

A black and white photograph showing the lower legs and feet of several business professionals in suits walking quickly in a hallway. The image is blurred to convey a sense of motion and speed. A purple rectangular box is overlaid on the right side of the image, containing text and a logo.

Solution Partner Program

NETGEAR[®]
BUSINESS

Shift Your Sales Into High Gear

Why Choose NETGEAR for SMB?

NETGEAR adds value for resellers with innovative, industry-leading features and offerings.



NETGEAR is an industry leader.
Big enough to matter, yet small enough to care.



One-Stop Shop.
For your wired/wireless networking, VPN, & NAS needs.



Cloud-Managed Hardware.
Monitor, configure your equipment remotely via app, cloud portal, or CLI.



Stackable Discounts.
Increased margin opportunities for resellers.



Risk-free eval program.
Brand new, full warranty, factory-sealed products.



Lower-cost alternative.
Compared to big IT brands w/longer warranties at significant savings.



Free remote wireless site surveys.
Let NETGEAR customize a proposal for your wireless needs.



Free 24/7 Toll-Free Support.
Round-the-clock level-2 support available to resellers.



Easy RMA Process.
Self-register RMAs through portal. No hassles, no questions.






NETGEAR ProSAFE Piece of Mind.
Offering lifetime warranty, including power supplies, fans, and EOL.



Channel-Only Manufacturer.
Zero risk to deals being bought direct.



Sign up to become a reseller:

-  powershift.netgear.com
-  (866) 480-2112, option 2
-  uspowershift@netgear.com

Smart, Powerful and Easy

In a world of exploding data, device, and networking demands, your customers need smart IT to keep up. NETGEAR® offers reliable, affordable, and simple infrastructure solutions for small and medium-sized businesses. Our switching, storage, cloud and wireless offerings deliver solutions that are easy-to-install, configure and manage. With expertise and solutions for all your customers' needs, make NETGEAR your choice for small to mid-market networking solutions.

Shift gears with NETGEAR Solution Partner Program

When you become a Solution Partner, you get NETGEAR behind you, driving you to succeed. You know our brand. Now, harness the power of our sales and marketing resources and expertise. We're there to help you every step of the way, so you can win more business and close more deals.

Affordable, reliable & simple, end-to-end

Growing organizations, growing data, growing bandwidth demands. Your customers need network flexibility, scalability and reliability, and NETGEAR delivers. Give your customers enterprise-grade control and functionality at affordable prices. Plus, you can address every networking need - from wireless to PoE, storage capacity and more - with end-to-end SMB solutions and expertise from NETGEAR. We've got you covered.

All the support you need

We give Solution Partners our best support, every step of the way. Dedicated account managers and pre-sales professionals share experience and expertise to help you win business. You can offer ongoing customer service with technical support available 24/7 only to customers of our Solution Partners. Plus, all NETGEAR ProSAFE® business products are backed by the industry-leading ProSAFE Lifetime Hardware Warranty. All together, it's a program designed to build customer confidence and loyalty.

Going vertical

NETGEAR offers specialized solutions for select industries including education, hospitality, healthcare and government. Leverage the strength of these verticals by offering targeted solutions that fit every organization. Set yourself up as an expert and enjoy the advantages of repeat business and a strong reputation as an industry expert.

NETGEAR has provided reliable, secure, and affordable networking, storage and wireless products to millions of businesses worldwide since 1996.

Resource central

The Solution Partner Portal is your source for all things NETGEAR. Our online training portal gives you access to the best training tools including webinars and demonstrations. The Solution Partner Portal also offers sales and marketing resources for every situation—from product one sheets to downloadable presentations. And we've made it easy to promote your NETGEAR partnership with the Go-To-Market Toolkit, including images and logos, collateral and more. We're in this together. That's why we give you the tools you need to succeed.

The bottom line: your bottom line

Committed NETGEAR partners leveraging its stackable discounts often make an additional 15-20% margin selling NETGEAR offerings. The Solution Partner Portal is your one-stop shop for deal registration, sales incentives and discounts, market development and promotions, and our 100% no out of pocket money, 30-day risk-free product evaluation program. As a NETGEAR partner, you can also count on strong marketing support, including development funds and broader business marketing campaigns to drive leads and awareness. We make it easy for you to achieve and surpass your sales goals.

We're in this together

To make sure we're providing support to the best partners possible, we ask you to meet certain minimum requirements to be a NETGEAR Solution Partner. To earn rebates, you must meet some of the most achievable revenue thresholds in the industry and be in good standing and have accepted NETGEAR's terms and conditions. We also ask that our partners have a business set-up that supports NETGEAR sales, including technical resources, sales team, and demoing capabilities. And we ask that you offer pre - and post - sales support and customer service for our end users.

NETGEAR Solution Partners are expected to:

Basic • Be in good standing with NETGEAR terms and conditions

Platinum • Be in good standing with NETGEAR terms and conditions

- Meet revenue thresholds to earn rebates
- Earn enhanced sales and technical competencies
- Have demo capabilities and a dedicated sales team
- Achieve at least 25% project - based sales

Manage your Network & Storage with Expert Support

NETGEAR ProSUPPORT offerings provide you with peace of mind by extending and enhancing the standard warranty coverage included with your product purchase. You get direct access to NETGEAR technical support engineers and the backup resources who can rapidly resolve critical technical issues. The onsite hardware replacement option, with next day business day labor onsite, provides you with a cost-effective way to maintain your network and storage systems.

Extend and Enhance your Warranty Coverage:

- OnCall 24x7 extends the 90-day warranty entitled technical support for standard and advanced features to the length of the contract term.
- Onsite Hardware Replacement - Business can maintain critical networks without on premise support staff. Dispatch a technician to arrive onsite, remove the failed unit, install the replacement, restore the configuration file and test to ensure operability.

Want To Become A Solution Specialist?

Learn why NETGEAR is the best choice for your SMB Advanced Switching Solution needs. Learn WHY customers love our M4300 solution.

Advanced Switching Authorization Program

To help our partners keep pace with the rapid change and growth in the small/medium network switching market and reinforce our commitment to you, we're enhancing our NETGEAR Solution Partner Program by adding a new accreditation to the program. This new accreditation is called NETGEAR Advanced Switching. This accreditation offers improved partner enablement, rewards for selling NETGEAR switching solutions, and makes it easier than ever for partners to do business with NETGEAR.

M4300 Intelligent Edge Series: Stackable Switches with Full PoE+ Provisioning

The world's first 1G and 10G virtual chassis platform with 10G stacking designed for mid-enterprise edge and SMB core deployments. The M4300 series scales from 24x1G to 48x10G to deliver resilient, spine and leaf, edge to core connectivity for unified wired and wireless networks.

10 Reasons why our customers love NETGEAR's M4300 switch:

- 1) Flexible server connections
- 2) Affordable enterprise-grade switches
- 3) World-class features and future-ready network
- 4) Scales with your business
- 5) Edge to core stacking
- 6) Full speed ahead
- 7) Absolutely no downtime
- 8) Convergent access layer
- 9) HA best practices
- 10) Full power redundancy

Benefits:

- 1) Upfront discounts via authorized NETGEAR distributors
- 2) Deal Registration
- 3) Product Evaluation Program
- 4) Partner portal access
- 5) Dedicated account manager
- 6) Level II technical support
- 7) System Engineer Support for customer calls
- 8) Leads from sales activities & events



We support you!



Eligibility

This program is open to all NETGEAR partners in USA and Canada who can demonstrate an established network switching practice including services and support functions. The primary go-to-market strategy is service-led solution integration.

Please contact your NETGEAR representative for more details: +1 866-480-2112 Option 2

or email uspowershift@netgear.com

Join Now: Go to [APPLY TO RESELL](#)

For existing partners please call (866) 480-2112, option 2

Support at every level

NETGEAR Partner Benefits		
Reseller Benefits	Basic	Platinum
Quarterly Sales Requirement	N/A	\$5,000
Front End Rebates: Rebates for Basic SKU's	0%	5%
Reseller Benefits		
Upfront Discounts via Distribution		•
Back End Rebates (TBD)		•
Government/Education Discounts	•	•
Dedicated Account Manager	•	•
Deal Registration Program	•	•
Access to Promotions	•	•
Lead Sharing		•
Partner Portal Access	•	•
Training and Certification Programs		•
Quarterly Business Reviews		•
Support		
Product Evaluation Request	•	•
Product Support	•	•
Elevated 24/7 Device Level Technical Support		•
Pre-Sales Sales Engineer Support		•
Sales and Marketing		
Marketing Development Funds (Discretionary)	•	•
Marketing and Sales Tool Kits		•
Joint Sales Call Support		•
Pre/Post Sales		
Network Design and Topology Diagram	•	•
Online and Return Material Authorization (RMA)	•	•
Notification of Product Changes	•	•
Advance Product Road Map Review	•	•
Access to On-Demand Training and Webinars		•

Reliable help when and where you and your customers need it:

NETGEAR Partner Technical Support: (866) 261-7999

Device Level Technical Support, 24x7 toll free support.

Please Note: The Priority Support Line is reserved only for NETGEAR Solution Partner use – it is not for customers, consumers or unregistered partners.

Pre-Sale Questions: (866) 480-2122, option 2

uspowershift@netgear.com

Let's get started. Register at netgear.com/partner today.

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