



# BridgeWave Channel Program & Promise

## CHANNEL PROMISE

BridgeWave is committed to providing our partners the best possible channel experience through programs and processes that seek to eliminate channel conflict and maximize their profits. Our goal is to maximize channel margin by monitoring discount level and engaging at the executive levels when detrimental anomalies occur. BridgeWave deploys a three tier model by stocking product in distribution which is resold to Value Added Resellers (VAR) which in turn resells to end customers. BridgeWave's sales team does not sell direct to end users and is in place to support the channel only.

It is BridgeWave's goal and commitment that we monitor discount levels to maintain healthy margins through each tier of the process. It is important to note that we have selected distribution partners that respect proper discount levels to VAR's to maintain parity. BridgeWave's channel mission is to provide quality products with List Prices that are competitive and compelling to the end customer without discounting. BridgeWave List Prices are readily accessible and set at competitive market base standards.

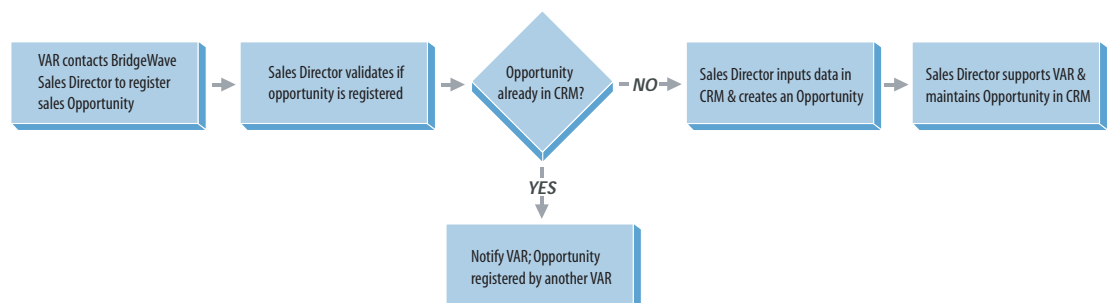
## OPPORTUNITY / DEAL REGISTRATION

This process is utilized by every sales person at BridgeWave. This process is used to aid in the elimination of channel conflict. Once an end customer sales opportunity is registered it is validated against BridgeWave's CRM data base. The deal is validated and checked against BridgeWave's database in two ways by end customer name and name of the person that registered the opportunity using multiples spellings and acronyms. If there is a match (i.e. the deal was previously registered) the deal registration is declined and the VAR registering the deal is notified that BridgeWave is already working the deal with another Certified VAR. If the registered deal is not in BridgeWave database an opportunity is created and VAR registering the deal is protected against any BridgeWave employee working the opportunity moving forward. This means that BridgeWave is going to support only the VAR that registered the deal / opportunity regardless of the outcome.

If the Opportunity gets competitive pressure, such as an RFP or size of opportunity, BridgeWave will only provide concessions to the VAR that registered the deal. This is BridgeWave's promise to our partners that when a deal is registered, BridgeWave will do its' best to assist you to win the business. BridgeWave takes this very seriously and believes that we have set a new and superior standard for our partners. This is BridgeWave's commitment to maintain loyalty and trust between BridgeWave and its' channel partners.

This does not guarantee that every registered deal will be won but it is our promise that BridgeWave will not be a factor if it is lost. BridgeWave constantly checks all Point of Sales reports from its distribution partners to monitor where product is sourced and price paid. In the case the where a registered deal by certified partner is lost and brought to our attention, BridgeWave will analyze circumstances and determine why it happen and provide feedback to improve the process.

### Registration Process





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### PRICING & DISCOUNTS

In a three tier distribution model maintaining margin erosion is difficult. At BridgeWave we have made a conscious effort not over distribute our product and work closely with our distributors to avoid margin erosion. It is BridgeWave's commitment to take every step possible to insure our channel partners know BridgeWave is here to provide the support necessary to insure a winning environment for each certified partners success. We understand that margin erosion and profitability are paramount to your success and maintaining BridgeWave channel loyalty is why we have gone to extraordinary steps.

### QUALITY

BridgeWave understands that quality means profit. We understand that if you have failures in the field and have to revisit installed sites it means lost revenue. Although no product can claim it will be a 100% free of defects, we work hard to make sure we have a carrier grade quality product in the field. In the event a product does fail and you are forced to make multiple site visits our team is here to support you. If you have made every attempt to properly manage customer expectations and professionally install, activate and align the products, we will take every step to stand by our partners and assist where needed. We will work with you to make sure all parties are compensated appropriately.

### CERTIFIED PARTNER BENEFITS

Please see our certified partner plan. We have taken great care to assemble a comprehensive plan for our certified partners providing them with a competitive advantage over other VAR's. This includes financial, technical and support advantages that are available to all VARs who make the extra effort to become certified. BridgeWave's new Platinum VAR provide even greater benefits for those making the volume commitments is filled with many added support and financial incentives.



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