



# Big Switch Networks Channel Partner Program

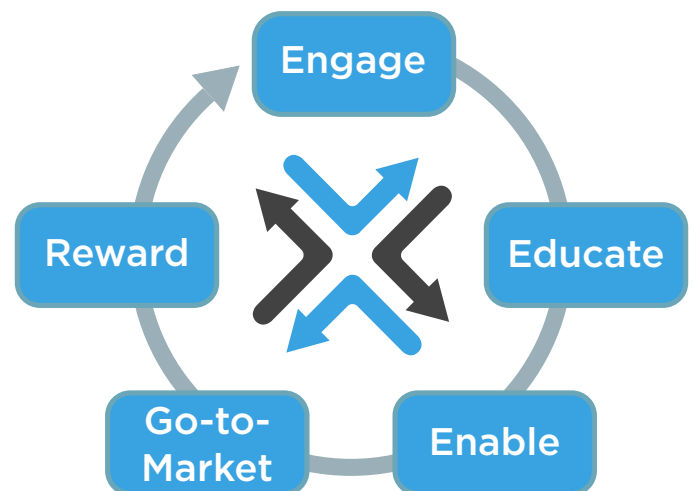
The BSN Channel Partner Program is designed to educate, enable and reward partners who promote and sell networking solutions based on BSN's Big Cloud Fabric and Big Monitoring Fabric products.

## JOIN THE BIG SWITCH NEXT-GEN PARTNER PROGRAM TO ACCELERATE YOUR BUSINESS

The Big Switch Networks Channel Partner Program is designed to educate, enable and reward partners who promote and sell networking solutions based on Big Cloud Fabric™ and Big Monitoring Fabric™ solutions. The program offers partners incentives, in-depth training, certification and enablement as well as professional services opportunities.

The Big Switch Next-gen Channel Partner Program features everything you need to fast-track new revenues and sustain a competitive edge:

- Flexible program tiers to accommodate your business model
- On-demand and in person sales and technical training
- Deal registration to protect your sales efforts
- Library of co-branded tools and materials to support your go-to-market
- Big Switch Sales, SEs and Support teaming with you to win



## THE ADVANTAGE OF SDN LEADERSHIP

Big Switch solutions are built on three core principles: Software Defined Networking, Open Networking Hardware and Scale-out Fabric Architecture. Like you, we partner with leaders in Data Center Infrastructure delivering to Enterprises and Service Provider customers. Our solutions operate on open networking switches from our strategic switching platform partners: Dell EMC, Edgecore or HPE.

We make it easy for you to offer Big Switch Next-gen SDN solutions to your customers. Authorized resellers can source Big Switch products through multiple sources:

- If you are a Dell | EMC authorized partner for Open Networking products, you can source Big Switch through Dell.
- If you are an HPE networking partner authorized to sell HPE Altoline switches, you can source our products through HPE.
- If you are interested in selling Big Switch solutions with Edgecore Open Networking Switches, you can source Big Switch software and Edgecore switches from one of our authorized distributors.

We have designed our program for all reseller partners who want to offer their customers proven production-ready SDN solutions, irrespective of your hardware partner. Partnering with Big Switch means that your portfolio of SDN solutions just got stronger and now includes the most advanced network switching fabric, and visibility and security fabric available today — Big Cloud Fabric and Big Monitoring Fabric.

## VALUE-BASED TWO-TIER PROGRAM OFFERS FLEXIBILITY AND AGILITY TO SCALE AS YOUR BUSINESS GROWS

The Big Switch Networks Channel Partner Program is a value-based program with incentives and rewards aligned with the value partners bring to customers with investments in solution training, certifications, demos and professional services.

There are two tiers to the program, Authorized Tier and Premier Tier:



- **Big Switch Authorized Partner** is open to all partners who are authorized to resell the Big Switch Products. Partners can be an Authorized Partner by being an authorized networking reseller of either Dell/EMC or HPE or by signing a BSN-VAR agreement for selling Edgecore+BSN solutions. The Authorized Tier requirements are minimal and encourage interested VARs to get familiar with Big Switch's next-generation solutions.
- **Big Switch Premier Partner** is open to all partners who have met the Authorized Partner Tier requirements and meet the additional Premier Partner Tier requirements. These include: a defined number of partner sales and engineering employees who are trained and certified on BSN solutions, hosted demo labs in partner environments for on-going training and customer demos, as well as meeting quarterly minimum requirements for deal registrations and deals closed. Partners who meet the requirements of the Premier Tier are eligible for benefits from Big Switch including rebates, marketing support and qualified leads.



Partners benefit from training and certification offered by Big Switch, the industry's leading next-generation networking company. Partners will differentiate themselves in the market by adding Big Switch's innovative data center network switching fabric, network monitoring and DMZ security solutions to their portfolio, and will also be able to drive incremental recurring revenue streams with subscription licensing models.

Your customers will benefit by having a partner who can help them through their data center digital network transformation and resolve challenges with network visibility, monitoring and security with a single source for certified engineers skilled in all components of the Big Switch solutions: SDN software, industry standard x86 controller and switch hardware from Accton, Dell EMC or HPE, and validated cables and optics.

**TIER 1: THE AUTHORIZED RESELLER**

This is the base tier of the program and authorizes a channel partner to sell BSN solutions to end users. Partners can meet the requirements of the Authorized Tier in one of the following ways:

1. Partner is an authorized networking channel partner of Dell/EMC, authorized to sell the Dell/EMC open networking switches today. These partners can source the BSN+Dell solution from Dell/EMC immediately and begin selling.
2. Partner is an authorized networking channel partner of HPE, authorized to sell the HPE Altoline networking switches today. These partners can source the BSN+HPE solution from HPE immediately and begin selling.
3. Partner has signed a BSN-VAR Agreement with BSN and is authorized to source the BSN+Edgecore solution from a BSN Authorized Distributor. This requires the partner to have an agreement in place with the BSN Authorized Distributor in their territory.

Channel partners who are already authorized by Dell/EMC or HPE for their open networking solutions do not need to sign the BSN Authorized Reseller Agreement. To get started, in addition to a valid agreement with Dell/EMC or HPE, partners must sign the BSN Partner Program Agreement in order to get credit for Big Switch products sourced through Dell/EMC or HPE and qualify for incentive rewards or MDF.

**TIER 2: PREMIER PARTNER**

The Premier Tier of the BSN Channel Program requires partners to make investments in training and certification to ensure that partner sales, technical and support representatives have the expertise to promote and sell the Big Switch solutions. Achieving the Premier Tier of the program denotes that you are in a select group of partners working with your customers to transform their datacenter networks.

Below is a brief summary of the program requirements and benefits.

**Table 1: Program Requirements Summary**

	AUTHORIZED PARTNER	PREMIER PARTNER
BSN Trained Sales AM	Required: Min 1	Required: Min 2
BCF Trained Pre-Sales Engineer	NA	Required: Min 2
BMF Trained Pre-Sales Engineer	NA	Required: Min 2
BSN Certified Engineers	NA	Required: Min 2
Minimum Deal / Revenues (Required for rebates)	NA	One Per Quarter (BMF or BCF)
Minimum Deal Registrations (Required for rebates)	NA	Two Per Quarter (BMF or BCF)
Demo / POC Labs	Recommended	Required (for both BMF and BCF)

Note: Pre-Sales and Certified Engineers can be the same people

**Table 2: Program Benefits Summary**

	AUTHORIZED PARTNER	PREMIER PARTNER
Deal Registration	Eligible (only for BSN Authorized Reseller selling BSN+Edgecore Solution). Dell/EMC and HPE Partners register through Dell/EMC or HPE)	Eligible (for Dell/EMC or HPE Partners, Deal Registration is through Dell/EMC or HPE)
Back end MDF Rebate	No	Eligible (need to meet requirements)
NFR Pricing for Demo Gear	No	Eligible
Sales Leads from BSN	No	Eligible
On-line Training	Eligible	Eligible
In-Person Training	Eligible	Eligible
Use of BSN Logos	Yes	Yes
Posting on BSN Site	Yes	Yes
Joint Marketing Activities	No	Yes
Partner Professional Services	No	Yes (with appropriate BSN training)

If you are interested in joining the Big Switch Next-gen Channel Partner Program, please go online to complete and submit the Partner Application form. Go to [www.bigswitch.com/partners](http://www.bigswitch.com/partners) to review program information and apply.

## WHO SHOULD APPLY

Big Switch is building our Channel Partner Program strategically, working with leaders demonstrating excellence in sales, support and innovation. We invite you to contact [partners@bigswitch.com](mailto:partners@bigswitch.com) at any time to discuss a partnership or get assistance applying to our program.

To learn more about Big Switch Next-gen Data Center Solutions, visit [www.bigswitch.com](http://www.bigswitch.com)



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