



2018 FreeWave Federal Partner Program

Section 1 - FreeWave's Federal Go-to-Market Strategy

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. As such, FreeWave prohibits Federal partners from selling FreeWave into the commercial space unless an explicit agreement is in place between FreeWave and the partner.

FreeWave's Roles and Responsibilities

To ensure your success in our target markets, FreeWave has built the following sales team structure to provide optimal support for our Federal Channel Partners

- Federal Sales Team
- Territory Sales Team
- Channel Sales Team

The role of the FreeWave Federal Sales Team is to:

1. Drive end-user preference for FreeWave products and develop new opportunities within the Federal sector
2. Work closely with Channel Partners and Regional Sales Director to close opportunities
3. Understand the needs of FreeWave Federal customers to maintain long term transitions
4. Act as the Federal customer's advocate and voice within FreeWave

The role of the FreeWave Territory Sales Team is to:

1. Identify new Federal opportunities in all geographic markets
2. Build solid relationships with key end-user customers, but transact business through our Partners

The role of the FreeWave Channel Sales Team is to:

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

Additional FreeWave Sales Representative Information

1. Our Inside Sales staff is prepared to support our Partners on any size opportunity



2. While highly technical, our Sales Representatives are not technical support staff. FreeWave has a world-class Customer Support Group that is responsible for technical support and training

Section 2 – Benefits and Requirements

It is FreeWave's philosophy that our Partners are only as good as the support they receive. Below are the Federal program guidelines.

Benefits

- Closed Channel: All FreeWave Federal Partners must be approved
- Preferential pricing through Project Registration (see Section 4)
- Access to additional Federal specific products not available in the commercial market
- Sale, Marketing and technical tools such as access to FreeWave training events and seminars collateral, use of FreeWave logo and more

Requirements

- Hold Contract vehicle(s) to adequately serve FreeWave's customer base
- Sell only into Federal market
- Quarterly business review with FreeWave sales team
- Product training and certification
- Basic FreeWave Demo Capability

Section 3 – Products & Pricing

In addition to our commercial product list, FreeWave's Federal partners benefit by offering an extended list of products specific to Federal markets. All Federal Partners have access to these products and a price list will be provided through the partner's Distributor of choice. Additionally, FreeWave Federal Partners agree to list to contract vehicles at no less than List Price. Reach out to the FreeWave Channel Sales team for a list of FreeWave distribution partners.

Section 4 - Project Registration

FreeWave understands the importance of awarding special pricing to those who cultivate the business. As such, FreeWave has adopted a Project Registration Program geared toward protecting the efforts of our Partners in growing new business opportunities. Project registration pricing will be awarded at FreeWave's discretion. FreeWave understands the confidential nature of large project opportunities. As such, our salespeople have signed a NDA and will not share information between Partners.

Project registration forms will be provided by FreeWave's Sales team to enable this program.



Section 5 - FreeWave Channel Development

TRAINING

1. Our Partners agree to work diligently to maintain an effective and well-trained sales force. As such, FreeWave requires our Partners to:
 - a) Attend sales and product training annually either in person or via Webinar
 - b) Properly and effectively demonstrate FreeWave's portfolio of products to their customers
 - c) Maintain a working knowledge of antennas and RF technology
2. Federal Resellers may send representatives to a "Basic Training Course" at FreeWave's facility, which will covers RF fundamentals, hands-on programming and troubleshooting skills. FreeWave does not charge for the course, however the Partner is responsible for all travel expenses.
3. FreeWave's Channel team is responsible for ongoing training and development of our Partners and will offer, "lunch and learns," webinars, on-site training, sales skill training and marketing Co-Op dollars to our Partners.
4. If our Partners would like to customize additional training, they should work with their FreeWave Channel Manager to do so.