

# Q3 2020 Partner Power Pack

**NETGEAR®**  
BUSINESS

## Welcome to the Q3 2020 edition of our Partner Power Pack

NETGEAR recognizes that our success and, most importantly, that of our customers and partners, depends on more than just providing excellent technology and services.

We strive to exceed the expectations of our clients, eliminate problem areas and capture productivity gains for all. Our experience is that successful relationships thrive in a culture of trust, cooperation and commitment.

NETGEAR partner portal creates competitive advantages in multiple industries for our partners.

Aside from being packed with rich resources, advanced training, and helpful tools to achieve increased growth, we load all promotions, product information, launches and collaterals to support you through your sales process.

As always, no Partner Power Pack would be complete without some great incentives to help you increase your margins and profits!



Partner Portal: [powershift.netgear.com](https://powershift.netgear.com)

## 9 great examples of business grade networking for your home

When we were a startup, almost 25 years ago, we built our very first Ethernet Hub, a product that later became the Ethernet switch. We created it to help power the future. We began to imagine business networking and internet access without walls or barriers. We envisioned tools and services that make what matters most more secure, scalable, and enjoyable to use. And we built what we imagined.

Now you can experience these tools in your home too for consistent user experience, and the same intuitive management from anywhere.



Teach from home kit for teachers and tutors. A perfect bundle with [Orbi Pro Mesh WiFi](#) and an [8-port Ethernet switch](#) to add more ports for reliable wired connectivity.



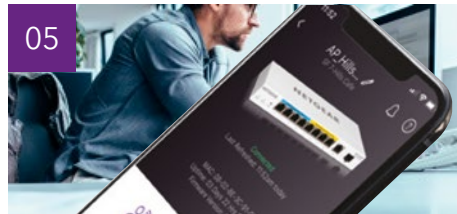
Learn from home kit for all students for online school, tutoring, home schooling. Great speeds and coverage with [Orbi Pro](#) and a [5-port switch](#) for reliable wired connectivity.



[Business Mesh WiFi](#) with separate SSIDs for home network, office network and IoT. Also includes [Insight remote management](#) from anywhere for all team members and multiple locations.



Use an [unmanaged switch](#) to “wire up” and take the burden off the WiFi network, available from 5 to 48 ports.



Choose a [managed switch](#) with Insight for remote management from anywhere. All team members' networks can be managed centrally from the company IT staff easily.



For business-grade performance in your home select an [Insight Managed Access Point](#). These can also be centrally managed from anywhere for ease of team network management.



[Multi-gig switches](#) are best for iMac Pro, NAS connectivity, or any device “going beyond Gigabit”. Get the speed you need for faster access, better conferencing or streaming.



For a full business set-up select a [Smart Pro PoE switch](#), [high-density WiFi AP](#) and [remote management](#) from a central location for all team members. A complete business network at home for consistent experience between the office and home.



Stream from home for newscasters and YouTubers with [Managed switches](#) with 10G connectivity. Your viewers need the best quality at any time.

## North America Fed Gov Discount

### Save an additional 3%

Keep driving deals with an additional 3% NETGEAR Federal Government Ed. Not-for-Profit Discount.

This discount is stackable with the 10-15% Deal Registration program, in addition to Platinum Solution Partner discounts.

[Download](#)

## Deal Registration Program

### Save up to 20%

NETGEAR Authorized Partners can receive up to 20% discount for when they register and close an approved Deal Registration for \$5K+ deals. Stay up to date with the latest features and product announcements and become a NETGEAR expert in selling, installing, configuring and supporting our industry-leading Wireless, Switching and Storage Solutions.

[Download](#)

## Solution Partner (NSP) Program

### Save 5%

5% front end discount for Authorized Platinum NETGEAR Resellers.

[Download](#)

## Free Networking Site Survey

Get a free remote site survey from the experts.

[Download](#)

## Work From Home Bundle Kit for Business

As business moves to a more remote-friendly working environment, NETGEAR understands that the need to maintain employee's productivity at a high level. NETGEAR is launching a productivity kit of networking products that allows business to quickly set up a high-quality WiFi network for employees, maintain a high level of communication quality, and provide standardized and continuous support for employees' at-home networking needs.

[Download](#)

## Product Evaluation Program

Try out select NETGEAR products at significantly reduced prices!

The NETGEAR Evaluation Program for Solution Partners enables Partners to try out select NETGEAR products at significantly reduced prices - and you only have to purchase one unit to qualify!

[Download](#)

## 1-year Insight included with hardware purchase

Purchase one of the NETGEAR products listed and a 1-year Insight subscription will be included. Phase 2 starts on 6/22/20, with more models added

[Click here](#)

## Webinar Series

Stay up to date with the latest features and product announcements and become a NETGEAR expert in selling, installing, configuring and supporting our industry-leading Wireless, Switching and Storage Solutions.

**WED JULY 15, 11AM PDT****Network Architectures for Ultra-scale AV over IP**[Register](#)**WED AUGUST 12, 11AM PDT****WFH Solution**[Register](#)**WED AUGUST 26, 11AM PDT****Introducing NETGEAR AV Line**[Register](#)**WED SEPTEMBER 9, 11AM PDT****WiFi Evolution and Its Implications on SMB**[Register](#)



## Fully Managed Switching

The world's only 1G, 10G and 40G stackable platform designed for server and audiovisual installations, converged access layer and dependable core in SMB environments. M4300 stacking topologies deliver 384-port 1G, 768-port 10G, 192-port 40G, or a combination in redundant, unstoppable systems for edge to core connectivity.



[Click here](#)

## AV over IP Switching

The world's AV over IP is a fast-growing market. Learn about the universal, standard-based framework NETGEAR is helping to build.



[Learn more](#)

## Power over Ethernet Switches

Increase your PoE budget anytime by simply upgrading your switch Power Supply, without having to purchase a new switch!



[Learn more](#)

## ProSUPPORT for Business

Business support plans for both the home and the office to put your mind at ease.



[Learn more](#)

## AirBridge

Expand your network by more than a mile

NETGEAR Insight Instant Wireless AirBridge is a point-to-point or point-to-multipoint wireless bridge for long distance Outdoor WiFi range up to 9000ft (3km). NETGEAR AirBridge delivers 500Mbps at 500ft (166m) distance at line-of-sight and supports the latest 5GHz 802.11ac WiFi technology. Ideal for K-12 schools, campgrounds, country clubs, IP camera connectivity and many more.

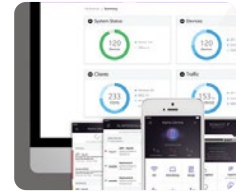


[Watch video](#)

[Product info](#)

## NETGEAR Insight™ Pro

Insight Pro is filled with features needed to grow business and add value for customers, such as multi-tenancy, and multi-user capabilities for easy management of multiple customers under one umbrella.



[Learn more](#)

## Orbi Pro – Better WiFi for Business

Orbi Pro provides seamless, high-speed WiFi that is affordable and easy to install, without added infrastructure and deployment costs. Comes with 4 separate SSIDs for security. Ideal for home offices and retail.



[Learn more](#)

## ReadyNAS Connected Storage

DID Technology utilizes ReadyNAS to solve their customer's connected storage needs.



[Learn more](#)



## Featured Product: GS716TP/TP

New 16 Port PoE+ Streetfighters to compliment the GS724TPv2/GS724TP

- 16 PoE+ ports & 2SFP uplinks
- Cost-effective L2 switches for SMB network
- PoE budget for more power hungry devices (PTZ cameras, IP phones, Access Points, etc.)
- 1-year Insight Premium or Insight Pro Subscription included
- Monitor and manage your switch from anywhere, anytime with Insight Cloud

[Watch video](#)

[Product info](#)

## Case Studies, Collateral & More

### Insight Pro

Watch Video of Saratoga Country Club Implementation

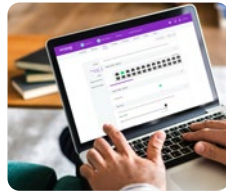
[Watch video](#)

Dundas Museum brings history to life with NETGEAR Insight Pro Wireless

[Download here](#)

Insight Feature Comparison Chart

[Download here](#)



### Insight Pro stands above the competition

Reviewed and tested by independent third-party test companies, Insight Pro has been rated the best networking management solution for SMBs.

**Miercom performance verified by:**



- The best value cloud solution for SMB budgets
- Central management with ease of use
- Time-saving deployment measures
- Robust metrics reporting

[Read more here](#)

**Tolly certified by providing:**



- Highly efficient multi-tenant, multi-location platform
- Fully-fledged management via mobile app
- Simple and flexible setup
- Business-class in-app support

[Read more here](#)

### Wireless Access Points

WAC540 Insight Managed Access Points

[Learn more](#)

[Watch video](#)

[Read the case study](#)



**Campaign Kits Now Available in Partner Portal**  
including resources to assist you with any digital campaign deployment.

[Partner Portal](#)

### ProAV

Check out NETGEAR's new M4500 product

[Watch video](#)

Sneak peek in our newest case study with Rhodes Research

[Read the case study](#)

Kramer Electronics upgraded training academy to a solid, future proofed SDVoE solution

[Read the case study](#)



### PoE

PoE Battlecard

[Download here](#)

Power adapter for FlexPoE switches

[Download here](#)

Ready for surveillance needs

[Download here](#)

Root-service used NETGEAR devices to help a hotel offer its guests a first-rate WiFi service

[Read the case study](#)



### Orbi Pro

Vintner Retreat says Bye Bye to Bad WiFi

[Read the case study](#)

AFKgg Gamer Lounge

[Video Case Study](#)



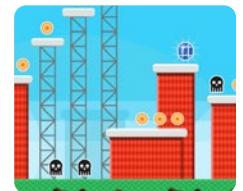
### SMB

Gamestream scales their Industry leading Gaming-as-a-Service solution with NETGEAR SMB switch.

[Learn more](#)

Tyne Coast College is now ready for the future with NETGEAR SMB products:

[Learn more](#)



## Discover the 10 reasons our customers love NETGEAR Fully Managed Switches

### 1. Most comprehensive portfolio

M4300 scales from 16-port 1G to 96-port 10G and provides a choice of copper, fiber and PoE. No additional module needed.

### 2. Scales with your business

Half-width M4300 models will let you pair a second switch in same U and M4300-96X allows to grow your connectivity by simply adding modules (10G or 40G, copper or fiber, with or without PoE+).

### 3. Affordable enterprise-grade switches

You will feel good about the price you have to pay for M4300s, with no hidden costs. Limited Lifetime warranty is included in the price. No license upgrades needed for 802.1x and MAB NAC implementation, Layer 3 (PBR, RIP, VRRP, OSPF and PIM)

### 4. Ideal for AV over IP and multicast

Already preconfigured out of the box with NETGEAR IGMP Plus™ for true AV and multicast Zero Touch network configuration.

### 5. Edge to core stacking

M4300 is the world's first stackable platform reproducing Spine and Leaf datacenter topologies in the SAME STACK with unrivalled ease of use. No more bottlenecks or downtime!

### 6. Full speed ahead

M4300 will scale up to very high performance needs with up to 128K MAC table, 2K ARP/NDP and 960Gbps of switching and routing capacity.

### 7. Absolutely NO downtime

Nonstop Forwarding (NSF) on the M4300 provides increased network service availability, eliminating downtimes, for a fully resilient network.

### 8. Convergent access layer

M4300 ring stacking reduces the number of logical units to manage with one easy web interface while bringing full network redundancy in aggregation to the core, and simplifies PoE deployment at the edge.

### 9. HA best practices

M4300 two-unit horizontal stacking is cost effective yet highly effective for HA with link aggregation (L2/L3/L4 LACP), load balancing and nonstop forwarding failover, for no single point of failure across your virtualized servers.

### 10. Full power redundancy

M4300 offers a cost effective, simplified, and hot-swappable Redundant Power Supply on full width models for mission critical applications.



## For small organizations

- Server & storage connectivity
- Greatest choice of switches (1G, 10G, 40G, fiber or copper, with or without PoE, half width or full width)
- "Superior ROI and TCO" (Hummingbird Networks review)
- Cost-effective
- No additional licensing or warranty
- Lifetime warranty included with NBD replacement
- 90-day phone support and 24/7 lifetime chat support included
- Reliable and long-lasting
- Zero downtime with non-stop forwarding
- Future-proof for growing businesses, SDN-ready
- Easy configuration

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## For large organizations with IT managers

- High-speed, edge aggregation
- Easy stacking
  - Spine & leaf
  - Any port is the stacking port
  - Mix and match 1G and 10G in one stack
  - Firmware update across the stack for easy updates
  - Virtual stacking
- Greatest choice of switches (1G, 10G, 40G, fiber or copper, with or without PoE, half width or full width)
- "Superior ROI and TCO" (Hummingbird Networks review)
- Cost-effective solutions for customers
- Reliable and long-lasting
- Zero downtime with non-stop forwarding
- Future-proof for growing businesses, SDN-ready
- Easy configuration

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## For VARs

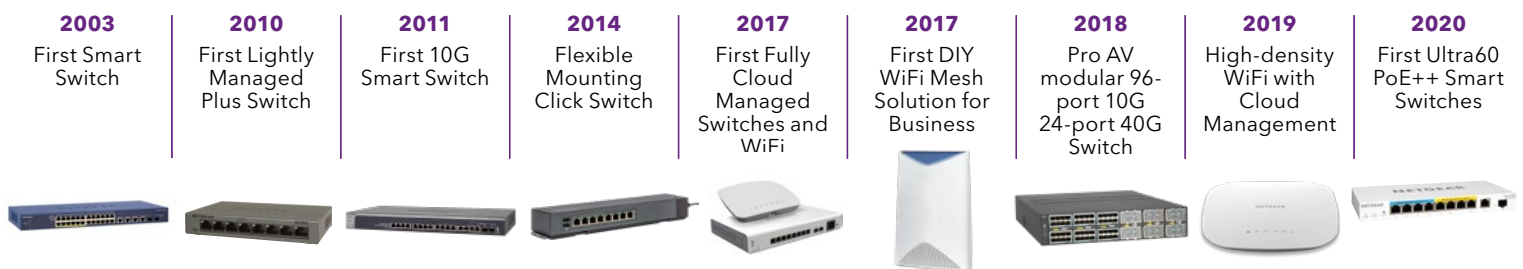
- For small and large businesses, can address any customer
- Greatest choice of switches (1G, 10G, 40G, fiber or copper, with or without PoE, half width or full width) for any type of project
- "Superior ROI and TCO" (Hummingbird Networks review)
- Cost-effective
  - No additional licensing or warranty
  - Lifetime warranty included with NBD replacement
  - 90-day phone support and 24/7 lifetime chat support included
- Reliable and long-lasting, established technology, build your customer trust
- Easy configuration & standard management interfaces + SNMP
- Easy stacking
- Future-proof for growing businesses, SDN-ready
- NETGEAR is your partner more than just a vendor

## Enterprise-class networking for SMB at the right price

NETGEAR has pioneered advanced networking technologies for homes, businesses, and service providers around the world. Since 1996, we've led the industry with a broad range of award-winning products designed to simplify and improve people's lives.

We are dedicated to empowering our customers to collaborate and connect to a world of information by enhancing homes and powering businesses with an unmatched line of the innovative, intelligent, and easy to use WiFi and networking solutions.

## 20+ Years of Smart Innovation



## Brand Promise

Powerful connectivity to maximize your productivity, profitability, and potential.



## Why NETGEAR Business

### An unmatched offering

NETGEAR Business is a leader in cutting-edge networking solutions, offering the most comprehensive and customizable portfolio in the industry. The total range of solutions we offer gives greater flexibility, better scalability, and more convenience so you can better match the unique problems your clients face while saving time and money.

### A proven leader

NETGEAR Business has led the way for almost 25 years by successfully enabling more than 50 million businesses worldwide. The quality, reach, and value of our products and services is unmatched and so is our channel focus. You can sell with confidence knowing our solutions will help your customers' success.

### Cutting-edge without complexity

NETGEAR Business is the way forward. We help open a new stream of service revenue for you and help your clients stay ahead of the curve by creating products that advance and simplify the way you work.

### Your success is our success

We stand behind our partners, giving you access to one-stop central management for all your clients, helping you become more productive and profitable. Our community and support systems are ever-growing and accessible anytime – and you get the VIP treatment you deserve.



# Partner Reward Point Program

A great way to earn gift cards while participating in channel activities

**NETGEAR®**  
BUSINESS



Earn a Gift Card or VISA Prepaid card!

Simply log on to our Channel Partner Site and participate in NETGEAR's Channel Activities

Follow the simple steps below to start earning:

- **Step 1:** Participate in NETGEAR Channel Activities (as easy as accessing and using the Partner Portal!)
- **Step 2:** Earn Reward Points (30 points = \$1)
- **Step 3:** Click Redeem button on the Points Dashboard page
- **Step 4:** Add how many points need to be converted
- **Step 5:** Click the link from email to select Gift Cards

Earning points is easy!

- |                                       |                       |
|---------------------------------------|-----------------------|
| • New Company Acct                    | 50 points             |
| • Every referrals (Company)           | 25 points             |
| • Each Project (Deal Reg.) registered | 10 points             |
| • Case Study submissions              | 5 points              |
| • Participate in training             | 5 points              |
| • Participate in webinars             | 2 points              |
| • Submitting surveys                  | 2 points              |
| • Register for trade shows            | 1 point               |
| • Reading News Update                 | 1 point per email     |
| • Daily log-in                        | 1 point (max) per day |



For more information:

Call 1.866.480.2112 option 2 to speak with your Sales Rep.

Partner Portal: [powershift.netgear.com](https://powershift.netgear.com)