



BENEFITS

- Visibility on Ruckus Partner Locator
- Exclusive Access to Ruckus CBRS LTE portfolio
- Introductions to select CBRS device ecosystem partners
- Engagement support
- Specialization badge

REQUIREMENTS

- Existing post-sales business
- Minimum one industry standard Certified Professional Installer
- CBRS test/demo set up
- CBRS Specialist training

FIND OUT

For more information, contact your Ruckus Partner Account Manager or visit the [Ruckus Partner Portal](#).

OVERVIEW

The CBRS Specialization recognizes partners with expertise in selling, deploying and supporting Ruckus CBRS LTE solutions. This specialization can be added on to your existing level of the Ruckus Ready Partner Program (Elite or Select).

CBRS Specialists are able to sell new Ruckus CBRS LTE solutions to deliver the highest quality wireless connectivity for mission critical use cases. This can open new sales opportunities and provide access to larger and more profitable customer opportunities.

Ruckus' proven performance and ease of use combines with LTE to tackle the toughest connectivity challenges that Wi-Fi alone cannot address. This includes:

- **Distance**—The range of coverage for Ruckus CBRS deployments is as much as d4 times the range of a typical 5Ghz cell. This is advantageous for things like inventory management, automation, push to talk (PTT) communications, and general network connectivity for employees.
- **Network security**—With the emergence of “zero-trust networking,” Wi-Fi and wired networks have become much more complex to maintain and deploy under this model. Ruckus CBRS private LTE brings a zero-trust level of security with the ease of a typical Wi-Fi deployment.
- **Better roaming**—Decisions concerning roaming are handled at the network level instead of at the client level, as they are in Wi-Fi deployments.

To enable your success in selling Ruckus CBRS LTE, we've created a CBRS Specialization providing extensive training, introduction to CBRS ecosystem solution providers, and engagement support.

BENEFITS

Product Access

- CBRS Specialists can resell CBRS LTE on any viable opportunity. They will be able to purchase through our Authorized Distributors.

Opportunities and Leads

- CBRS leads will be brought to CBRS Specialists.
- Ruckus will introduce CBRS Specialist to our CBRS ecosystem partners to encourage new sales opportunities

Partner Visibility

- Your organization will be identified as a CBRS Specialist [in the Ruckus Partner Locator](#) that is accessible to the partner and end-user community.
- The CBRS Specialization badge identifies your company as an CBRS Specialist partner and can be used to market your company's expertise

REQUIREMENTS

Authorized Ruckus Ready Partner

- Must be a compliant member of the Ruckus Ready Partner Program (Elite or Select level).
- Specialization currently available to U.S. partners only.

CBRS SPECIALIZATION

Ruckus Ready Partner Participation Guidelines



Business Plan (Elite Partners only)

- Update current business plan to include Ruckus CBRS products and services goals and revenue targets.

CBRS Demonstration Equipment

- Purchase of Ruckus CBRS LTE demonstration equipment
 - Any CBRS AP
 - Any Private LTE Core Network
 - At least 1 SIM

CBRS Specialist Training

One (1) individual is required to complete each of the below requirements. The same individual can satisfy more than one requirement.

- Attend the Ruckus onsite two-day CBRS Specialist training. Contact your account manager for more details on the two-day CBRS Specialist training schedule.
- Complete two (2) 20-25 minute [training videos](#):
 - LTE Introduction
 - Intro to CBRS
- One (1) Certified Professional Installer (CPI) on staff. This is an industry credential. Proof of certification is to be sent to Ruckus.

Business Profile

- Wireless networking experience
- Active post-sales practice
- Able to sell and support complete, end to end solutions

**Contact your Ruckus Partner Account Manager or Distributor
to become a CBRS Specialized Partner**