



# Grow Your Business with Rajant's Kinetic Mesh **Partner Program** and Mobile Broadband Infrastructure Solution



## A TECHNOLOGY INVESTMENT THAT PUTS YOU AHEAD

Rajant is keenly aware of the demands being placed on solution providers to deliver high-performance wireless networks that are secure, scalable and able to support a wide range of applications for true mobility. We also recognize providers are spending more time evaluating new partnerships to ensure that new investments in technology will result in new business opportunities and enhanced competitive differentiation. In today's wireless marketplace, it is critically important that providers align themselves with technology leaders who are delivering solutions to address the following:

- The ever-changing regulatory landscape and notable saturation of unlicensed spectrum in urban areas
- The migration from fixed communications to mobile communications
- The ability to deliver secure, carrier-grade network performance in challenging terrain, remote locations, and non-line-of-sight environments
- The trend for mobile wireless broadband to advance organizational and operational efficiencies in areas such as video surveillance, sensor monitoring, process and automation controls, safety, and fleet management applications

*If you are a wireless solution provider seeking to reach new markets that can leverage the power of true mobile broadband, consider a partnership with Rajant.*

Does your wireless network portfolio allow you to provide these important mobile applications?

Industry	Application Area
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Military	Tactical and Ruggedized Communications
Mining	Fleet Management; Autonomous mining, condition monitoring
Utilities	SCADA
Oil & Gas	Sensor monitoring and remote control
Transportation	Safety controls and automation
Public Safety	Video surveillance and V2V connectivity
Service Provider/ Telecom	Wi-Fi and Small Cell Off-load

**With Rajant's Kinetic Mesh BreadCrumb® technology powered by InstaMesh®, our partners are changing the way the world utilizes mobile infrastructure.**

No other wireless mesh technology equals that of the BreadCrumb node for turning your mobile assets into your network infrastructure. From inception, Rajant's patented InstaMesh technology was built to provide performance no matter how the network characteristics change. Whether adding or subtracting BreadCrumbs, changing frequencies, or moving over large areas, Rajant BreadCrumbs are ruggedized nodes which leverage real-time data to deliver critical business intelligence.

Performance, mobility, and never having a single point of failure have allowed Rajant to succeed in even the most challenging environments. We are confident that the mobility capabilities found in our BreadCrumb technology will be the difference in securing new business and exceeding your customer requirements.

# The Rajant Kinetic Mesh Partner Program

Our Rajant Kinetic Mesh Partner Program is designed to help you professionally specify, design, and install Rajant Kinetic Mesh solutions. Your successful delivery and deployment of our solutions is contingent on our ability to provide you with unparalleled support and the fortitude to overcome challenges along the way. [We are committed to your success through the tiered Rajant Kinetic Mesh Partner Program.](#) The program provides access to multiple levels of training, technical resources, and marketing and sales tools to help you drive and close sales at every stage of the sales cycle.

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## THE KINETIC MESH ADVANTAGE

Rajant is focused on delivering private infrastructure networks for connecting mobile and static assets in mines, oil and gas fields, smart grid communities, transportation authorities, and within public safety and military markets. As a Kinetic Mesh partner, you are vital to serving our customers and achieving the highest level of customer satisfaction. As a channel-focused company, Rajant adheres to a high standard of engagement and principles. This commitment is reflected in the benefits of our multi-tiered partner program designed to support your growth profitably.

Rajant is the leader in the mobile infrastructure market. Our patented Instamash technology powers all our wireless infrastructure products and delivers superior performance, unsurpassed reliability, ease of BreadCrumbs installation, mobility and security. With thousands of BreadCrumbs deployed, many in some of the world's largest companies, Rajant's technology is field tested and proven. Partners can go into any opportunity with confidence, knowing that the Rajant solution has demonstrated its superior performance consistently while bringing real mobility advantages to customers everywhere.

With increasingly demanding applications, we understand the importance of flexibility and responsiveness and are dedicated to meeting our customers evolving requirements. Rajant brings the entrepreneurial agility of a start-up backed by thousands of satisfied customer installations and experience. It is this real-world

application to our technology and product development that drives our engineering team to deliver the most competitive products in the industry—addressing increasingly challenging customer requirements for speed, ruggedness, and complexity of operations. With Rajant, you can be assured that your customers have access to the latest technology, and a partner program that you can count on.

*We understand the importance of flexibility and are dedicated to meeting our customers evolving requirements.*

Rajant has focused its entire engineering prowess on making certain that wireless connectivity is simple, instantaneous, and fail-proof. By utilizing multi-frequency radios and multiple paths to connect, we've produced a true mobile mesh broadband solution that partners want to sell and support while customers will have peace of mind knowing

their network will not let them down.



# Kinetic Mesh Partnership

## Partnership Levels that Suit Your Needs

Our partner program was designed knowing that there are a wide range of wireless focused partners with varying levels of expertise and market approaches. The four levels of our program provide each type of partner with a clear objective for supporting Rajant and driving revenue that fits their go-to-market strategy. Which level fits your credentials?

**A KINETIC MESH PARTNER (KMP)** is expected to promote, position, design, install, and support Rajant mesh systems. These partners are traditionally mature companies with a wireless networking market focus and the technical knowledge to be their customers' trusted advisor. Wireless networking is a critical core competency for a KMP, although they may not have deep experience in supporting complex real-time applications.

**A KINETIC MESH PREMIER PARTNER (KMPP)** will also promote, position, design, install and support Rajant mesh systems but may be asked to team with a Kinetic Mesh Partner to provide a higher level of technical expertise and support not possessed by the KMP. Sometimes engineering resources and man-power limitations prohibit some KMPs from fully participating in a customer install so teaming with a Kinetic Mesh Premier Partner to provide such support is a good option. In this type of scenario, the KMPP is providing professional services but it not typically involved in the product resell.

**A KINETIC MESH SOLUTION PARTNER (KMSP)** will leverage its unique position in the market as an OEM utilizing Rajant's products as their own or in combination with their own product to promote a Rajant partner solution. The KMSP will work with Rajant's Global Marketing team to ensure that all branding or private-label naming is in compliance with corporate guidelines.

**A KINETIC MESH DISTRIBUTOR (KMD)** will support Rajant's channel efforts through marketing, selling, and warehousing Rajant product. KMDs will have defined territories or regions for sales and support transactions. It is assumed that a KMD will have an established base of reseller and integrator partners and a track record for supporting Rajant's channel outreach efforts.

## Partnership Benefits

### SALES AND TRAINING SUPPORT

#### Demo Kit Discounts **KMP** **KMPP**

Discounted demo equipment is available for qualifying partners for in-house purposes.

#### Deal Registration **KMPP**

Channel partners can register opportunities to receive additional benefits. Rajant engages in registered opportunities. Deals remain registered for 6 months.\*

#### Lead Generation Programs **KMPP**

Rajant actively conducts brand awareness and lead generation activities to support its channel, including sales enablement tools, outbound telemarketing, PR and social media activities that facilitate the sales process.

#### Training Programs **KMP** **KMPP**

Rajant conducts mesh sales certification training on-line and regional technical training at various locations across the globe.

### MARKETING BENEFITS

#### Partner Portal Access **KMP** **KMPP**

This password-protected on-line portal includes content that partners need to access frequently, such as product info, logos, spiff and promotions, training and sales references.

#### Rajant Partner Newsletter **KMP** **KMPP**

Published quarterly, this channel update shares relevant content, Rajant news, and highlights partner success in the field.

#### PR & Social Media Support **KMPP**

Rajant will extend their PR support to help partners gain broader media exposure at local, state and national levels. Support includes collaborating case studies, ghost writing articles, executing joint press releases and supporting social media initiatives.

#### Customized Marketing Collateral **KMPP**

Interested channel partners can leverage existing Rajant solutions content and make it their own with Rajant approval.

#### Channel Webinar Series **KMP** **KMPP**

Rajant recognizes that successful channel selling requires more than deep product knowledge. Our quarterly webinar series covers a wide range of industry topics that will help keep partners abreast on the latest technologies, applications and marketing initiatives at Rajant.

#### Web Presence **KMPP**

Exposure on Rajant corporate website.

\* Deal Registration to commence Q3/15

## Partner Requirements



<b>Partner Registration and Acceptance</b> Channel partners must complete the on-line partner application and accept all associated program requirements. Partner requirements are renewed annually.		
<b>Annual Revenue Commitment</b> Channel partners must attain the annual revenue goal in order to retain their partner status in the program.	\$100K	\$500K
<b>Provision of Sales Support</b> Partners are responsible for Tier 1 phone and help desk support for both pre and post sales product inquiries. Customer accessibility and responsiveness is mandatory and expected.		
<b>Business Planning &amp; Quarterly Reviews</b> To facilitate partner growth and evaluate business opportunities, Rajant will conduct quarterly reviews by phone or in-person with partners.		
<b>Pipeline &amp; Inventory Forecast Reporting</b> Accurate sales-out data must be reported to the partner's authorized distributor or Rajant.		
<b>Sales Training Certification</b> In order to effectively support Rajant product sales, partner must have dedicated Sales personnel who attend and complete basic sales training provided by Rajant.	Minimum 1	Minimum 2
<b>Engineering Personnel &amp; Certification</b> Rajant partners must employ engineering personnel who can exhibit and demonstrate a high level of technical acumen. Successful completion of Rajant technical training and testing is mandatory.	1	2
<b>Site Surveys and Complex Installs</b> Rajant partners must employ engineers who can effectively conduct site surveys and successfully implement complex installations.	0	2

## About Rajant Corporation

Rajant Corporation is the exclusive provider of private wireless networks powered by patented Kinetic Mesh technology, BreadCrumb® network nodes, and InstaMesh® routing software. With Rajant, customers can rapidly deploy a highly adaptable and scalable network that leverages the power of real-time data to deliver on-demand, critical business intelligence from the field. Rajant BreadCrumbs can communicate with any Wi-Fi or Ethernet connected device to deliver low latency, high throughput data, voice and video applications across the meshed, self-healing network. With the ability to take private network applications and data everywhere, Rajant networks are used across a broad array of industries including military, industrial, transportation, utilities, telecommunications, and all level of governments. For more information, visit [www.rajant.com](http://www.rajant.com).

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