Distributor (VAD) community for all product fulfillment and service requirements.**

# What's New in 2006



- **Redline has substantially increased the value of the program through:**
  - **Certified and Authorised Partner Definitions**
  - **Simplified Partner Agreement**
  - **Partner Locator Tool – 2<sup>nd</sup> Half 2006**
  - **RedCare Support Service**
  - **Lab and Demo Equipment Program**
  - **Global Discount Structure**
  - **End-User Marketing Awareness for Certified Gold and Silver Partners**
  - **Sales Training – 2<sup>nd</sup> Half 2006**
  - **Technical Training & Certification Benefits and Requirements**
  - **Dedicated Sales and Sales Engineering Support for Certified Gold and Silver Partners**
  - **Sales Effectiveness Tools**
  - **Communication Tools: Redline Unplugged eNewsletter**

# What's Different in 2006?



- **Redline has enriched current program requirements and benefits including:**
  - **Certification Requirements**
  - **Training Reimbursement**
  - **Out-of-Warranty Service**
  - **PartnerWeb Access and Sales Effectiveness Tools**
  - **Qualified Leads**
  - **Access to Beta Testing and Pre-Release Software for Certified Partners**
  - **Rules of Engagement – Commitment, Commitment, and More Commitment to You, Our Valued Partner!**
  - **Simplified Partner Agreement**

# How Do I Become a Redline Partner?



- Registering for the Redline Certified Partner program is as easy as (8) simple steps:

- Initiate contact with a Redline Sales Representative.
- A Redline Sales Director will provide an overview of the program, the Partner business application and the Agreement.
- Complete, sign and forward the Partner application and Agreement to your Redline Sales Director.
- After Redline acceptance of the application, a Welcome Package with a Redline tutorial will be communicated.
- Temporary access to Redline PartnerWeb will be given to your organization for registered contacts.
- (120)-day window for completing training and certification requirements begins.
- If certification is completed, PartnerWeb access and Redline Certified Partner logo is made available through the term of the Agreement.
- Ninety (90)-days prior to the renewal date, Redline will communicate a new Partner application, Agreement and details of any new or updated requirements and benefits for the next calendar year.



# The Next Steps!



- Redline will continue to evolve the value of our Certified Partner Program in 2006 and 2007
- Some of the current ideas being planned include:
  - **Online Partner application and renewal process for further simplification**
  - **Speciality designations – WiMAX Expert Category**
    - New investment requirements complemented with enhanced benefits!
  - **New sales effectiveness tools**
    - Sales training materials
    - Redline Product and Solution Reference Guide
    - More and new communication tools
    - Partner Locator Tool for end-user customers
- Redline is committed to value! Together we will build the industry's most credible and elite Partner Program

# Summary



- Value represents the core of the Redline Certified Partner program
- Together, you, our valued Partner and Redline will deliver to our customers:

- Investment
- Expertise
- Commitment



- Ultimately *resulting* in:
  - Increased Profitability and Exponential Growth

# Redline: Your Only Choice for Partnering!



## Experience

- Redline was founded on WiMAX
- More WiMAX field experience than any other company in the world
  - **Over 40 customers using Redline's 802.16 solution today!**
- Wide range of wireless solutions

## Leadership

- RedMAX among the first products in the world to receive WiMAX Forum Certification™
- First to market with 802.16a and 802.16-2004 product

## Commitment

Redline is committed to your success

- **WiMAX Forum Certified™ interoperable and upgradeable RedMAX products protect your WiMAX investment**
- **Broad portfolio offering for greater network flexibility and delivery options**
- **Cost-effective solution to realize new revenue opportunities**
  - reach new markets and enhance services to existing markets
- **Superior QoS compared to other solutions**
- **Centrally managed with seamless OSS integration**
- **Future evolution to 802.16e standard for WiMAX mobility**

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