

RUCKUS® BIG DOGS Partner Program

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Partner Program Levels



Registered

The entry into the RUCKUS BIG DOGS Partner Program. A Registered Partner is authorized to purchase and resell RUCKUS products and has access to the RUCKUS Deal Registration offering.



Certified

In addition to Registered benefits, the Certified Partner receives eligibility for Market Development Funds (MDF), RUCKUS Rewards, access to specializations, and inclusion in the Partner Locator.



Elite

Elite Partners receive the same offerings as Certified Partners, plus an enhanced MDF offering, access to VIP rebates, and support SKU discounts.



Lifecycle Elite

At the highest level, your business enjoys all benefits noted plus exclusive incentive rewards eligibility and concierge support from highly-trained certified experts.

Partner Program Benefits

Benefit	Registered	Certified	Elite	Lifecycle Elite
RUCKUS Rewards — Front End	—	✓	✓	✓
Marketing Development Funds (MDF)	—	Up to 50%	Up to 100%	Up to 100%
Standard Tiered Pricing (Net from List)	Basic	Enhanced	Highest	Highest
VIP Rebate	—	—	4%	6%
Support Rebate	—	—	Up to 10%	Up to 20%
Specializations	—	✓	✓	✓
Deal Registration Protection	10%	10%	10%	10%

Training Requirements per Program Tier

Product/Technology Certification Name	Term	Registered	Certified	Elite	Lifecycle Elite
Ruckus Ascend AE Ready (RAAER)	1	x1	x1	x1 x2	x2
Ruckus Ascend SE Ready (RASER)	1		x1	x1 x2	x2
Ruckus Certified Cloud (RCC)	3		x1	x1 x2	x2
Ruckus Accredited Wireless Design (RAWD)	3		x1		
RUCKUS Certified Wireless (RCWA) OR Certified Wireless Network Associate (CWNA)	3			x1	x2
RUCKUS Accredited ICX Implementer (RICXI)	3		x1		
RUCKUS Certified Network Implementer (RCNI)	3			x1	x2
RUCKUS Support Partner (RASP) Accreditation Exam	3				x2

Green = New Accreditation/Certification

White = Current Accreditation/Certification

New Partner Demo Program

New Partner Demo Program

Beginning July 1, 2026, all newly enrolled partners will be strongly encouraged to purchase a RUCKUS Not-for-Resale (NFR) Demo Kit.

The Demo Kit includes:

- Two RUCKUS Access Points
- One ICX® Switch
- RUCKUS One® Licenses

Why are we doing this?

Because the most successful partners learn, demonstrate, and sell from hands-on experience. Having live equipment available enables:

- Better sales demonstrations • Stronger customer proof-of-concepts
- Hands-on technical training
- Practical experience through Ascend lab exercises

Deeply discounted NFR pricing will also be available to existing partners who wish to expand their demonstration or lab environments.

Contact your RUCKUS Account Manager for ordering details.

Support Training Requirements — Per Tier

The Elite and Life Cycle training compliance requirements are changing, but the support training requirements stays the same:

Partner Support (SAP) Eligible:

Elite + Partner Support (SAP) Eligible = Elite compliant + 1x RASP, no assessment or Business Plan approval needed.

Support Specialist (SSP):

Elite + SSP - Elite compliant + 2x RASP + Capability Assessment with George Tsichlas and Business Plan approval.

Support Responsibilities — Per Tier

Support Responsibility	WatchDog	Elite + Partner Support (SAP)	Support Specialist	Lifecycle Elite
Access to RUCKUS TAC	End Customer	Partner	Partner	Partner
Performs support entitlement verification	RUCKUS	Partner	Partner	Partner
Performs level 1 front-line troubleshooting	RUCKUS	Partner	Partner	Partner
Performs level 2 front-line support	RUCKUS	RUCKUS	Partner	Partner
Performs level 3+ back-line support	RUCKUS	RUCKUS	RUCKUS	RUCKUS
Owns & maintains spares to support End Customer	RUCKUS	RUCKUS	Partner	Partner
Proactive monitoring, service level response	End Customer	End Customer	End Customer	Partner
Available Support Rebate	None	Up to 10%	Up to 20%	Up to 20%

Specializations — Showcasing Your Vertical Expertise

What Are Specializations?

Designed to allow Certified and Elite partners to differentiate and highlight subject matter expertise (SME) in specific vertical markets.

Benefits

- › Priority engagement with RUCKUS Vertical Teams
- › Specialization badge + alignment within Partner Locator
- › Exclusive vertical content and advanced business planning
- › SKU discount access where applicable



Deal Registration Model | Effective April 1st



Increased Deal Reg
Discounts



Reward Partners for
Driving Opportunities



Simplified & Consistent
Discounting



Deal Protection
for Partners

DEAL REGISTRATION PROTECTION

10%

Protection

WIRED & WIRELESS PORTFOLIO

PARTNER PROGRAM PRICING

Elite, Lifecycle Elite

Certified

Registered

Improved Financial Incentives with VIP

4%

VIP Rebate for Elite

6%

VIP Rebate for Lifecycle Elite

Program Details: Available to Elite & Lifecycle Elite • Target defined every 6 months • Paid semi-annually • Minimum revenue target = 1% rebate • Maximum payout: 300% of target • 25% YoY growth required

HSP/MDU Volume Rebate Program

The HSP and MDU Elite Rebate Program is designed to drive predictable, high-margin revenue growth by aligning partner incentives directly to committed volume and performance.

By requiring upfront business alignment, quarterly accountability, and tiered rebate rewards tied to revenue attainment, the program increases partner engagement, accelerates pipeline conversion, and expands share of wallet against key competitors.

Its structured payout model encourages early-year momentum while protecting margins through performance thresholds and true-up mechanisms, ultimately delivering scalable growth and stronger partner accountability.

Annual Commitment	Base Rebate %	Min. %	Max %
Tier 0: \$0.5M - \$0.99M	2.0%	1% or 0%	2.5%
Tier 1: \$1M - \$2.99M	4.0%	3.0%	4.5%
Tier 2: \$3M - \$3.99M	5.0%	4.0%	5.5%
Tier 3: \$4M - \$4.99M	6.0%	5.0%	6.5%
Tier 4: \$5M - \$5.99M	7.0%	6.0%	7.5%
Tier 5: \$6M - \$7.99M	8.0%	7.0%	8.5%
Tier 6: \$8M+	10.0%		

If 10% YoY growth is not achieved, a 1% reduction will be applied. Participants are not eligible for RUCKUS Rewards or VIP Rebates currently.

Partner SPIFF Program

This program rewards:

- › Presales Activities
- › Net New Customer Acquisition
- › Cross Selling
- › Customer Refreshes

Sign up & earn at: www.ruckusrewards.com

Qualified New Logo
Meeting (BANT)

\$100

1,000 pts

Proof of Concept
(POC)

\$500

5,000 pts

Product Family	Eligible Models	Amount	Points
8100 Switches	All Models	\$10	100
8200 Switches	All Models	\$20	200
7550 Switches	All Models	\$60	600
7850 Switches	All Models	\$150	1,500
Wi-Fi 6 — R350	R350	\$3	30
Wi-Fi 6 — Level 2	R550 / R650	\$5	50
Wi-Fi 6 — Level 3	R750, R850, T350, T750	\$8	80
Wi-Fi 7 — R370	R370	\$3	30
Wi-Fi 7 — Level 2	R670	\$8	80
Wi-Fi 7 — Level 3	R770, T370, T670	\$12	120
Specialty (H)	All H Series	\$3	30
R1 Essentials	3 & 5 Year Term	\$3	30
R1 Professional	3 & 5 Year Term	\$4	40
R1 MSP	3 & 5 Year Term	\$4	40

PURPOSE-DRIVEN ENTERPRISE NETWORKS