



## Meru Networks Channel Partner Program

### UK & Ireland Version November 2009

#### Overview

The Meru Networks Channel Partner Program is designed to ensure that resellers representing Meru have appropriate skills and materials to enhance their brand as they continue to grow market share in the burgeoning professional wireless LAN market place. The program ensures that those who invest in Meru enjoy good margin and significant service revenue opportunities, that they are supported with a wide range of sales and marketing enablement tools, and that they receive appropriate sales and technical support.

There are 3 Reseller Partnership levels:

- Authorized Partner
- Pinnacle
- Pinnacle Plus

This document provides a practical overview of how to join the the partner program and describes the requirements for membership at each level.

As a Pinnacle Distribution Partner Siracom helps new partners overcome the barriers of entry, and helps established partners to scale by providing a wealth of pre and post sales services.

These services include:

#### Siracom Meru Partner Services

<b>Pre Sales</b> <ul style="list-style-type: none"><li>• Access to demonstration equipment.</li><li>• Access to Demonstration Suite. (<a href="#">MTDS</a>)</li><li>• Pre-sales technical resource.</li><li>• Access to reference sites.</li><li>• System design.</li><li>• Assistance with tenders</li><li>• Joint customer visits.</li><li>• Wireless coverage plans.</li><li>• Site surveys.</li><li>• Detailed System Quotations.</li></ul>	<b>Post Sales</b> <ul style="list-style-type: none"><li>• Project Management.</li><li>• Installation and Configuration.</li><li>• Help Desk.</li><li>• End to End Post Sales Support.</li><li>• Maintenance Contracts.</li></ul> <b>Business Development</b> <ul style="list-style-type: none"><li>• Assistance with creation of Business Development / Marketing Plans.</li><li>• Assistance with Marketing Activities.</li><li>• Certification Training</li></ul>
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Note: Some of these items are chargeable.

# Partner Program



## The Basics

### Applying to be a Meru partner, and accessing the partner portal

- **NEW PARTNERS** must register with Meru Networks and accept the reseller terms and conditions – apply here  
<http://partners.merunetworks.com/apps/f?p=100:31:4468487247533420>
- They will then be contacted by Meru Networks to discuss their application
- Current partners who have NOT accepted the reseller terms & conditions must reapply as above.
- Employees at current partners who have accepted the reseller terms & conditions may access the new partner portal in the usual way using their username and password at the following weblink <http://partners.merunetworks.com/apps/f?p=1:1:>
- Employees at current partners who do not have a current login to the Meru Partner Portal may “activate their partner portal account” at the following weblink.  
<http://partners.merunetworks.com/apps/f?p=1:6:1346876615228401::NO:RP>

They will need an authorization code which can be arranged by emailing [mhowell@merunetworks.com](mailto:mhowell@merunetworks.com) or by contacting the primary vendor contact within the VAR company who should have a copy of it.

Resellers experiencing difficulties should contact Siracom.


### Applying for a trading account or credit account with Siracom

- Resellers should contact Mike Ryan Siracom, Sales Manager or Linda Stanley in accounts, and will be provided with account application forms. Trading accounts can be opened within minutes.



**Linda Stanley**  
Office Manager

01256 844259 Work  
[lstanley@siracom.com](mailto:lstanley@siracom.com)  
[www.siracom.com](http://www.siracom.com)



**Mike Ryan**  
Sales Manager

01256 844259 Work  
[mryan@siracom.com](mailto:mryan@siracom.com)  
[www.siracom.com](http://www.siracom.com)

## Partner Program Accreditation Requirements

### Authorized Partner

The Authorized Partner level requires two separate *individuals* to have taken and passed Meru Certification courses, one for Sales and one for Pre-sales technical.

The sales qualification is the Meru **WIRELESS SALES SPECIALIST (WSS)**. This course is an ONLINE COURSE available on the “Meru University” section of the Partner Portal, direct link here <http://partners.merunetworks.com/apps/f?p=1:10:1307485446149846::::PGID:30>

**PLEASE NOTE:** to begin your training, you are linked through to the web site of one of our training partners where a separate registration is required, which may take 24 hours to accept your details. Accessing your online training at the training partner website must always be performed by logging into the Meru University section first and linking through from our webpages.

The technical qualification is the Meru **WIRELESS ENGINEERING PROFESSIONAL**. This course is a one day course delivered at Siracom.

Please note this is a chargeable course.

# Partner Program



## Partner Program Accreditation Requirements

### Pinnacle Partner

The Pinnacle Partner level requires **five individuals** to have taken and passed Meru Certification courses. This level requires two Sales Qualifications and two Pre-sales technical qualifications, and 2 Meru Certified Engineers.

**Note: one individual may carry both the Wireless Sales Specialist Qualification and the Wireless Engineering Professional qualification. No other dual combination is acceptable for the Pinnacle certification**

The sales qualification is the Meru **WIRELESS SALES SPECIALIST (WSS)**. This course is an ONLINE COURSE available on the “Meru University” section of the Partner Portal, direct link here <http://partners.merunetworks.com/apps/f?p=1:10:1307485446149846:::PGID:30>

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The technical qualification is the Meru **WIRELESS ENGINEERING PROFESSIONAL**. This course is a one day course delivered at Siracom.

Please note this is a chargeable course.

The **MERU CERTIFIED ENGINEERING COURSE** course is a three day course delivered at Siracom.

Please note this is a chargeable course.

Prior to qualification as a Pinnacle Partner, partners will be required to fill in a short survey where further qualitative details will be asked.

There is a revenue target for Pinnacle partners.

Pinnacle Partners will be expected to carry demonstration equipment.

# Partner Program



## Partner Program Accreditation Requirements

### Pinnacle Plus Partner

The Pinnacle Partner level requires **seven individuals** to have taken and passed Meru Certification courses. This level requires two Sales Qualifications and two Pre-sales technical qualifications, and two Meru Certified Engineers, one Meru Certified Design Expert and one Meru Certified Services Expert.

**Note: one individual may carry both the Wireless Sales Specialist Qualification and the Wireless Engineering Professional qualification. No other dual combination is acceptable for the Pinnacle certification**

The sales qualification is the Meru **WIRELESS SALES SPECIALIST (WSS)**. This course is an ONLINE COURSE available on the "Meru University" section of the Partner Portal, direct link here <http://partners.merunetworks.com/apps/f?p=1:10:1307485446149846:::PGID:30>

**PLEASE NOTE: to begin your training, you are linked through to the web site of one of our training partners where a separate registration is required, which may take 24 hours to accept your details. Accessing your online training at the training partner website must always be performed by logging into the Meru University section first and linking through from our webpages.**

The technical qualification is the Meru **WIRELESS ENGINEERING PROFESSIONAL**. This course is a one day course delivered at Siracom.

Please note this is a chargeable course.

The **MERU CERTIFIED ENGINEERING COURSE** course is a three day course delivered at Siracom.

Please note this is a chargeable course.

Both the **MERU CERTIFIED DESIGN EXPERT** and the **MERU CERTIFIED SERVICES EXPERT** are four day courses delivered at Siracom.

Please note this is a chargeable course.

Prior to qualification as a Pinnacle Plus Partner, partners will be required to fill in a short survey where further qualitative details will be asked.

There is a revenue target for Pinnacle Plus partners.

Pinnacle Plus Partners will be expected to carry demonstration equipment.