**Guidance – how to use this content:**

Please use the following email templates to guide your four-week campaign. Resources you can link to include:

* Your own Cross-Selling landing page
* CommScope end-to-end eBook
* CommScope video
* Infographic
* Customer testimonial (Leigh academy)

These emails are placed in a recommended order for distribution, however, feel free to use the content however you see fit.

Space is provided for you to personalise these emails to ensure our partnership is highlighted throughout – should you require any additional materials from us please contact: [xxx@xxxx.com](mailto:xxx@xxxx.com)

**Email week 1**

Subject line A: **Create a Network for Tomorrow with CommScope & [partner name]**

**Subject line B: Aging network holding you back?**

**Subject line C: Prepare your network for the future**

Hi XXX

The global economy is reaching digital supremacy. With more data-rich business-critical applications and services running on the network than ever before—stretching the capacity of aging networks and infrastructure—**how do businesses keep pace with technological innovation?**

[partner name] is dedicated to helping your business scale and prepare for whatever the future may hold, with CommScope’s Ruckus technology we can help you to ‘pay-as-you-grow’ your network.

Industry research has found that by 2024, the number of applications at the edge is predicted to grow by 800%. As enterprises decentralise their networks and edge computing gains momentum, [partner name] and CommScope will support your business’ advanced wireless Access Points and edge devices with up to 90W/port and the latest PoE technology.

[embed edge video here]

Click here to learn about how our networking solutions will help your business stay competitive and flexible. [link to partner landing page]

**Email week 2**

Subject line A: **Stay one step ahead with CommScope & [partner name]**

Subject line B: Is your network ready for the future?

Subject line C: Accelerate your business growth with technology that lasts

Hi XXXX

Can your business meet the data demands of today and tomorrow? In the next five years, pressure on your core network infrastructure will dramatically increase as data growth explodes. Trends in the enterprise network are set to revolutionise the way IT departments approach network management:

* 50% of all IT spending in 2020 will be dedicated to digital innovation
* 20% of business revenue growth will come from newly created offerings developed by companies from previously unrelated industries
* 63% of organisations maintain IT in departments that are not the IT department

With [partner name] and CommScope’s Ruckus technology, we can provide converged management of your network with high-performance solutions, delivering benefits to your team. When you buy all your network components from one vendor, it drastically improves your bottom line and conserves CAPEX.

[embed infographic]

To find out more please visit/CTA: [link to partner landing page]

**Email week 3**

Subject line A: **Make your investment count with CommScope & [partner name]**

Subject line B: Imagine having network technology that scales as you do

Subject line C: Shrinking budgets and higher network demands? We can help.

Hi XXXX,

Networks are critical to delivering on transformation and innovation projects but increasing capacity can be a big undertaking, especially when IT budgets remain [unchanged](https://www.gartner.com/en/newsroom/press-releases/2019-10-07-gartner-says-global-it-spending-to-grow-06-in-2019).

Investing in wireless-only is a false economy without a robust wired infrastructure to support the latest wireless technologies.

Hear how Leigh Academy scaled and expanded their network across multiple sites.

[embed Leigh Academy video]

With [partner name] and CommScope’s Ruckus Technology your core networking infrastructure is capable of expanding to meet business needs in a “pay-as-you-grow” model.

To find out more on how we can make your investment count, please visit/alternative CTA: [link to partner landing page]

**Email week 4**

Subject line A: **Seize the opportunity with CommScope & [partner name]**

Subject line B: Fix your network now

Subject line C: Four steps to building a scalable networking system

Hi XXXX,

Adoption of new technologies is no longer exclusively the preserve of large enterprise businesses, with at least one fifth of organisations migrating systems that were traditionally stand-alone, such as physical security, building control, or digital signage, onto the network. In addition, businesses are deploying an increasing number of real-time delay-sensitive applications that put increasing pressure on the network.

The global economy is reaching digital supremacy. According to [IDC](https://www.idc.com/getdoc.jsp?containerId=US45599219), by 2023 half of worldwide gross domestic product will be driven by products and services from digitally transformed industries. Spending on Enterprise IT infrastructure deployed at the edge will grow from 10% today to 50% by 2023. Understanding the industry and technology drivers is key to staying competitive and getting the most out of your investment.

**Now is not the time to wait.** Businesses that don’t invest in key technologies and new operating models will struggle to make adjustments, seize opportunities and deploy at the necessary scale to be truly successful.

Find out more about how [partner name] and CommScope’s Ruckus technology can guide you through the four steps you need to take to reduce the time and money spent on your network and increase its performance: [link to (partner-hosted) eBook]