



It's Time to Change

The fast-track partner programme for
Extreme Networks



Why is it Time to Change?

Do you want...

- A competitive advantage?
- Better margins on your networking business?
- To work with one of fastest-growing cloud vendors?
- To work with a 4x Gartner Magic Quadrant leader?
- The fastest-growing vendor in Omdia's 2020 Cloud-Managed Networking Report?
- To move away from complex, cost-intensive networks?
- An end-to-end vendor that includes SD-WAN capabilities?
- Comprehensive project support from your vendor?
- To avoid a vendor-lock in?
- To work with our marketing support?
- To access additional demo equipment?
- To customise your solutions to set yourself apart?
- A channel-focused vendor that listens to its partners and customers?
- A vendor with a dedicated team to support your development?
- A vendor which is responsive and accessible at every level?

If you answered yes to any of these questions, it's Time to Change.

If you want to grow your business with exciting new technologies to redefine the enterprise networking market, we want you.

Our fast-track to accreditation programme has all the tailored tools, support and incentives you need to become an Authorised Partner fast and start earning attractive new revenues.

What is Time to Change?

Time to Change is an exclusive Westcon programme designed to easily onboard new or develop existing Authorised Partners that want to grow their Extreme Networks business.

It is the channel's most comprehensive, structured and modular partner programme. It's step-by-step roadmap unlocks exclusive benefits including free training and demo kits, pre-Sales support, financial incentives, business planning, marketing support and lead generation.



How Westcon creates value

We are passionate about delivering partner success and committed to ensuring you realise your full Extreme Networks potential.

We start the onboarding with a strategic alignment to better understand your business, followed by unrivalled partner support every step of the way. You can rely on us. We know how to overcome the daily challenges in the IT channel and we take pride in combining reliability with innovation.



Strategic vendor relationships

We simplify vendor technologies, processes and programmes so you can win in the marketplace. We manage vendor-facing fulfilment and deployment so you're free to focus on your core business.



Extension to your business

Globally and locally, we stay close. With custom-made support, we're a seamless extension to your business. We will take responsibility when the going gets tough.



Complementary services

Should things get complex, you can always rely on our services capabilities. If a customer opportunity stretches your resources, we can help to flex and scale with access to our talented experts.

ExtremeCloud IQ: the perfect partner for your cloud journey

ExtremeCloud IQ is a cloud management solution for wired and wireless networks. Easy, flexible and intuitive to help you set the course for the future – today.



Easy: with the powerful automation functions, networking has never been easier, from deployment to support



Fast: regular platform updates ensure that you always benefit from technical innovations



Shareable: share relevant data easily and quickly with customers and partners



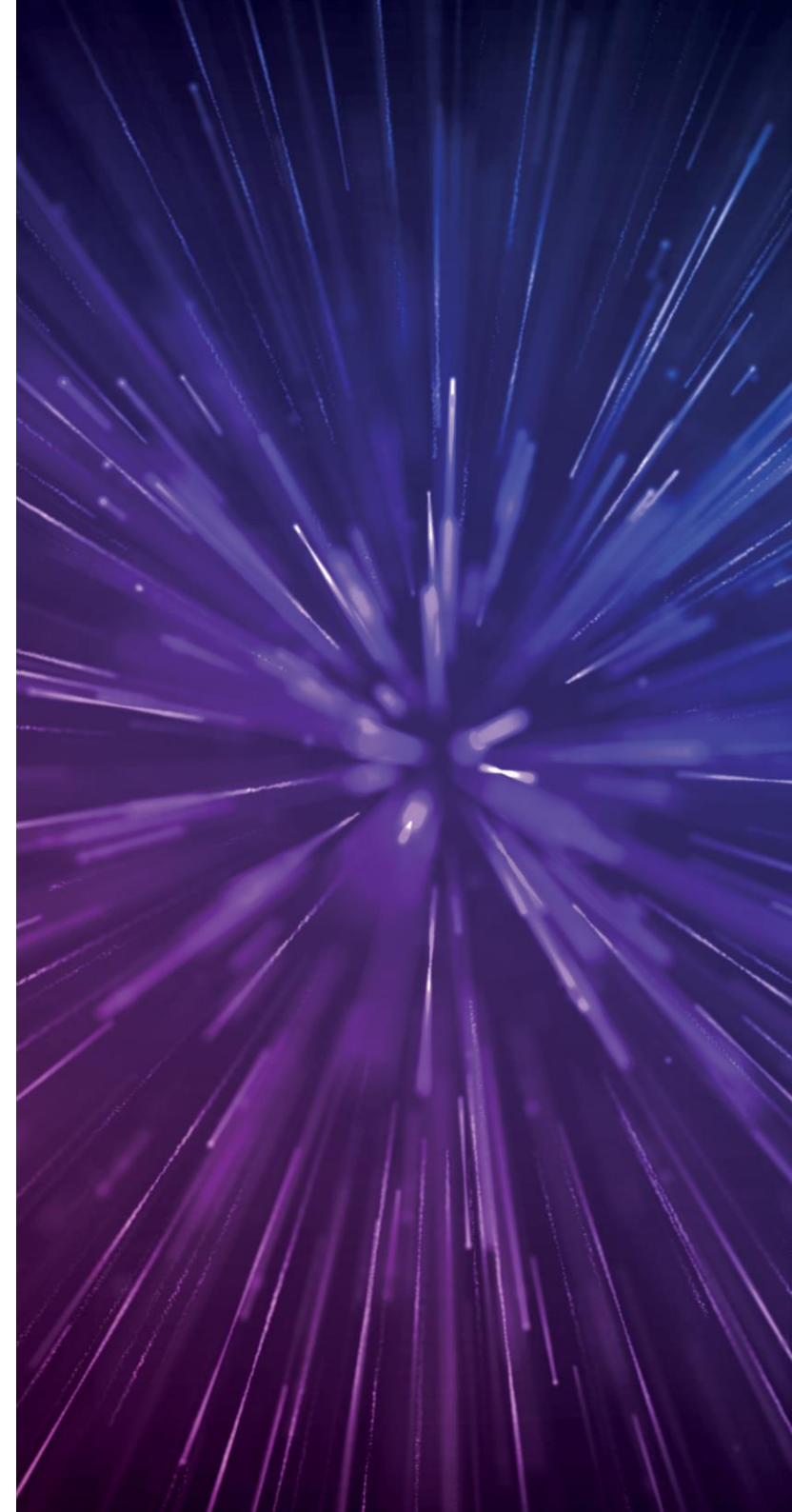
Scalable: adapts flexibly to your requirements at any time, from a single device to multi-client-capable, multi-tier management



Safe: seamless protection from the customer to the cloud, meeting the strictest security and compliance requirements



Affordable: flexible deployment and licensing and attractive running costs ensure the solution pays off from day one



4th Generation Cloud

Every business has been changed by the pandemic, making network limitations critically apparent. Partners now need to embrace this transformation and evolve to meet new business outcomes. Optimise your network by reaching users wherever they are, ensuring business continuity and accelerating innovative capabilities where and when it matters most.

Infinitely distributed

Organisations must become Infinitely distributed to meet users wherever they are. The workplace must come to the user. The service must come to the consumer.

Consumer-centric

A consumer-centric experience uses technology that revolves and evolves around the user's needs. Organisations must provide technology solutions that users desire.

At scale

Every solution must be delivered at scale. This means scaling services, technology, and even people to provide reliable and secure experiences everywhere and for everyone.



A partnership you can trust

When you partner with the channel's most outstanding levels of value and service, you're ready to seize the opportunity

- With over 25 years of experience, no one knows Extreme better than us
- 2020 Momentum Distributor of the Year for our work with Extreme
- #1 distributor for Extreme Networks in EMEA
- Global supply chain expertise include staging for network roll-outs and upgrades
- Over 300,000+ units of Extreme equipment shipped in 2021
- Diamond Distributor for Extreme Networks
- PartnerWorks-accredited for cloud solutions



AWARDS

- Extreme Networks Recognized for Fourth Consecutive Year as a Gartner 2021 Peer Insights Customers' Choice for Wired and Wireless LAN Access Infrastructure
- Extreme's Partner Program Receives a 5-star rating in the CRN 2021 Partner Program Guide
- Westcon is the Distributor of the year (£251m+) of the 2021 CRN Channel Awards

What to expect when you join

The programme follows a strategic step-by-step roadmap to help you to achieve your business goals quickly and effectively.



Agree to joint commitment, goals and build plan to execute



Westcon supports you with registration



Set up partner programme: MDF, deal reg, service plans and training



Attend Westcon's ESS workshop for Sales Training Qualification



Joint design of your initial projects and ROMs



Access our experts to help with your initial opportunities



Access NFR programme, demo resources, tech workshops and webinars



Work with us on pre-sales EDS qualification (Extreme Design Specialist)



Extreme offers subsidised post-sales training to get ECS qualification



Work with our marketing team to build campaigns and pipeline



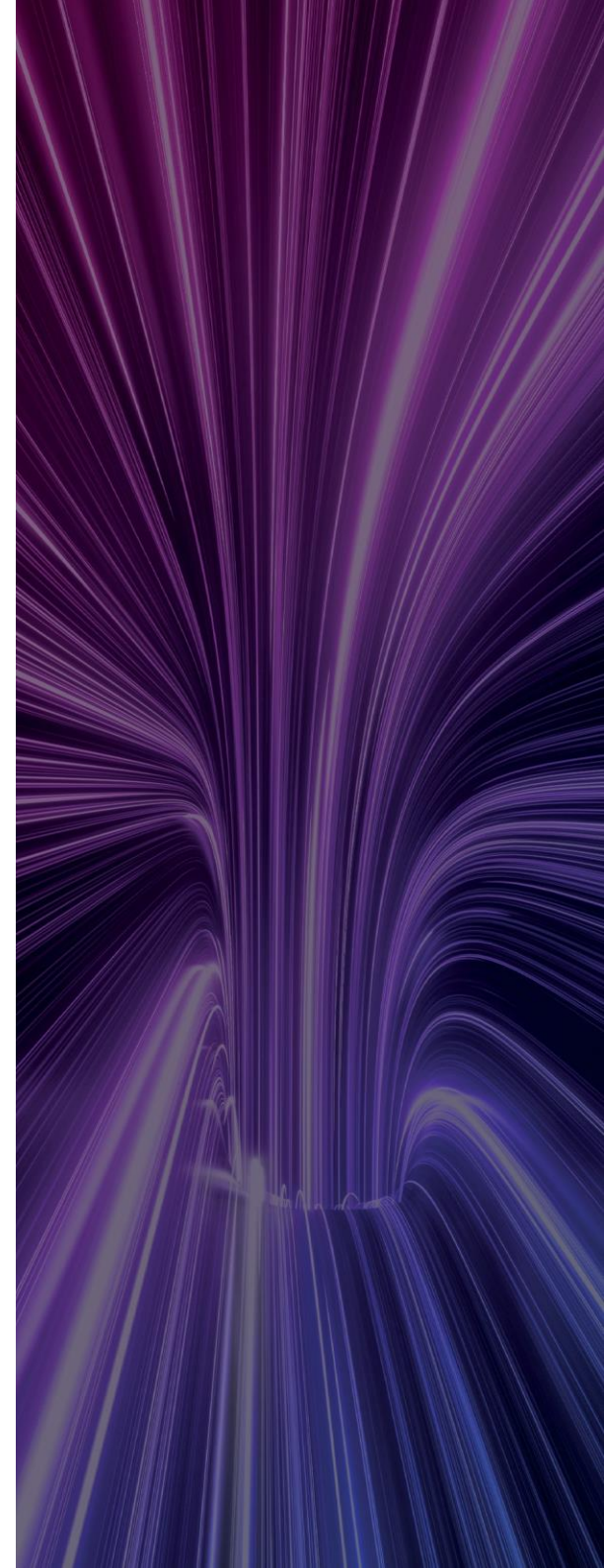
Become a fully certified partner



Grow & Extend
new business opportunities

Key Benefits of our programme

- ✓ Collaborative development of an annual business plan with your local sales teams
- ✓ Guided registration and onboarding process Attractive
- ✓ discounts on Extreme opportunities
- ✓ Professional services for configuration, installation and commissioning Westcon
- ✓ technical resources as support during your first projects
- ✓ Incentives, rebates, deal registrations, big machines and service with Westcon Wide range of
- ✓ free and paid training and education for all partners
- ✓ Achieve full partner certification Pre-
- ✓ staging capabilities Network
- ✓ assessments Innovative financial
- ✓ solutions Marketing-as-a-Service
- ✓ support Incentives and spiffs
- ✓ Access the Extreme Partner Portal and the Partner Marketing Campaign Centre Regular reviews
- ✓ with your local sales teams to ensure success
- ✓ Expert support during end-customer appointments and live demos
- ✓ Development of campaigns for customer acquisition and expansion of existing business Establishing a
- ✓ promising relationship with partners to ensure delivery and solutions





About Westcon

Westcon-Comstor is a global technology distributor with annual revenues that exceed US\$3 billion. We work with leading vendors to bring solutions to market through a channel of partners.

We combine industry insight, technical expertise and more than 30 years' experience to be the catalyst for both vendor and partner success. We deliver a portfolio of world-class technologies to our partners. Our global footprint and range of services ensure that no challenge is too big or complex.

About Extreme Networks

Extreme Networks is a leading networking company that designs, develops and manufactures wired and wireless network infrastructure equipment. It also develops the software for network management, policy, analytics, security and access controls.

Contact us

Have a question or need support?

Please contact our Westcon Specialists:

https://p.westconcomstor.com/emea_ext_ttc.html

