

## REGION:

UK, Germany, Italy, France,  
Netherlands and UAE

## PROGRAM PERIOD:

24 July 2018 – Dec 31, 2018

## INNOVATIVE, BRAND BUILDING LEAD GENERATION PACKAGES THAT WORK FOR YOU

Ruckus has developed MDF funded lead generation packages to help drive qualified leads straight into your pipeline, and build awareness of your brand in the market.

In an online world, sometimes it's not enough to just pick up the phone. We have also developed a collection of awareness and demand generation programs, which can be created and branded specifically for your business. These are online advertising and call out packages designed to extend your marketing reach to new customers, raise your digital presence and elevate your search engine rankings.

These packages are easy to use and designed and delivered by Market Resource Partners (MRP). With more than 15 years' experience of working with thousands of partners in the networking industry, MRP combine cutting edge predictive analytics with a full suite of account-based marketing services to acquire new customers, faster. Most importantly, they are fully trained on Ruckus messaging and lead management and are GDPR compliant. To make sure we are talking your language, MRP executes your campaign in your local language to your target market and provides account management in English, German, French and Italian, with additional markets in development.

## STEPS TO BUILD YOUR BRAND AND YOUR PIPELINE

To support our partners in their business growth, proposal-based MDF funding is available for these packages, ensuring your budget is protected whilst your business is grown. MDF proposals for the lead generation packages are approved based on an overall plan and fund availability. On the following page are the standard and enhanced lead generation packages you can choose from. Simply:

1. Choose either Standard Lead Generation Package A, B or C (call out campaigns) or Enhanced Lead Generation Package 1, 2 or 3 (online advertising plus call out campaigns).
2. Reach out to your Ruckus Partner Account Manager to build a proposal-based MDF plan for your chosen package. Once your MDF proposal has been approved, contact your Ruckus Partner Account Manager who will manage the introduction to MRP.
3. You will then work with MRP to design your own bespoke campaign. Please note that you will pay and work with MRP directly, not Ruckus Networks.

## ELIGIBILITY

The packages are currently available to Ruckus Ready Partner Program Elite Partners and qualifying partners in our focus markets of UK, Germany, Italy, France, The Netherlands and the UAE.

## STANDARD LEAD GENERATION PACKAGES

Call out campaigns with your chosen message and vertical focus

	Call Out Campaign Package A	Call Out Campaign Package B	Call Out Campaign Package C
<b>Leads Delivered</b>	10 Sales Qualified Leads (SQL) 10 Marketing Qualified Leads (MQL)	20 Sales Qualified Leads (SQLs) 20 Marketing Qualified Leads (MQLs)	30 Sales Qualified Leads (SQLs) 30 Marketing Qualified Leads (MQLs)
<b>Total Investment</b>	<b>\$5,000</b> Proposal-based MDF Funded	<b>\$10,000</b> Proposal-based MDF Funded	<b>\$15,000</b> Proposal-based MDF Funded

## ENHANCED LEAD GENERATION PACKAGES

Build prospects for your chosen call out campaigns by capturing interest from target customers searching for your solutions online

	Online Advertising + Call Out Campaign Package 1	Online Advertising + Call Out Campaign Package 2	Online Advertising + Call Out Campaign Package 3
<b>Leads Delivered</b>	10 Sales Qualified Leads (SQL) 10 Marketing Qualified Leads (MQL)	20 Sales Qualified Leads (SQLs) 20 Marketing Qualified Leads (MQLs)	30 Sales Qualified Leads (SQLs) 30 Marketing Qualified Leads (MQLs)
<b>Online &amp; Brand Building Awareness Delivered</b>	32,500 online impressions to partner's target customers. Creation of co-branded online advertising banners and partner specific landing page.	65,500 online impressions to partner's target customers. Creation of co-branded online advertising banners and partner specific landing page.	130,000 online impressions to partner's target customers. Creation of co-branded online advertising banners and partner specific landing page.
<b>Total Investment</b>	<b>\$5,600</b> Proposal-based MDF Funded	<b>\$11,200</b> Proposal-based MDF Funded	<b>\$17,400</b> Proposal-based MDF Funded

## Terms and Conditions

1. This document is for informational purposes only and does not constitute an offer from Ruckus.
2. The program is available to Ruckus authorized VARs in UK, Germany, Italy, France, Netherlands and UAE (the "Territory") during the Term.
3. MDF for MRP Lead Generation packages will be granted based on an approved MDF proposal, per the standard Ruckus MDF process. MDF funding is not guaranteed.
4. The Lead Generation Program packages are available to authorized VARs in the Territory from 24 July 2018 to 31 December 2018 (the "Term").
5. Leads delivered to Partners by MRP will be gathered from the database of MRP only.
6. The VAR cannot supply their own lists of contacts as part of the Lead Generation Program. Partners that have generated their own lists of contacts should contact MRP to discuss.
7. All VARs must contract directly with MRP for lead process, quality and management, per a scope of work and SLAs provided by MRP.
8. Ruckus reserves the right to change or cancel this Lead Generation Program at any time for any reason or no reason.