

## Cambium Networks Connected**Partner** MSP Program



# A Partner Program That Just Works!

Better respond to today's evolving marketplace with solutions and benefits designed to optimize profitability and growth.

Cambium Networks is a leading provider of wireless solutions to internet service providers, today. Now we are bringing this expertise to enterprise managed service providers.

Together, we'll provide customers with innovative wireless enterprise Wi-Fi and switching solutions that deliver simplicity, scale and significantly lower TCO.



Source: TechValidate. TVID DSC-16D-98D\*

Cambium Networks offers enterprise-grade Wi-Fi and switching, cloud-managed solutions with disruptively low TCO, which enables you to deliver exceptional service at an amazingly low cost.

## Why join the Connected**Partner** Program?



### EXCEPTIONAL ROI

Frictionless access to competitive pricing. With Cambium, you have access to enterprise-grade solutions at a very economical price, resulting in better margin opportunities. The Cambium total cost of ownership (TCO) is best in class, giving Cambium partners a competitive advantage.



Source: TechValidate. TVID 78D-5CA-6EF\*

### MARKETING TOOLS TO GROW YOUR BUSINESS

With the ConnectedPartner program, you'll have access to our award-winning partner portal with tools and resources to help you grow your business:

- Marketing content, including brochures, case studies, solution papers, videos, and more
- Co-brandable tools for marketing your brand with Cambium
- Market Development Fund (MDF) program to help offset marketing costs
- Case study collaboration tool

### SALES AND DEPLOYMENT EFFICIENCY

Cambium offers our partners myriad knowledge resources, sales resources, and partner support.

#### Knowledge

- Free virtual certification training and examinations
- Weekly partner-exclusive webinars and communications
- Access to technical expertise in the Cambium Community

#### Sales Resources

- Steady stream of sales tools
- Access to online learning and program benefits
- Compelling promotions to entice customers
- Not for Resale (NFR) equipment at significant discount to help drive sales

#### Partner Support

- 24x7 partner services with a high standard of required distributor technical support, backed up by Cambium inside sales and channel team to answer your questions
- Access to free Wi-Fi planning services from selected value-added distributors

Apply for partnership at  
[channel.cambiumnetworks.com](https://channel.cambiumnetworks.com)

Questions? Contact us directly at  
[partner@cambiumnetworks.com](mailto:partner@cambiumnetworks.com)

\*TechValidate is a trusted third-party research organization that directly interfaces with business and technology end-users to collect and validate information about their deployments. More information is available at [www.techvalidate.com](http://www.techvalidate.com). See more information on TechValidate's research on Cambium Networks at [www.techvalidate.com/product-research/cambium-networks](http://www.techvalidate.com/product-research/cambium-networks).