



Milestones to Success

The Partner Program for growing a
successful Networking business



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Who is Extreme Networks?

Complex networks are outdated! Extreme Networks delivers **superior networking experiences** to enterprises and organizations in a simple, intuitive, and consistent way, pushing the boundaries of technology using machine learning, AI, analytics, and automation.

Always with the needs of resellers and their end users in mind, Extreme Networks has been driving modern **network infrastructures** from the development of the first Gigabit Ethernet switch to the industry's only fourth-generation cloud architecture.

And so today, Extreme Networks delivers intelligent, flexible and secure **cloud-based end-to-end networking solutions** - scalable from SMB to Enterprise:

- Latest generation switching products from edge to core
- Wifi 6 access points
- Fast and highly scalable routing
- Applications for network management automation, analytics & security



More than **50,000 customers worldwide** already rely on Extreme Networks' cloud-based end-to-end networking solutions, services and support to accelerate their digital transformation.



Founded in
1996 in Silicon
Valley



#2 Cloud
Managed
Network
Solution



\$1B
annual
revenue



Over 2,800
employees
worldwide



More than
9,000
channel
partners



Gartner Peer
Insights
Customer
Choice Winner



Represented
in more than
80 countries



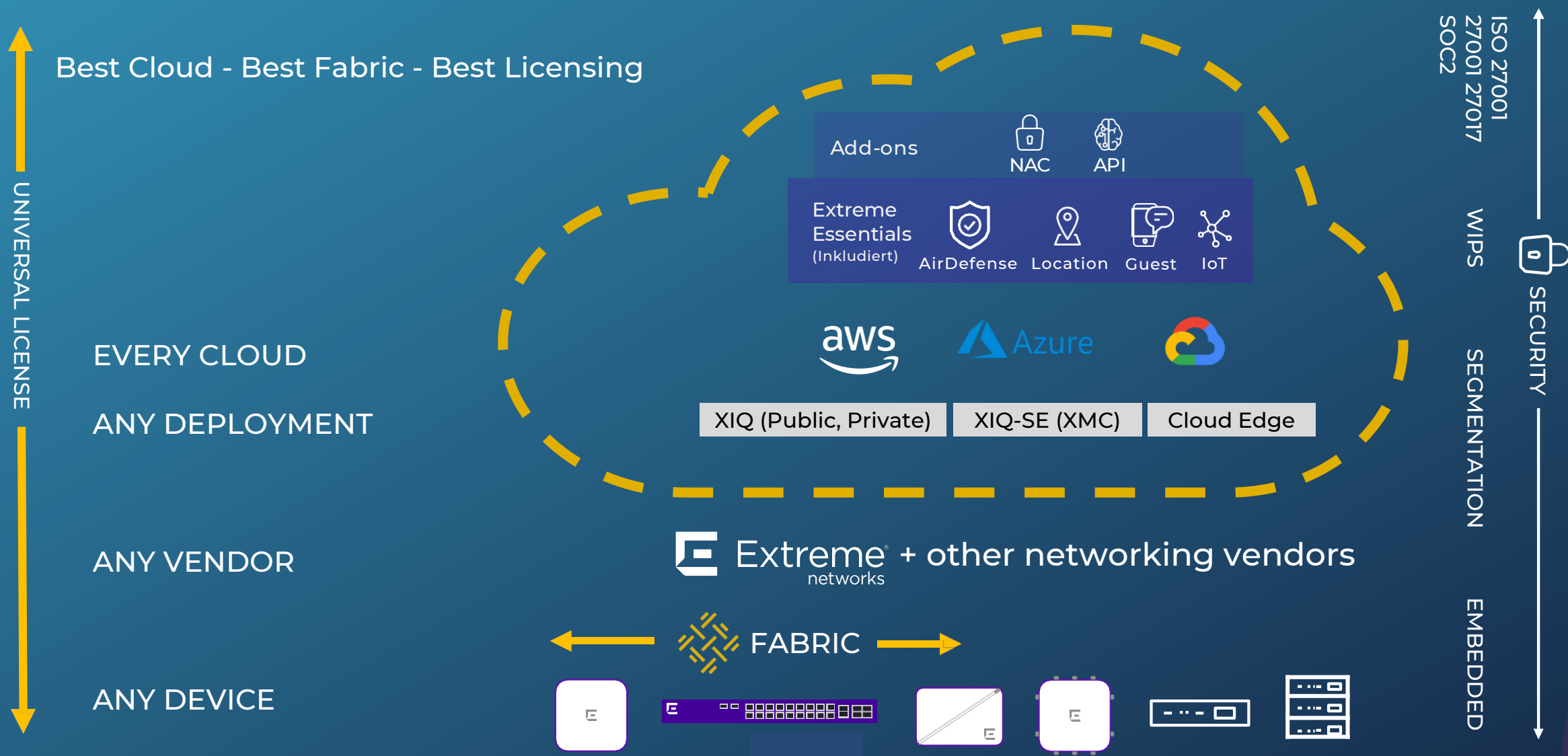
100%
Insourced
Service &
Support



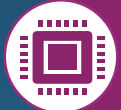
More than
1,000
patents

Effortless Network Experiences

It's an experience that can only be delivered at cloud speed and as an Extreme partner.



Why Extreme Networks should not be missing from your portfolio?



The reseller channel is not as saturated as, for example, Cisco or HP



No outsourced support



100% recommendation of support services, compared to 74% for Cisco or 54% for HP



No mandatory certifications



"Born in the cloud" 4th generation vendor



No mandatory enrollment

Extreme Networks is a Gartner
Leader in the Wired and Wireless
LAN Access Infrastructure category



Networking made easy

Whether SMB or enterprise, Extreme Networks' comprehensive portfolio offers the right network solution with unique added values for every requirement of your customers.



Simple
administration
& clear
management



Freedom of
choice, simplicity
& flexible
deployment



Increased
security
realized in the
shortest time



Cloud-based
networks with
AI, ML, analytics
& automation

Become a partner of Extreme Networks? Extremely easy & extremely fast!

Complex requirements and lengthy processes?
Not with Extreme Networks - Just register and get started!

- **Easy Channel Program:** Your Authorized status requires only one registration
- **Power Pricing:** Additional discounts are quickly applied for
- **Protection of your projects:** Deal registration option for project protection
- **Dojo learning platform:** Get your 1st sales certification in just 1 hour
- **Extreme Networks 360 App:** Always up to date and connected to the Extreme Community

Discover your advantages in these videos

Why partners
choose Extreme
Networks



How partners
earn more with
Extreme Networks



More about the 4th
Generation Cloud from
Extreme Networks



Are you interested in
becoming a successful
Extreme Networks Partner?

**Here's your path
to success in
your networking
business....**



Would you like to ...

- move mountains, and develop a strong networking practice with a vendor you can rely on?
- achieve more sales and maximize your profit margin in a secure way?
- reach new customers and address new markets?
- delight your customers with cloud-based end-to-end network solutions?
- have an experienced partner at your side to support you on your way to the top?



Join our **Milestones to Success Program** and set out for new business opportunities with Westcon & Extreme Networks!



Mehr Business

Milestones to Success

The **Milestones to Success Program** is an exclusive reseller program from Westcon that helps your company easily and profitably build and grow its networking business with Extreme Networks.

On a clearly defined path and accompanied by comprehensive information and support services, we will guide you to new business heights. Step by step, you will climb important milestones and be rewarded for your commitment and progress.

Once you have climbed to the top, Westcon will reward your company with \$500 for a team event of your choice, so you can celebrate the success.

For more information on the conditions of participation, please visit our website! [\[LINK\]](#)



How does the Milestones to Success Program work?

Our program is based on a simple, step-by-step path.
The order of the individual steps is variable.

1. Onboarding

Registration

Register as a Westcon & Extreme partner and request your access to PartnerView, the 24x7 self-service portal for Westcon partners.

Meeting

Schedule a face-to-face appointment or video meeting with our BDM to get to know Westcon and ask your questions.

Newsletter

Sign up for both the Westcon and Extreme newsletters to get the latest, most relevant news for your business delivered straight to your inbox.

LinkedIn

Follow Westcon and Extreme on LinkedIn, get the latest news, promotions & events and share interesting posts with your network.

2.

Testflight

Join Westcon for an interactive virtual or physical Testflight Workshop to experience Extreme's performance capabilities for yourself.

3.

ESS

Visit the Extreme Dojo learning platform, download the Extreme Game Center App, and take the ESS Cloud Networking certification.



**Congrats!
Milestone
reached**

**Access
Point**



Next →

Start



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4.

CSS

Join our Channel Self Service (CSS) webinar in live demo format to learn about Extreme's Channel Self Service tool.

5.

Marketing

Use a ready-to-use "Marketing Campaign in a Box" from Westcon to invite your customers to a test flight.

6.

PreSales

Arrange individual one-to-one sessions with the Westcon PreSales team on how the IRIS tool works and other topics of your choice (e.g. on Extreme CloudIQ).

7.

Business

Submit a Deal Registration or EQQ.

8.

Project

Close a project with Westcon and Extreme.

Congrats!

Celebrate the success with your team!



Made it!



Are you ready
to take off?



Growing with the Milestones to Success Program is just a few steps away:

- Register your interest in participating in the Milestones to Success Program on our website.
- We will check the requirements.
- After a positive review, you will receive the "go" for your climb to the top.
- Set up your team and follow our defined path with support from Westcon & Extreme Networks - The path to success is a shared one.
- Look forward to comprehensive information and support offers as well as rewards.
- Once you have climbed to the top, you receive \$500 for a team event of your choice.



Rely on a partnership with experts



More than 20 years of experience:

No one knows Extreme's solutions, actions and processes better than us



Global expertise:

Supply chain capabilities required for large network deployments & upgrades



Availability:

An excellent warehouse guarantees fast delivery times of Extreme products around the world



Qualified technicians:

Support for product selection and configuration



Partner Portal:

Quotes, delivery bills, invoices and availability at the click of a button



Marketing-as-a-Service:

Support for marketing campaigns, e.g. when it comes to acquiring new customers



**Your Value
Adds with
Westcon**

Services Business Model

Westcon-Comstor Services

“Partner Success. It’s what we do”



Education Services



Support Services



Professional Services



Supply Chain Services



Financial Services



Partner network



Global Reach



People



Flexibility



Solutions

Academy

Maximising IT performance through learning

Westcon-Comstor Academy is the leading global Authorized Training Centre for the world's biggest and brightest technology vendors.

We help businesses and individuals increase skills, learn best practices and earn certifications so they get the skills they need to succeed.

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- 40 different countries and five languages with a regular schedule of public Instructor-led courses
 - English in German, French, Spanish, Italian, Arabic
- Certified, vendor accredited, field-experienced instructors
- Dedicated labs with open access for each student
- Instructor-led training in the classroom, remote, on-site, and digital learning.
- Award winning vendor learning capability



Why Westcon-Comstor Academy?

- Increase staff skills and meet the needs of business
- Develop competitive advantage
- Reduce the costs associated with staff turnover
- Comply with vendor partner programmes
- Drive specialisation with inhouse expertise
- Drive adoption with more features and functions
- Increase customer retention, value and margin

[Westcon-Comstor Academy](#)

Westcon Academy

Network Management

Wireless

Routing & Switching

Data Centre

Cloud Networking



As an **Extreme Networks Authorized Training Partner**, we offer certified and accredited training courses in our Westcon Academy for you as a partner and for your end customers.

Extreme Networks divides its certification programs into three categories:

Extreme Sales Specialist (ESS)

This certification is for individuals who need to understand and explain the benefits of Extreme Networks solutions to their customers.



Extreme Design Specialist (EDS)

These certifications are intended for individuals who hold a pre-sales role and are responsible for product positioning and solution design.



Extreme Certified Specialist (ECS)

These certifications are designed for individuals who have a technical role and implementation function and require foundational skills in solution implementation, expert integration, and custom consulting.



Discover our course program

<https://academy.westconcomstor.com>



WestconServices

Extend capabilities, expand opportunities increase margin

With complementary services at each stage of the project lifecycle, across education, supply chain, professional and support, we can help you scale your business, improve efficiency, reduce costs and increase margins.

Leverage our global reach and team of experts to unlock more services opportunities and build better customer relationships.

- **Support**
Our extensive and flexible support services manage IT infrastructure with virtual support, remote monitoring and on-site engineering.
- **Professional**
Our professional services team offer flexible engineering and consultancy resource for multi-vendor and multi-technology deployments across the entire project lifecycle.
- **Supply Chain**
Our end-to-end logistics solutions help you maximise the value of hardware, keeping you agile and responsive to customer needs.

Why Westcon services?

- Easy to sell - Standard approach on our services offerings aligned with our new technologies
- Use as you go - Use what building block you need in your offering
- Approach - Clear approach on product/SKU level and pricing



[More information](#)

Support Services

Assist Service / Service Desk

Virtual headcount available for:

- Technical advice
- Execution of changes
- Daily IT tasks
- Small projects
- Remote Consulting
- IT infrastructure „Health-Check“

Global ETS Maintenance BreakFix

Engineer-To-Site is our cost effective add-on support service, providing

- Local engineering resources for hardware replacement during an RMA
- Available in over 150 countries globally
- EOL & EOS Hardware-Support

Partner Success Delivery Manager

Single Point of Contact for Reseller or End-User

- Escalation when performance and issues are detected
- Business Reviews on service performance

Professional Services

Global Rack & Stack

A field service providing

- Onsite technical resource to install physical device
- Available in over 150 countries globally

WLAN coverage

Onsite Survey of a wireless infrastructure to understand the current Radio Frequency and characteristics of a site

- Remote WIFI Survey
- Onsite WIFI Survey

PMO Support

We provide Project Management services for more complex network projects

- Meeting project demands
- Compliance requirements
- Managing budget & risk

Supply Chain Services

Warehousing

Global approach to hardware management through our network of international distribution centres

- Westcon Warehouse centre
- Project based stocking options
- Staging & Pre-configuration
- Testing

Forward & Reverse Logistics

We expand our customers' global coverage by

- Shipping products into 177 countries
- Asset Management
- Field recovery
- Recycling & Re-use
- Compliant asset destruction

PMO Support

We provide Project Management services to

- Meeting project demands
- Compliance requirements
- Managing budget & risk

FLEX

Flexible funding to help you sell more technology

Vendors are shifting to software. End users increasingly expect to pay by subscription. But there are big financial and operational challenges to overcome in the shift.

Funding for a future-ready business

Flex blends solution billing with traditional distribution to help accelerate the adoption of the latest technology and offer the subscriptions customers now expect by removing budget constraints.

Simple, hassle-free funding to help partner and end customer budgets go further.

- Funding for hardware, software, services and renewals
- Supports the full Westcon-Comstor vendor portfolio
- Quick, easy transactions contracted and invoiced by Westcon-Comstor

Why Flex?

- Get the best deals now, spread the cost over 1-5 years
- Update estates and expand deals with payment over time
- Provide the flexible subscription models your customers want
- Close deals in days, get billed by Westcon-Comstor direct



Click [here](#) to know more about Westcon Flex

Useful Links - Extreme Networks

Extreme Networks Website:

<https://www.extremenetworks.com>

Extreme Networks on LinkedIn:

<https://www.linkedin.com/company/extreme-networks/>

Extreme Networks Newsletter Signup:

<https://learn.extremenetworks.com/GDPR-Communications-Consent-Page.html>

Extreme Partner Portal:

<https://extremenetworks.webinfinity.com/>

Extreme Portal:

<https://extremeportal.force.com/>

Become a Partner:

https://extremeportal.force.com/extracountregistration?_ga=2.201334418.2094414657.1630948310-974145917.1630948310

Dojo Training Portal:

<https://dojo.extremenetworks.com/>

Extreme Networks 360 in the Apple App Store:

<https://apps.apple.com/us/app/extreme-networks-360/id1119623345>

Extreme Networks 360 in the Google Play Store:

<https://play.google.com/store/apps/details?id=com.socialchorus.ebg.android.googleplay>



Useful Links – Westcon

Westcon Newsletter Signup - Do not miss any news for your business:

<https://p.westconcomstor.com/signup>

Westcon Event Calendar - Discover our events and those of our vendors:

<https://www.westconcomstor.com/global/en/events.html>

Extreme Networks Vendor Page:

<https://www.westconcomstor.com/uk/en/vendors/extreme-networks.html>

Westcon Europe on LinkedIn:

<https://www.linkedin.com/company/westconeurope/>

Westcon Middle East on LinkedIn:

<https://www.linkedin.com/company/westconme/>

Westcon-Comstor Sub-Saharan Africa on LinkedIn:

<https://www.linkedin.com/company/westcon-comstor-sub-saharan-africa/>

PartnerView:

<https://www.westconcomstor.com/store/global/en/login>





**Contact your Westcon
Account Manager for
more information!**

About Westcon-Comstor

Westcon-Comstor is a global technology provider and specialist distributor, operating in more than 70 countries. It delivers business value and opportunity by connecting the world's leading IT vendors with a channel of technology resellers, systems integrators and service providers. It combines industry insight, technical know-how and more than 30 years of distribution experience to deliver value and accelerate vendor and partner business success. It goes to market through two lines of business: Westcon and Comstor.