

PARTNERING

WITH AEROHIVE



JOIN THE HIVE TODAY

Aerohive is 100% focused on the channel. That means we are dedicated to your success as our business partner. We'll work closely with your team on planning, training, marketing, sales, and support. Our partner-centric solutions deliver the fastest path to increasing margins and opportunities for new service and recurring revenue. With Aerohive, you are not alone. It's a true partnership.

The Aerohive Advantage Partner Program was built on four key pillars: *capacity, competency, engagement, and profitability.*

- **Capacity:** The Aerohive go-to-market strategy is centered around the idea that membership in the Partner Program is exclusive.
- **Competency:** A critical element of the Partner Program design is the idea of driving and rewarding partner competency around our solutions. Therefore, Aerohive has expanded our training options to the partner community – with an online, self-based training program in addition to instructor-led training.
- **Engagement:** Between an enhanced partner portal for self-service, opportunity and lead sharing, as well as deal registration – along with a refined set of rules of engagement with our sales teams – Aerohive is putting significant focus on ensuring your engagement with us is centered on total partner engagement excellence
- **Profitability:** The Partner Program has been enhanced to promote partner profitability options.

Top 5 reasons to partner with Aerohive

1. **Gain choice and flexibility** in deploying and managing networks
2. **Differentiate your offering** with a software-defined cloud architecture
3. Unlock and develop **new reoccurring revenue streams**
4. **Reduce operating costs** with a more efficiently run network
5. Lead through **product innovation and customer satisfaction**

Join our Advantage Partner Program today!

For more information, please visit partners.aerohive.com.

Aerohive Partner Program Benefits

PROGRAM BENEFITS	ASSOCIATE	PREMIER	ELITE
Account Management	Distributor	Distributor or Aerohive Field Representative	Aerohive Field Representative
Access to Sales Leads		✓	✓
Access to MDF (Marketing Development Funds)			Proposal-based
Participation in Joint Sales Calls		✓	✓
Access to Partner Locator, <i>Aerohive.com</i>		✓	✓
Access to Partner Portal	✓	✓	✓
Access to Deal Registration	✓	✓	✓
Access to Configuration Tool	✓	✓	✓
Access to Free Sales / Tech Online Training	✓	✓	✓
Standard Discount (on unregistered Deals)	30%	30%	30%
Registered Deal Discount	35%	40%	42%
Non-Standard Discounts Eligibility (Reg Deals)	✓	✓	✓
AdvantageMSP Program	✓	✓	✓

Aerohive Advantage Partner Program Requirements

Aerohive performs an assessment of each partner's performance during the previous 12 months; this compliance process is typically performed in January and July of each year. The sections below outline the requirements that each partner must meet during each compliance period.

BUSINESS REQUIREMENTS	ASSOCIATE	PREMIER	ELITE
Aerohive Reseller Application (<i>approved by CAM or RSM</i>)	✓	✓	✓
Aerohive Reseller Contract	✓	✓	✓
Aerohive Training	✓	✓	✓



Country/Territory Annual Bookings Thresholds required to maintain Partner levels (in USD)

	USA	Canada
Associate	\$0	\$0
Premier	\$250,000	\$100,000
Elite	\$1,000,000	\$500,000