



**2018**  
**FreeWave Channel Partner Program**  
*US and Canadian Commercial Markets*

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FreeWave relies on its experienced Channel Partners to develop and implement state-of-the-art wireless infrastructure for our diverse set of end-users. From remote mountaintop research stations to hot and dusty oilfields, our partners provide the RF expertise needed for robust and reliable wireless data networks.

Our vision is for our Channel Partners to operate a profitable business while providing end-user solutions to problems with the most robust, reliable and highest quality wireless communication products available and exceptional customer experiences that keep them coming back.

If your customers demand cutting-edge Industrial Internet of Things wireless solutions, talk to one of our experts today to learn more about our Channel Partner Program.

If it's mission-critical, intelligent wireless, it's FreeWave.



## **Section 1 - FreeWave Channel Go-to-Market Strategy**

As a Channel-centric company, we transact all commercial business through a network of well trained and fully proficient Channel Partners. The FreeWave Channel Partner Program offers three (3) Partner Tiers:

- Master Reseller
- Premier Reseller
- Authorized Reseller

This document will help you understand the different types of Partnerships and show a roadmap to reaching higher tiers of partnership.

### **FreeWave's Roles and Responsibilities**

We have built the following sales team structure to provide optimal support for our Channel Partners and ensure mutual success and profitability.

- Territory Sales Team
- Channel Sales Team
- Inside Sales Team
- Systems Engineer and Customer Support Team

### **The role of the FreeWave Territory Sales Team is to:**

- Advocate for the end user customer, Channel Partner and FreeWave stakeholders
- Drive end-user preference toward FreeWave products and develop new opportunities
- Act as the customer's voice within FreeWave
- Work closely with Channel Partners to close opportunities
- Develop relationships and opportunities with key end-user customers, but transact business through our Partners

### **The role of the FreeWave Channel Sales Team is to:**

- Maintain a mutually beneficial working relationship with all FreeWave Channel Partners
- Ensure Channel Partners maintain sufficient product knowledge and remain well trained
- Support Channel Partners with operational items such as pricing, project registration, product launch/update information, demos, etc
- Understand the needs of FreeWave's Channel Partners and act as the partner's advocate and voice within FreeWave
- Provide joint outbound marketing support through collateral, MDF (Market Development Funds), tradeshow presence, webinars, publications, etc

### **Additional FreeWave Sales Representative Information**

- The FreeWave Inside Sales staff is prepared to support our Partners on any size opportunity
- The FreeWave Systems Engineer and Customer Support Group are responsible for technical support, field support and training

### **When to involve the FreeWave Regional Sales Team**

Mutual coordination and cooperation is very important for a successful relationship. Please involve your Regional Sales Director for the following scenarios:

- Joint sales calls - New opportunities as well as existing end-customer reviews
- Strategic discussions regarding accounts and opportunities.



- Significant opportunities with end user customers and smaller deals with strategic customers

**When to involve your FreeWave Channel Team**

- Any trade-in (competitive product) opportunity for pricing and authorization
- Any upgrade (FreeWave products) opportunity for pricing and authorization
- Project registration
- Expedite delivery requests (shorter than quoted lead times)
- Training requests
- Demo equipment requests
- Marketing support including any changes in FreeWave artwork or advertising copy

**Section 2 - FreeWave Channel Partner Program Tiers**

Our Partners are only as good as the support they receive. Below are the program tier guidelines. We aim to aid the success of all FreeWave Partners and provide a roadmap to higher level tiers.

Requirements	Master	Premier	Authorized
Minimum Annual NET Revenue	\$1,000,000	\$200,000	\$25,000
Partner Advancement Timeline	N/A	1 Year	1 Year
Purchases	Direct	Indirect	Indirect
Discounts on products	Highest Tier	Middle Tier	Competitive
Access to Project Registration Program	Yes	Yes	Yes
Maintain two (2) weeks inventory	Required	Recommended	Not Required
Adheres to MAP Pricing Policy	Required	Required	Required
Provide Tier-1 Support	Required	Required	Required
Provide Quarterly Forecast	Required	Recommended	Not Required
Provide Monthly Point of Sale	Required	Required	Not Required
Quarterly Business Review	Required	Recommended	Not Required
Annual Business Plan	Required	Required	Recommended
Sales Contacts Updated Biannually	Required	Required	Required
Trained Sales and Technical Staff*	Maintain 2 Sales, 2 SE's	Maintain 2 Sales, 2 SE's	Maintain 1 Sales, 1 SE
Basic FreeWave Demo Capability	Required	Required	Required
Tradeshaw Participation	Required	Recommended	Not Required
Participation in FreeWave Annual Channel Conference	Required	Recommended	Not Required

\*Please reach out to the FreeWave Channel Sales Team for more information on sales and product training.

All FreeWave partners have access to sales and marketing tools such as customer trainings, outbound webinars, use of FreeWave logo, access to MDF (Marketing Development Funds), collateral and more.



### **Section 3 - Reseller Tier Level Advancement**

Most FreeWave Channel Partners will want to achieve the highest tier possible. As such, we have built a roadmap for our Partners to achieve higher tiers based on meeting and exceeding revenue and customer targets.

- An **Authorized Partner** who has achieved at least \$200,000 in purchases over 126 months and sold to no less than five (5) end-user customers can apply to become a Premier Partner. A formal review by the FreeWave Channel Sales Team will occur and FreeWave sign off is needed.
- A **Premier Partner** who has achieved at least \$1,000,000 in purchases over 12 months and sold to no less than ten (10) end-user customers can apply to become a Master Reseller. A formal review by the FreeWave Channel Sales Team will occur and FreeWave sign off is needed.
- Movement between tiers can be expedited due to new business success in a market or a geography and is set at the discretion of the FreeWave sales team.

### **Section 4 - FreeWave Geographic and Target Markets**

With extensive knowledge and experience in a variety of market segments, we focus our sales and marketing efforts primarily on the following:

1. Electric Power / Smart Grid
2. Environmental Monitoring
3. Irrigation
4. Military / Government
5. Mining
6. Oil & Gas
7. Precision Agriculture
8. Water / Wastewater

Though we work with our Partners to establish market penetration strategies within geographic territories, we realize that many Partners sell into a variety of markets and geographies. We therefore will classify all Partners into the vertical markets and geographies that best classifies their FreeWave business, but does not preclude them for selling to any market segment.

It is expected that our Partners have a regional presence to ensure all end user customer installations will have adequate support. As an example, FreeWave does not want US-based resellers selling into Canada or Mexico if a Reseller does not have adequate support in that location.

In order to adequately server our Federal customer base, FreeWave has adopted a Federal Channel Program. This program is separate from FreeWave's commercial Channel Program and embodies a different set of partner benefits, requirements and go to market strategies. FreeWave strictly prohibits commercial partners from selling FreeWave into the Federal space unless an explicit agreement is in place between FreeWave and the partner.



### **Section 5 - Project Registration**

FreeWave understands the importance of awarding special pricing to those who cultivate the opportunity and has adopted a Project Registration Program geared toward protecting our Partner's efforts in growing new business opportunities. Project registration pricing will be awarded to no more than one Channel Partner for any registered project and awarded at FreeWave's discretion. Due to the confidential nature of large project opportunities, we have mutual NDAs in place and will not share information among any third party.

Project registration forms will be provided by FreeWave's sales team and available on our partner webpage.

### **Section 6 - Training**

Our Partners agree to work diligently to maintain an effective and well-trained sales force and are required to:

- Attend sales and product training annually either in person or via Webinar
- Properly and effectively demonstrate FreeWave's portfolio of products to their customers
- Maintain a working knowledge of antennas and RF technology

Resellers may send representatives to a "Basic Training Course" at FreeWave's facility, to learn RF fundamentals, hands-on programming and troubleshooting skills. There is no charge for the course, however the Partner is responsible for all travel expenses.

Channel Partners can work with FreeWave's Channel Sales Team to customize additional training.



### **Section 7 - MAP Pricing Policy**

A FreeWave MAP policy has been adopted to promote healthy competition and a level playing field. All Partners agree to comply with this policy. The FreeWave MAP policy is outlined as follows:

- The following product groups cannot be sold to an end user customer at a price lower than 35% off of the current list price: ZumLink, WavePro, FGR2 Serial & Ethernet, I/O Radios & Modules (not including the WaveContact line), I2, LRS and GX
- FreeWave products cannot be advertised at a price lower than 10% off of the current list price.
- FreeWave Partners must sell to an end user at a price point no lower than MAP price unless awarded special pricing through FreeWave's Project Registration Program and permission has been specifically granted by FreeWave.

Such policy may be modified and updated periodically by written notice from FreeWave.