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Channel Program Guide



The Business Opportunity

The Exalt Channel Program offers resellers the opportunity to resell best-of-breed Exalt microwave backhaul systems to end customers who are building new networks or expanding existing ones. With a long list of technology firsts and more on the way, Exalt positions its channel to succeed with the most innovative and broadest portfolio of microwave backhaul systems on the market, and the industry's best service and support.



Public Safety



Rural Broadband



Enterprise



Education



Mobile Operator



Utilities

Exalt offers partners a clear competitive advantage in the crowded market of microwave backhaul. Unlike other companies that offer microwave radios assembled from off-the-shelf signal processors and other third-party modules, Exalt designs its microwave backhaul systems on an innovative universal technology platform. This highly integrated software-based platform is the foundation of our broad array microwave backhaul systems, and enables Exalt and our partners to serve customers across a wide range of markets, each with enormous demand for backhaul capacity caused by bandwidth hungry smartphones and other devices like the Apple iPad.

With customers ranging from tier-1 mobile operators to utilities, public safety agencies, WISPs, and enterprises from midsize to multinational, Exalt is the company that customers turn to for help in solving their toughest backhaul infrastructure challenges. Exalt microwave backhaul systems meet the changing requirements of network infrastructures worldwide, and our team of microwave backhaul experts continues to stay ahead of the innovation curve to deliver the highest level of functionality at the lowest total cost of ownership.



Healthcare

Exalt Channel Program Overview

Most end customers seek a relationship with the manufacturers whose products they buy. Exalt understands this and offers a “direct touch” connection to these end customers when requested. However, Exalt partners play the most critical role in these relationships, and we recognize and support our partners as they:

- Set end-customer pricing and provide quotes
- Sell Exalt products directly to the customer
- Provide pre- and post-sales customer support

Benefits Available to All Exalt Partners

Members of the Exalt Channel Program must meet base level requirements and demonstrate success selling microwave backhaul systems and services. In exchange, partners receive access to Exalt resources that help grow business by broadening market reach and laying the foundation for ongoing sales.

Exalt makes the following benefits available to all partners:

- Authorization to sell and bid the complete Exalt product line
- Special product promotions
- Pre-sales and Level-3 post-sales technical support
- Systems demonstration equipment program

Exalt Partner Program Levels, Requirements, & Benefits

Systems Integrator or Strategic Partner

Exalt Systems Integrators and Strategic Partners make a significant commitment to invest in the Exalt partnership through dedicated sales, technical, and support resources. They deliver the highest value to their customers and demonstrate expertise in providing value-added services, consistently achieving revenue targets and attaining the highest level of customer satisfaction.

Via a powerful alliance with Exalt, Systems Integrators and Strategic Partners receive the richest benefits, including extensive access to marketing, sales, and technical resources, with additional focus on business planning and development of mutually beneficial end customer relationships.

System Integrators and Strategic Partners overcome the most complex infrastructure challenges their customers face. Their skill sets and expertise may span a variety of areas such as:

- Network design
- Microwave and RF planning
- Systems & application engineering
- Site surveys
- Architectural & engineering services
- Real estate transactions
- Permitting & entitlements
- Field services
- Materials management
- Installation & provisioning
- Post-installation support and maintenance

Minimum Requirements

- Completed, submitted, and approved Exalt Partner Application
- Microwave experience (*documentation required*)
 - Microwave and RF planning expertise
 - Microwave radio licensing coordination
 - RFP responses
 - Site surveys
 - Post-sales support
- Corporate (*documentation required*)
 - Customer references for recent microwave radio installations
 - Annual services revenue (*minimum 20%*)
 - Comprehensive microwave sales and technical training
 - Sales and marketing activities supporting sale of microwave backhaul systems (*e.g., website, collateral material*)
- Annual commitment
 - Exalt revenue commitment, business plan, and annual reviews
 - Designation of primary and alternate Exalt distributors

Benefits

- Deal registration
- Highest recommended discount on Exalt products
- RFI/RFP support
- Sales leads
- Access to non-standard pricing (NSP) agreement process in competitive situations
- Priority access to Exalt sales, marketing, and support organizations
- On-site sales and technical training
- Access to Market Development Funds
- Joint demand creation campaigns
- Co-branded marketing collateral
- Seminar and trade show support



Exalt Partner Program Levels, Requirements, & Benefits

Volume Resellers

Exalt Volume Resellers primarily serve the carrier market and make the highest volume commitment to Exalt and achieve a high level of customer satisfaction in their ability to deliver Exalt systems when and where high volume purchasers need them.

Requirements

- Exalt sales training
- Attendance at Exalt new product webinars
- Pre- and post-sales Level 1 telephone support
- Designation of primary and alternate Exalt Distributors

Benefits

- Highest recommended discount on Exalt products
- RFI/RFP support
- Access to non-standard pricing (NSP) agreement process in competitive situations
- Priority access to Exalt sales, marketing, and support organizations
- On-site sales and technical training

Channel Partners

Exalt Channel Partners have achieved proven success in the marketplace reselling Exalt products. Channel Partners have access to a benefits designed to build revenue and meet the needs of our mutual customers.

Requirements

- Registration as an Exalt Channel Partner
- Online Exalt sales training
- Attendance at Exalt new product webinars
- Pre- and post-sales Level 1 telephone support

Benefits

- Recommended discount on Exalt products
- Access to online Exalt sales and product training
- Access to internal Exalt resources complementing the wealth of sales and marketing information, tools, and support available on the Exalt website

Other Available Business Benefits

Demonstration Unit Program

Exalt recognizes the importance of effective demonstrations to support the sales process and offers all Exalt partners the Exalt Systems Demonstration Equipment Program. This program allows Exalt partners to purchase Exalt microwave backhaul systems at significant discounts for internal use. These systems can be used to showcase Exalt solutions on site at a customer location, or at your location for briefings and events, internal staff training, testing with other products, and more.

Product Promotions

All Exalt partners are eligible to take advantage of special product promotions, based on partner level, including special rebates that can be passed on to customers or used to boost your bottom line.

Sales Training

Once you become an Exalt partner, you will have access to an Exalt sales training session. This session, delivered either in-person or via webinar based on partner level, launches the partnership and provides information on Exalt systems and applications.



Technical Training

Several methods for Exalt technical training are available based on Exalt partner level. By specific arrangement, technical training can be held at your location for a hands-on experience or via web-based training to reach all your locations and personnel.

Marketing Support

Marketing support for Exalt partners spans many areas, based on partner level, to assist with demand creation, promotion, sales materials, event support, and more.

Exalt Post-Sales Support

Unmatched support is cited consistently as a reason why customers enjoy such high levels of satisfaction with Exalt. Available 8/5 (and 24x7x365 by Extended Support contract), Exalt Support personnel take calls on support issues involving systems sold by Exalt partners.



Channel-Ready Products That Help You Win Business

Exalt delivers channel-ready products that are easy to configure, sell, and support, and that are offered at attractive price points. Our microwave backhaul systems present you with opportunities to capitalize on the demand for more backhaul capacity and to achieve a consistent revenue stream from your network infrastructure business. With that as a strong foundation, growth through the services side of your business will increase your margins, better serve your customers, and keep your business thriving. These are the building blocks for defining a strong, robust partnership with Exalt.



Exalt offers the industry's broadest and most innovative line of microwave backhaul systems in bands from 2 to 43 GHz, in all configurations – indoor, outdoor, and split mount – and supporting all interfaces. Plus Exalt radios include a spectrum analyzer and user manual embedded in memory to simplify remote field installation and maintenance. Exalt continues to ensure that all its microwave backhaul systems are feature rich, future-proof, and capable of providing instant capacity upgrades and the highest spectral efficiency.

Come Grow With Us

Exalt is large enough to have achieved a substantial market footprint, and just the right size to provide you with the support and attention you need to win. You are viewed as a true extension of the Exalt team.

Let's Talk

Contact Exalt to discuss partnership arrangements and participation in the Exalt Partner Program at channelsales@exaltcom.com, or +1 (408) 871-1804, option 1.



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Exalt reserves the right to make modifications to this Program without notice.