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## Extreme Networks Enhances Partner Programs to Align with Solutions-based Go-to-Market Strategy

### Updated Program Enables and Rewards Partner Growth and Business Transformation

SAN JOSE, Calif., Oct. 28, 2015 /PRNewswire/ -- [Extreme Networks, Inc.](#) (NASDAQ: EXTR) today announced that it is extending its software and solution-based strategy to its global partners. Overall, program enhancements will enable partners to offer core to edge software-led networking solutions - including Extreme's wired, wireless, software, cloud, and managed services - to their customers, allowing partners to expand their end-user value proposition and deliver exceptional customer experiences.



Designed specifically to empower and reward partners, the enhanced Extreme Partner Network (EPN) delivers increased predictability, expanded training, and solution-based incentive programs that enable partners to differentiate in the market. The enhancements are driven by the increased demand for opportunities around wireless, cloud and managed services - built upon a holistic program framework that was originally introduced in [July 2014](#).

#### Extreme Partner Network Enhancement Key Facts:

- The updated program increases profitability and predictability for partners with new rebate programs that accrue starting with the first dollar of revenue with Extreme, and now expands beyond product sales to include solution-based selling and service renewals.
- Expanded enablement offerings include a Business Transformation Playbook, which is designed to help partners prepare for market transitions and take advantage of cloud and managed services opportunities.
- An enhanced new deal registration program rewards value selling and will make it easier to transact business with Extreme.
- The program provides more extensive partner training around wireless and solutions selling, and a wireless specialization to acknowledge partner competency and allow partners to deliver differentiated value to their customers.
- New vertical and technology solutions-focused partner lead generation programs are available to drive increased sales pipeline.
- The addition of a new not for resale (NFR) equipment program accelerates solution selling and provides partners with an attractive discount on Extreme solutions used for demonstration purposes.

Extreme is also introducing two new ExtremeWorks Managed Services offerings that should allow partners to take advantage of new consumption models while evolving their businesses to be better positioned for future opportunities. The new managed services include:

- **MonitoringPLUS Managed Services**, which enhance customer engagement through network performance management, health, security, and expansion.
- **ResponsePLUS Managed Services**, which offer deeper engagement with Extreme and include proactive support, semi-annual reviews, and all the MonitoringPLUS features.

Extreme Networks is formally launching these enhancements to its partner ecosystem at its worldwide Partner Summit, taking place Oct. 28-30, 2015 in Las Vegas, NV. Over 400 strategic solution providers from 49 countries will be in attendance to learn more about Extreme's partner strategy and enablement program.

#### Executive Perspectives

##### **Bob Gault, Executive Vice President Worldwide Sales, Services and Channels, Extreme Networks**

"I couldn't be more excited to bring Extreme's vision and strategy around software, solutions and cloud to our global partner community. We feel that being recognized as a 'Visionary' in the 2015 Gartner Magic Quadrant report for Wired and Wireless

LAN Access Infrastructure validates that Extreme's strategy and execution is working. We've aligned the company and our solutions to this strategy, and now we are enabling our partner community with new programs, incentives, solutions and managed services offerings. These are important steps for providing our partners with the support and tools they need to capitalize on opportunities today, while also allowing them to transform their business models to deliver their own managed services in the future."

**Brad McCain, Sr. Director Data Sales, Carousel Industries**

"Our extensive relationship with Extreme Networks has been driven by the company's strong partner program and leading software-driven solutions. The addition of new services offerings, rewards and training programs will enable us to better serve our customers. We congratulate Extreme Networks on its enhanced partner program and look forward to continued mutual success."

**Tom McDougall, President and CEO, High Point Networks**

"Extreme's focus and alignment on solution selling paired with the announcement of the Solutions Based Rebate allows our company to position and sell the entire Extreme portfolio while earning back end rebates from dollar one and keeping us motivated with a quarterly incentive."

**Martin Jones, Managing Director, LAN3 Ltd.**

"Our longstanding relationship with Extreme Networks is built around their innovative and integrated portfolio of solutions, leading 'managed services' offerings and ultimately their commitment to working in partnership with LAN3 to enable differentiation in our crowded market. Extreme Networks' Purview analytics technology has been central to enabling LAN3 to demonstrate that the network can become a strategic asset, through added visibility into applications, services and users."

**Peter Cooper, Sales Director, Vanix - part of the Ampito Group**

"The enhancements to the Extreme Partner Network program are exciting to Vanix as we continue to look at ways to work together to promote growth and business transformation with the Purview analytics solution. The combination of expanded programs, initiatives and incentives further enables us to deliver differentiated value to our customers across a variety of vertical markets."

**Thomas Herrmann, CEO, Entiretec**

"The emergence of big data, the Internet of Things, BYOD and the cloud continue to increase the stress of managing today's networks. The delivery of enhanced managed services and cloud offerings from Extreme Networks enables increased control, flexibility and overall engagement with our customers. Our partnership with Extreme means we can take a more proactive role in helping our customers manage the diversity and stress of today's networks and we look forward to continued success in delivering innovative software and services-led solutions."

**Stefan Riek, CEO, Systema**

"Working with Extreme Networks has been critical in delivering best-in-class WLAN products to customers and we are excited about the enhancements to the partner program announced today. Built around a solid foundation, the enhancements enable us to further deliver exceptional customer experiences through software and services-led solutions."

**Additional Resources**

- Extreme Networks Solutions-based Strategy [Press Release](#)
- 2015 Gartner Magic Quadrant [Press Release](#)
- Extreme Networks Partner Program [Homepage](#)
- ExtremeWorks Managed Services [Homepage](#)

Gartner, Magic Quadrant for the Wired and Wireless LAN Access Infrastructure, Tim Zimmerman, Bill Menezes, Andrew Lerner, 01 September 2015

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**About Extreme Networks**

Extreme Networks, Inc. ([EXTR](#)) delivers software-driven networking solutions that help IT departments everywhere deliver the ultimate business outcome: stronger connections with customers, partners and employees. Wired to wireless, desktop to datacenter, we go to extreme measures for our 20,000-plus customers in more than 80 countries, delivering 100% insourced support to organizations large and small, including some of the world's leading names in business, education, government, healthcare, manufacturing and hospitality. Founded in 1996, Extreme is headquartered in San Jose, California. For more

information, visit Extreme's [website](#) or call 1-888-257-3000.

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Except for the historical information contained herein, the matters set forth in this press release, including without limitation statements as to the features, performance, and benefits of Extreme Networks products, are forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements speak only as of the date. Because such statements deal with future events, they are subject to risks and uncertainties, including network design and actual results of use of the product in different environments. We undertake no obligation to update the forward-looking information in this release. Other important factors that could cause actual results to differ materially are contained in the Company's 10-Qs and 10-Ks that are on file with the Securities and Exchange Commission. <http://www.sec.gov/>.

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To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/extreme-networks-enhances-partner-programs-to-align-with-solutions-based-go-to-market-strategy-300167845.html>

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