

ERICSSON CONNECTIONS FAST START PROGRAM GUIDE



1.0 Fast Start Partner Program Introduction

Ericsson is planning the formal launch of the Ericsson Connections Partner Program in April, 2015. The program is designed to create and foster a vibrant partner ecosystem that drives and sustains profitable growth for all channel participants. Through our program, our partners will gain increased profitability, marketing benefits, enhanced marketplace skills, progressive member levels and recognized value for certification.

To kick things off early, we created a new Fast Start program that includes many of the benefits planned for the full program including partner discounts, access to marketing and technical collateral as well as training through the Ericsson Academy. The Fast Start program launches in 2014 and runs through March 2015. As an introduction to this program we are pleased to present an exclusive offer to *jump start* your enterprise solutions business. Bypass the entry level of Ericsson's Connections Partner Program and jump right in at the 2nd tier, "Expert" level, with greater discounts right out of the gate – greater discounts mean bigger margins! Welcome to the program!

The following guide contains the benefits and requirements for doing business as a member of our Ericsson Connections Partner Fast Start Program.

2.0 Fast Start Partner Program Overview

The Ericsson Fast Start Partner Program is designed to provide our partners with the necessary information and tools to enable sales success. Below are the requirements and benefits for our Fast Start program based on the program tier.

ERICSSON CONNECTIONS

FAST START PROGRAM 2014-MARCH 2015



Partners may join the Fast Start program and become eligible to receive 5% Expert Level Discounts.		Explorer	Expert	Executive
Benefits	Portal Access	√	√	√
	Discounts	3%	5%	7%
Requirements	Ericsson Contract	√	√	√
	Provide Level 1 Tech Support	√	√	√
	Provide Level 2 Tech Support	√	√	√
	Total Trained Employees by June 30 2015*	2	4	6
	---Minimum Sales	1	2	3
	---Minimum Technical	1	2	3
	Buy Not-For-resale (NFR) Samples**	√	√	√

3.0 Partner Portal Access

Partner Portal Access will be granted after the Ericsson Partner Program Application is approved. Through this Portal, Partners have access to Ericsson Marketing and Technical collateral as well as the Ericsson Academy for training.

4.0 Discounts

Partners who participate in the Ericsson Connections Channel Partner Program receive discounts on the purchase of all approved Ericsson products for resale through Ericsson Authorized Distributors. Discounts will be applied by the Distributor to the Partner's purchase price. The discount amount is a percentage off of the Ericsson List Price. The discount amount is based upon the Ericsson Connections tier which the Partner achieves.

5.0 Ericsson Contract

The Ericsson contract is the Ericsson Indirect Channel Agent Agreement, a legal agreement between the Partner and Ericsson. This agreement is non-negotiable and must be signed by Partner to join the program.

6.0 Not-For-Resale (NFR) Samples

Ericsson requires that partners purchase NFR samples or NFR kits for most of the Ericsson products the Partner is actively selling. NFRs are for the purpose of testing, evaluating, and/or demonstrating products to potential customers. NFR's are offered to partners at an additional discount. This discount is limited per partner to three NFR Access Points and one NFR/NFR bundle for other products. NFRs are not to be resold to customers.

6.1 NFR Sample Requirements

Partners must purchase:

- A minimum of one Access Point NFR within first 90 days to remain eligible for discounts on Ericsson Wi-Fi products
- One Enterprise Communications System NFR bundle for each product line the Partner is actively selling to remain eligible for discounts on Enterprise Communications Systems within first 90 days to remain eligible for discounts on Ericsson Enterprise Communications Systems
- Wireless Fiber and Enterprise Data (Switches) NFR samples not required

7.0 Sales Training

In order to maximize your ability to market and sell approved Ericsson products, Ericsson requires that its channel partners employees associated with selling Ericsson products attend Ericsson sales training (See the Requirements for the level of commitment). Ericsson will provide you with information regarding the subjects on which your employees will need training. You only need to receive training on products you intend to resell and receive a discount on. The higher your program tier and the more revenue you are committed to drive, the more training that may be required.

7.1 Total Trained Employees by June 30 2015

Total trained employees are Partner employees that have completed the required Ericsson Technical and / or Sales training for each product the Partner is reselling. One employee may be counted as both a Technical Trained and Sales Trained person if they complete all associated training requirements. To be considered fully trained, a sales representative attends

sales training only. Sales engineers will be considered trained when the engineer has successfully completed the technical training requirements and accredited by Ericsson.

7.2 Training Delivery and Locations

Sales training is provided four different ways: 1) Online sales training courses are available through the Ericsson Academy through the Ericsson Partner Portal or through other systems when appropriate 2) at Authorized Distributor Site 3) at Ericsson-sponsored channel conferences or 4) at one of Ericsson's training locations.

7.3 Training Updates

Channel Partners are responsible to ensure that Partner employees remain up-to-date on Ericsson product enhancements. To become knowledgeable on product enhancements, all employees previously trained on Ericsson products will need to attend sales product update training designed for the enhanced products. In addition, if Ericsson introduces a new product that the Partner intends to resell, as part of qualifying to resell new products, Partners' sales personnel will need to attend the designated sales training.

7.4 Technical Training Requirements

Ericsson channel partners are required to have only Ericsson certified technical personnel perform services on Ericsson products. Proper training of such personnel becomes a critical component to effectively provide services connected to Ericsson products. If a trained technician is no longer available to provide services, the Partner must identify and have another technician trained within 90 days from the date the trained technician is no longer available. Once the Partner designates and trains employees to service Ericsson products, those designated and trained employees must participate in future Ericsson training necessary to keep up-to-date on products. Ericsson will determine the necessary retraining requirements and provide the Partner with reasonable notice of training dates.

7.5 Training Courses and Costs

Ericsson will provide the Partner with a list of courses that must be completed in order to be considered sufficiently trained. It is the goal of the Ericsson Connections Partner Program to design and offer free on-line training courses for accreditation, however some technical classes are fee based. Please work with local Authorized Distributors for any fee-based training details. The Channel Partner must pay all costs and expenses associated with technical training for Partner employees including, but not limited to, all course fees, travel to designated training locations and living expenses while in training. Ericsson from time to time, in its sole discretion, may make certain training course price incentives available to Channel Partners through Authorized Distributors.

7.6 Training Course Requirements by Product

A detailed list of the Ericsson training requirements can be found in the Ericsson Fast Track Training Requirement document.

PARTNER PROGRAM TRAINING REQUIREMENTS*



*For each individual product or product line Reseller intends to sell.

Final Requirements Subject to change

8.0 Sales Aids

Ericsson recognizes that to effectively resell approved Ericsson products, its Channel Partners must have access to Ericsson-prepared Marketing and promotional materials as well as to Ericsson's Sales and Marketing organizations. Recognizing this as crucial to a partner's success, Ericsson plans to provide all Channel Partners with the following materials via the Ericsson Channel Partner Portal web site:

- (a) Product promotional and advertising materials ("Sales Aids") produced by Ericsson. A partner may either use the materials provided for its own drafting of marketing and promotional materials to be used in its primary area of responsibility or may supply any sales aids directly to its customers without modification.
- (b) User documentation, service and maintenance guides and other technical information that Ericsson believes is necessary for the marketing, sale, and maintenance of the products (Technical Documentation).
- (c) Logo and Branding guidelines for channel partner usage.

8.1 Limitation on the use of Sales Aids

Sales Aids and Technical Documentation are provided to any of Ericsson's channel partners under the following conditions:

- (a) All Ericsson sales aids are proprietary and confidential, and are not to be given to competitors, unrelated 3rd parties or customers

- (b) All sales aids and technical documentation provided by Ericsson will be in English. Any translation of any sales aid or technical documents into a language other than English must be approved by Ericsson both before the translations is performed and before the translated document is distributed
- (c) Any allowable reproduction, translation or modification of sales aids or technical documentation must include Ericsson's trademark, copyright and other proprietary legends use. If you seek to obtain any copyrights or trade secret rights anywhere in the world with respect to Ericsson sales aids or technical documentation, or translations of Ericsson sales aids or technical documentation, then those rights must be issued or applied for in the name of Ericsson or assigned to Ericsson without limitation after they are issues. All copyrights and/or trade secret rights in sales aids or technical documentation will be the sole property of Ericsson.

9.0 Service Requirements

Ericsson requires all Channel Partners provide first and second level support.

First Level Support: Initial report of a problem from an end-user is to First level support. First level performs the following activities: 1) initiates the trouble report into a database 2) undertakes fault analysis to isolate and correct the reported problem 3) performs diagnostic tests and gather all information necessary to properly diagnose the problem; 4) replaces hardware identified by fault analysis as defective; 5) restart boards or systems; 6) verify hardware and/or software configurations are correct based upon Ericsson documentation; and 7) escalate problems to level 2 as necessary.

Second Level Support: Activated by a report of a problem from First level support, and does not take calls directly from end-users. Second level performs the following activities: 1) log and trace reported problems by use of databases; 2) advance fault analysis on hardware; 3) implementation of software corrections and workarounds provided by Ericsson from the from Partner Program Portal, or elsewhere; 4) isolate faults to non-Ericsson equipment or services and correct such faults; 5) install software maintenance release and perform software upgrades; and 6) escalate unresolved problems with relevant trouble report data to Ericsson through Authorized Distributor for Third level support.

Third Level Support: Activated by report of problem from Authorized Distributor, and does not take calls from end-users. Third level performs the following activities: 1) devises workarounds to reported software problems; 2) provides bug fixes if available; and 3) works to resolve problems escalated by Second Level. Ericsson performs this third level of support through our Authorized Distributors.

ERICSSON CONNECTIONS FAST TRACK PARTNER PROGRAM FAQ

What is the Ericsson Connections Fast Track Partner Program?

In 2014, select Channel Partners will be invited to join Ericsson's Fast Start Connections Partner Program at the "Expert" level. This Program will enable Partners to establish an early relationship with Ericsson, receive product training immediately and get a 5% discount on Ericsson products through our authorized distributors. Ericsson is planning to roll out the full Ericsson Connections Partner Program in 2015.

What do I have to do to join the Fast Track Partner Program?

Joining the program is simple. First download the application and our legal agreement from www.ericsson.com/us/connecting-business. Next fill out the application, sign the legal agreement and send them both to ericsson.connections@ericsson.com. Once your application is approved, you will receive an email welcoming you to the program and giving you access to our Partner Portal. From our Partner Portal, you can access technical and marketing collateral on our products and complete on-line training courses.

Are there any other requirements to become a member of the Ericsson Connections Fast Start Partner Program?

To participate in the Ericsson Connections Fast Start Partner Program you must have or establish a relationship with TESSCO or Anixter, our North American authorized distributors. Within the first 90 days of signing up, you will then need to purchase Not-For-Resale (NFR) samples for the Wi-Fi and the Enterprise Communications products you plan to sell. NFR's can be purchased at a discounted price through our authorized distributors. You will also need to complete some limited on-line sales training classes within the first 90 days after joining the Ericsson Connections Fast Start Partner Program.

How do I join the Fast Start Program this year and be prequalified at the "Expert Level" through 2015?

Partners that join the Fast Start Program, purchase required NFR samples and complete required sales training will be eligible to remain in the full Ericsson Connections Partner Program planned for April 2015. Partners that do not meet the Expert level Total Trained Employee requirements by June 30 2015 may no longer be eligible for Expert Level Reseller status and benefits.

If you have any additional questions or for more information email us at ericsson.connections@ericsson.com.