



Delivering Value: The Extricom PartnerAdvantage Program

The Extricom *PartnerAdvantage* Program has a clear and simple objective: drive revenue growth and profitability for you, our partner. We do this by offering common-sense, value-adding programs that build strong sales and marketing bonds between your organization and Extricom. The initiatives within the program are aimed at the core areas of sales and business enablement, co-marketing and promotion, and investment protection.

In the end, the combination of your solution capabilities, Extricom's innovative wireless technology, and *PartnerAdvantage* will position you as the provider of choice for the next generation of Wi-Fi networks.

Explosive Opportunity

The market for wireless LAN (WLAN) is changing. No longer a "hot spot" convenience, Wi-Fi is quickly becoming a strategic infrastructure asset, and the era of 'wireless everywhere' is beginning. Across all industries, this wireless medium will be expected to support a wide range of wireless applications, spanning voice, data, video, and location services that will transform the work force and business operations.

Unique Technology

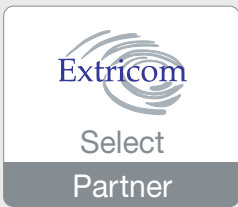
Will you be ready to confidently and profitably deliver an infrastructure solution that meets a tougher set of business-critical expectations? With the Extricom Interference-Free™ WLAN System, you are equipped for today and future-proofed for tomorrow.

Extricom's unique solution has been hailed by Gartner as the next generation of WLAN, ideally suited for the converged world, and the most viable path for delivering the full promise of the 802.11n standard. What's more, the amazing simplicity of design and deployment of the Extricom solution means stronger competitive positioning, lower project risks, and ultimately higher profits for your business.

Future-Proof Partnership

PartnerAdvantage enables you to capitalize on Extricom's technology, to deliver a truly flexible, high-performance solution to your customers. Built around three levels of participation, *PartnerAdvantage* adapts to your business goals in the wireless market, so while you future-proof your customer's network, future-proof your business with Extricom.

Joining the program could not be simpler: just fill out the web application at <https://partners.extricom.com>. With the formalities out of the way, you can concentrate on what you do best: delivering value to your customers, with the *PartnerAdvantage* edge.





PartnerAdvantage Benefits

Program benefits are designed to enable your business to capture above-average profits, increase your stature as a trusted advisor in the WLAN arena, cost-effectively market and sell your solutions, and protect your pre-sales time commitment via deal registration.

The chart below shows the program features, grouped in four areas of focus.

Relationship Enablement

- Extricom Regional Sales Support
- Deal Registration System
- Partner Web Portal Access
- End-User Promotions & Incentives
- Quarterly Newsletter
- Marketing Bulletins

Sales Enablement

- Value Selling Training (1-Day Classroom Curriculum)
- No Charge for Required Online Sales Training
- Sales Kit (customer facing documents and presentations)
- Demo & Development Equipment Purchase Program

Technical Enablement

- Technical Sales/SE Training
- SE Mentoring
- Extricom Uni-Fi Alliance™ Validation Program
- Early Adopter Equipment Program
- Level II Priority Phone Support

Marketing Enablement

- Collateral/Advertising Templates & Tools
- Co-Marketing Event Development
- Customer Case Study Development
- Promotion of Customer Wins
- Public Relations Support
- Extricom News Pre-Announcement Briefing
- Solution Briefing Program

The Wi-Fi arena is crowded with solutions that talk a great game but don't deliver on what they promise in terms of bottom-line performance or partner value.

We look at Extricom as a welcome alternative to all the noise out there, and one that provides value on multiple levels. It's a technical solution that will give us an edge in a highly competitive marketplace, but at the same time we see the value-selling relationship enabled by PartnerAdvantage.

This will make it possible for us to quickly identify opportunities, close business, and execute on our commitments.

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