# Great Opportunities for
# Profitable Growth

**RADadvantage**
*Partners Program*

**RAD**
*Your Network's Edge®*

# Commitment. Trust. Responsiveness.
## Ease of Doing Business.

**These are just some of the values that make up the essence of RADadvantage, RAD's channel partner program.** We do our utmost to provide you with all of the critical elements necessary to make it easy for you to sell RAD solutions and services and achieve our shared business objectives of accelerated growth and profitability.

- Superior brand recognition quickly opens customer doors to your sales team

- Industry-leading margins mean that you can actually make money selling technology

- Quality leads and profitable sales opportunities shorten time to revenues

- Deal protection for registered projects preserves your business development investment

- Extensive training and accreditation programs provide you with the educational tools to win

- Discounted demo gear enables you to train and trial as needed

- Support for joint marketing activities gives you added market presence

- Official acknowledgment of reselling relationship certifies you as a RAD competence center

- Innovative solutions and technology brand you as a leader in your own right

- Worldwide network of RAD resellers offers a global knowledge base

# What's in It for You
## 5 Winning RADadvantage Partner Program Benefits

**1** Performance and Commitment Discounts

All RADadvantage Partners are eligible for baseline discounts, contingent on their business performance and commitment efforts. Solution Partners are awarded the highest base discount level followed by Value-Added Partners and Authorized Partners.
All RADadvantage Partners can register their opportunities for project protection.

**2** Sales and Marketing Support

A team of regional and national channel sales managers assist you in developing customer proposals, replying to tenders and identifying lucrative opportunities. Regional pre-sales and system engineering teams work closely with your technical staff to architect customer solutions, assist in field trials and demonstrations, and respond to technical questions. A dedicated channel marketing manager helps you plan campaigns as well as RAD Day customer events, seminars and exhibitions. Co-op marketing development funds help you sponsor activities with clear payback.

**3** Training Tools

Our comprehensive range of sales and technical training tools keep you informed about RAD's solutions and technologies and how to effectively sell them. These include web-based training, online educational materials, classroom learning, and hands-on technical seminars. Partners who successfully complete their coursework are entitled to additional benefits.

**4** Partner Resource Center

RAD's Partner Portal is a rich repository of sales and technical resources, including white papers, videos, case studies and testimonials, data sheets, manuals, solution briefs, configuration tools, and presentations.

**5** Discounted Demo Lab Equipment

RAD partners can purchase the RAD demo lab kit at a discount. The kit showcases RAD's mainstream applications and comes with complete documentation to help you plan and set up a RAD network. The demo lab kit is an ideal marketing tool and an invaluable aid for conducting off-the-shelf PoCs, initial field trials and internal training programs.

**Join the RADadvantage Partner Program Today!**
Getting started is easy. Provide us with some basic information about your company and business activities – and we'll take it from there. Contact channel@rad.com.

## Shared Interests and Commitments

RAD and its channel partners embrace a set of fundamental guiding principles, including:

• Working together to deliver the highest quality products, solutions and services that create loyal end-users

• Aim to maximize profitability for both parties

• Conduct business in an atmosphere of trust and mutual respect

• Resolve problems with candor and good judgment

• Cooperate to win new business and improve existing opportunities

## About RAD

RAD is a global Telecom Access solutions and products vendor. Our customers are top-tier service providers, power utilities, transportation companies, and governments. We are at the forefront of pioneering technologies, such as:

• Distributed NFV

• Hardware miniaturization

• Timing synchronization over packet switched networks

For mobile, business and wholesale service providers, we offer Service Assured Access solutions designed to improve the way they compete: better QoE to reduce churn, service agility to minimize time to revenue, and complete visibility of network performance for greater operational efficiency. In addition, we provide an economical migration path to virtualization and software-defined networking.

For power utilities, transportation companies and governments, our Service Assured Networking solutions include best-of-breed tools for high security and mission-critical communications, mobility, and seamless migration to modern packet switched networks and applications.

With over 35 years of operation, a significant worldwide presence in over 150 countries, and an installed base of more than 13 million units, RAD is both experienced and very committed to make the projects we take successful. RAD is a member of the $1.2 billion RAD Group of companies, a world leader in telecommunications solutions.

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