



**E x a l t**  
Channel Partner Program Guide



## The Business Opportunity

The Exalt Channel Partner Program offers value-added resellers the opportunity to sell best-of-breed Exalt microwave radio systems to carriers, enterprises and government/public safety organizations who are building new networks or expanding existing ones. With a long list of technology firsts and more coming, Exalt positions VARs to succeed with the most innovative and broadest portfolio of licensed and license-exempt microwave products on the market.

### Unmatched Microwave Backhaul Systems

In the seemingly crowded market of microwave backhaul, VARs who sell Exalt-enabled backhaul solutions have a clear competitive advantage. Exalt is the first manufacturer to offer licensed and license-exempt products built on an innovative universal technology platform supporting microwave backhaul applications across all market segments. With presence in over 30 countries, and customers ranging from tier-1 mobile carriers to governments, public safety agencies, utilities, wireless ISPs and Fortune 500 enterprises, Exalt microwave backhaul systems meet the changing requirements of network infrastructures worldwide. Our team of wireless backhaul experts continues to stay ahead of the innovation curve, enabling Exalt to deliver microwave radio systems that provide the highest level of functionality at the lowest total cost of ownership.

Unlike other companies that offer microwave radio systems (whose products are assembled through off-the-shelf signal processors and other modules obtained from third-party manufacturers), Exalt has internally developed a highly integrated software-based platform that addresses key customer needs across all market segments with a broad array of licensed and license-exempt products.



### Channel-Ready Products That Help You Win Business

Fundamental to the success of Exalt Channel Partners is “channel readiness” in all areas—beginning with the Exalt products you sell. Exalt delivers on the promise to build from the ground up truly channel-ready products. Easier to configure, sell and support, and offered at attractive price points, Exalt products offer you the real potential to achieve a consistent revenue stream from your network infrastructure business. With that strong foundation, growth through services opportunities can be added to increase your margins and keep your business healthy. 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 radio systems, including licensed and license-exempt products in bands ranging from 2 to 40 GHz, and in all configurations: all outdoor, all indoor and split mount. Among these products, Exalt offers further innovations, including the world’s first tri-band 5 GHz carrier-class radio, the world’s highest-performing 4.9 GHz radio, true wire-speed Gigabit Ethernet links operating below 6GHz using multi-band aggregation technology, and the only radios on the market with a spectrum analyzer and user manual embedded in memory to simplify remote field maintenance. Exalt has ensured that all its microwave radio systems are feature rich, future-proof, capable of providing instant capacity upgrades and high spectral efficiency.

## A Formula for Success

Within two years of its founding, Exalt delivered its first carrier-class microwave radio systems based on its unique platform. Since then, the company's product portfolio has grown to include a complete line of licensed and license-exempt systems, and its global customer base has swelled to include Tier-1 carriers, mobile operators, government agencies and enterprises. Exalt Channel Partners can leverage that success to pursue opportunities and generate new business.

## Role of Exalt Partners

Exalt Channel Partners play a critical role in end customer relationships and take on the following responsibilities:

- Lead the sales cycle and own the customer relationship
- Set end customer pricing, provide quotes and sell Exalt products directly to the customer
- Provide pre- and post-sales customer support

## Benefits Available to All Exalt Partners

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

Exalt makes the following benefits available to all Channel Partners:

- Authorization to sell and bid the complete Exalt product line
- Government, Education & Medical (GEM) discount
- Special product promotions
- Pre-sales and level-3 post-sales technical support
- Partner newsletter
- Demonstration unit program

## Program Criteria

Program levels are based on the value-add an Exalt Channel Partner delivers to customers and to the Exalt partnership. As an Exalt Channel Partner's value-add increases, rewards also increase. Minimum program criteria include the following:

### Business Requirements

- Exalt Commercial Reseller Agreement
- Minimum annual Exalt revenue commitment

### Value-Add Requirements

- Exalt Sales Training
- Attendance at New Product Webinars
- Pre- and post-sales telephone support

## Exalt Platinum Elite

### Platinum Elite Partner

Exalt Platinum Elite Partners make a 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 complete infrastructure solutions, consistently achieving revenue targets and attaining a high level of customer satisfaction. Via a powerful alliance, Exalt provides Platinum Elite Partners the richest benefits, including extensive access to marketing, sales and technical resources, with an additional focus on joint planning and the development of mutually beneficial customer relationships.

With their solutions approach, Platinum Elite Partners overcome the most complex network infrastructure challenges their customers face. Their skill sets and expertise span a variety of technology areas such as:

- Network design
- RF expertise (specialist on staff)
- Installation and post-sales support

Platinum Elite Partners can take advantage of several Exalt incentive programs with significant potential rewards.

### Benefits

- Participation in Exalt Reward\$ Program
- Joint demand creation campaigns
- Access to Market Development Funds
- Co-branded product collateral
- Seminar and trade show support
- Promotional items
- RFP support
- Priority access to Exalt sales and technical support and an assigned channel manager
- On-site Exalt Sales and Technical training
- Sales leads

## Exalt Gold

### Gold Partners

Exalt Gold Partners are experts in delivering Exalt-enabled solutions to their customers and have a high measurable level of customer satisfaction. Gold Partners enjoy enhanced benefits plus access to internal Exalt resources complementing the wealth of available sales and marketing information, tools, and support.

### Benefits

- Exalt Sales Training
- Co-branded product collateral (Gold level only, with prior approval)
- Seminar and trade show support (with prior approval)
- Preferred access to Exalt sales and technical support
- Sales leads

## Exalt Silver

### Silver Partners

Exalt Silver Partners have achieved proven success in the marketplace offering Exalt solutions. Silver Partners have access to a wealth of benefits designed to build revenue and meet the needs of our mutual customers.

### Registered Partners

Exalt Registered Partners are those VARs interested in taking the first step to building a relationship with Exalt. The Registered Partner level provides an introduction to the broad array of program benefits and support that Exalt offers VARs to help build business.



**Demonstration Product Program**

Exalt recognizes the importance of effective demonstrations to support the sales process and offers Channel Partners the Exalt Systems Demonstration Equipment Program. This program allows Exalt Channel Partners to purchase Exalt microwave radio 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 Channel Partners are eligible to take advantage of special product promotions including special rebates that can be passed on to customers or retained to boost your bottom line.

**Sales Training**

Once your partnership is activated, the local Exalt team begins the partner relationship with an Exalt Sales Training session. This session launches the partnership and provides you with complete information on Exalt systems and applications.

**Technical Training**

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

**Marketing Support**

Marketing support for Exalt Channel Partners spans many areas to assist with demand creation, promotion, sales materials, event support and more.

- Discretionary marketing funds – “ask for” funds – based on revenue performance
- Market Development Funds (MDF) – based on revenue performance
- Marketing tools and templates
- Sales collateral
- Joint press and editorial opportunities

**Exalt Post-Sales Support**

Unmatched support is consistently cited as a reason why customers enjoy such high levels of satisfaction with Exalt and its innovative microwave backhaul systems. Available 24x7x365, Exalt Support personnel take calls on support issues involving products sold by Exalt Channel Partners.

To participate in the Exalt Channel Partner program, several base-level requirements must be met. As partners move up through program levels, corresponding requirements and benefits increase.

If your company is considering partnership with Exalt, please review the Partner Program Guide and complete an application form available online at <http://www.exaltcom.com/> (under *Partners – Join Our Program*). Exalt will review the application, contact you to learn more about your business and discuss the Program options available to you.

**Exalt Commercial Reseller Agreement**

A fully executed Exalt Commercial Reseller Agreement is required to join the Exalt Channel Partner Program. Once completed and approved, you will receive access to program benefits for your program level.

**Sales and Technical Staffing**

Exalt Channel Partners must have minimum levels of staff to support the partnership. Staffing requirements for sales professionals and technical sales engineers are determined by your program level and are a reflection of your company size, geographic coverage and sales model.

**Training**

Sales staffs are required to complete Exalt Sales Training, beginning with a complete product review session, and continuing throughout the partnership. Depending upon your program level, some number of your technical staff must complete Exalt-provided technical training, which focuses on product knowledge and deployment.

**Relationship Contacts**

Through the application process, Exalt Channel Partners are required to provide Exalt with a relationship management contact responsible for the day-to-day activities with Exalt. At least one contact is required.

**Annual Business Plan Requirement for Platinum Elite Partners**

All Exalt Platinum Elite partners are required to develop an annual business plan together with the assistance of an Exalt regional sales manager. Gold and Silver partners are encouraged, but not required, to prepare business plans. Business plans focus on establishing annual and quarterly goals, and identifying revenue and growth attainments, resource requirements, marketing plans and the corresponding investments to be made. Your Exalt regional sales manager will work with you to develop a plan and monitor progress to help ensure your success.

# Program Benefits Highlights

	Platinum Elite	Gold	Silver
Full Access to Exalt Licensed and License-Exempt Product Portfolio	Yes	Yes	Yes
Welcome Kit	Yes	Yes	Yes
Additional Partner Level Discount	Yes	Yes	Yes
GEM Discount	Yes	Yes	Yes
Eligible for Product Promotions	Yes	Yes	Yes
Quarterly Channel Newsletter	Yes	Yes	Yes
Demonstration Product Discount	Yes	Yes	Yes
Access to Exalt Sales, SEs	Yes	Yes	Yes
Sales Leads	Yes	Yes	No
Performance Discount	Yes	No	No
Participation in Exalt Reward\$ Program	Yes	No	No
Market Development Funds (MDF)	Prior Approval	No	No
Bid Support	Priority Access	Access	No

## 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 personalized support and attention you need to win. You are viewed as a true extension of the entire Exalt team.

## Let's Talk

Contact Exalt to discuss participation in the Exalt Channel Partner Program at [channelsales@exaltcom.com](mailto:channelsales@exaltcom.com) or +1-408-871-1804 or toll free at +1-888-91EXALT (+1-888-913-9258).



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