



Grow With the Proven Advantage of Firetide Wireless Broadband Solutions



Firetide's next-generation mesh networking technology and products are changing the way the world connects. Not all wireless mesh networks are equal. From inception, Firetide's patented AutoMesh™ technology was built with performance, mobility and video in mind, allowing network operators to reliably and securely support mission-critical applications in a wide variety of challenging environments.

The Firetide HotFUSION™ Partner Program

Our Firetide HotFUSION Partner Program is designed to help you effectively specify, design and install Firetide private wireless broadband solutions. Your role in the successful delivery and deployment of our solutions to our mutual customers is critical. We are committed to your success through the multi-level Firetide HotFUSION Partner Program. The program provides access to technology-leading wireless broadband solutions, training, technical resources, marketing and sales tools that help you to drive sales in current and new markets.

The HotFUSION Advantage

Focused

At Firetide, we are focused on delivering private wireless broadband networks for connecting cities and operations for public safety, transportation, industrial and service provider markets. As a HotFUSION partner you are vital to serving our customers and achieving the highest level of customer satisfaction. Firetide is channel focused and we are committed to your success. Our commitment is reflected in the benefits of our multi-tiered partner program that is designed to support your growth with Firetide, profitably.

Unique

Firetide is uniquely positioned to be the innovation leader in the private wireless broadband market. Our patented AutoMesh technology powers all our wireless infrastructure products. It is the secret ingredient that delivers superior performance, resilience, integration, mobility and security. And it is proven in the field with 10,000 customer installations worldwide. We have many customer success stories that demonstrate our unique wireless infrastructure capabilities and as a Firetide partner, you can offer your customers real-world advantages.

Supportive

As a Firetide HotFUSION partner, you will have access at different partner levels to a variety of tools and support. The program offers the benefits of access to our HotFUSION Partner Portal with sales, marketing and technical tools, phone and on-site support and qualified lead generation. Our Firetide support professionals are the best in the industry and will work to ensure our mutual customers' satisfaction.

Integrated

At Firetide, our partners are integral to our business. Firetide sales are through our partners and we have dedicated channel management in regions to ensure that our partners are fully integrated with the tools, training and programs that Firetide offers as part of the HotFUSION Partner Program. Our regional sales teams are available to work with you to identify prospects, engage with customers and close business. Our highly experienced sales engineers are available to review with your engineers the best solution to meet your customers' needs, and equally important, you can access our technical support team to assist you in ensuring a successful deployment.

Optimized

Firetide's vast customer and industry experience is leveraged to design the optimal products and solutions for customers from municipalities to transit authorities to large oil and gas companies and service providers. Every customer is unique and Firetide works with our partners to optimize every solution to meet the customer's requirements. The flexibility of our technology allows Firetide to address all network topologies—PTP, PMP and Mesh and provide an optimized solution for our mutual customers.

Nimble

We understand with increasingly demanding applications, it is important to be flexible and responsive. Based in the heart of Silicon Valley, Firetide has the entrepreneurial agility of a start-up, with 10,000 customer installations and years of field-tested experience. We bring that experience and real-world application to our technology and product development. Our engineers are continually innovating to deliver the most competitive products in the industry—addressing increasingly challenging customer requirements for speed, ruggedness and complexity of operations. With Firetide you can be assured that your customers have access to the latest technology and most competitive offerings.

Firetide HotFUSION Partner Program Overview:

Four Partnership Levels

PARTNER BENEFITS	Authorized ¹	Premier	Elite	Elite Install
Sales Support				
Qualified lead generation program		•	•	•
End-user account registration		•	•	•
Demo equipment discounts		50%	50%	50%
Business purchases—internal only	20%	30%	35%	35%
Firetide Sales Incentive Program	•	•	•	•
Marketing Support				
Access to Firetide partner portal	•	•	•	•
Firetide Partner Newsletter	•	•	•	•
Technical Support				
Phone and access to Firetide systems engineer support	Phone only •	•	Prioritized •	Prioritized •
Training Program				
Mesh and WLAN certification online and regional training courses	•	•	•	•
PARTNER REQUIREMENTS				
Online partner registration	•	• +Premier Partner signed contract	• +Elite Partner signed contract	• Elite or Professional Services only
Minimum annual Firetide product and service sales	\$50,000	\$200,000	\$300,000	
Required engineer training and certifications ²	1 FCMP within 3 mos.	1 FCMP within 4 mos.	2 FCMP within 4 mos.	4 FCMP
Purchase demo kit annually		•	•	•
Provide pre- and post- sales support	Must work with a Premier, Elite or Install Partner for Firetide installations	•	•	•
Perform site surveys and complex installs				•
Business plan submission and quarterly review		•	•	
Pipeline and inventory forecast reporting		•	•	
Lead follow-up and reporting		•	•	

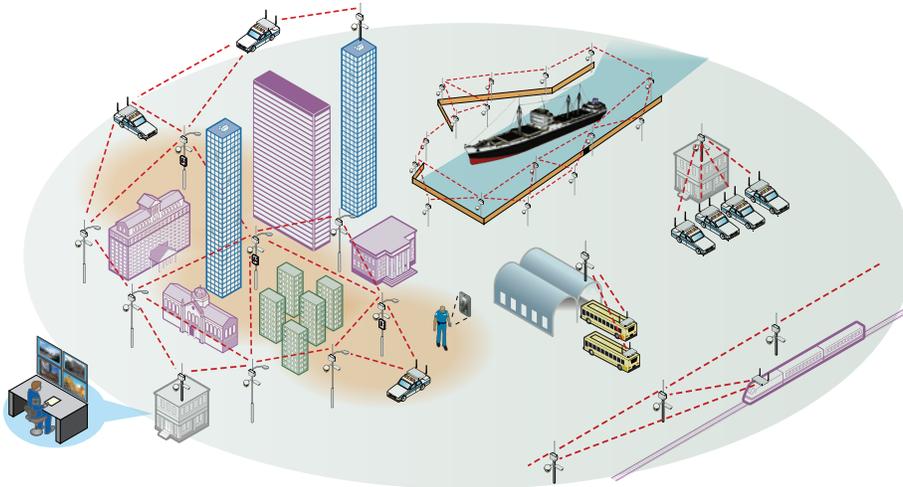
¹Authorized is a transition level to Premier Level; required engineer certification within 3 months for advancement to Premium Partner level.

²Firetide Certified Mesh Professional (FCMP) and Firetide Certified Wireless Engineer (FCWE – APAC only) required and recommended WLAN training for administration, management and deployment; required use of Firetide Certified Professional for design and deployment.

About Firetide

Firetide, headquartered in Silicon Valley, has thousands of customers in more than 40 countries around the globe, including Seoul Metropolitan Rapid Transit and the world's longest mesh network at the Thailand Royal Irrigation Department. Firetide solutions are installed in more than 1,000 U.S. cities, including NYC, Atlanta, Chicago and Houston.

For more information, visit www.firetide.com or follow Firetide on Twitter at @firetide.



Firetide Connected City Architecture



Solution Guide

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