Opengear Selling Guide



Remote, Secure, Smart

Securely manage devices without impacting normal operations. Out-of-Band management provides an alternate path to devices located at remote sites when the network is down.

Smart Out-of-Band (Smart OOB™) ensures even more continuity and uptime with the rapid identification and remediation of operational errors within devices. By providing connectivity, network administrators are able to detect faults before they become failures.

Our Solutions



Failover to Cellular

Allowing organizations to maintain connectivity and decrease disruption, Failover to Cellular easily integrates with existing IT systems and network infrastructure.



Smart Out-of-Band

Operating independently from the in-band network, Smart OOB detects and remediates issues automatically. Organizations are able to reduce costs and minimize downtime.



Zero Touch Provisioning

Simplifying the deployment process, Zero Touch Provisioning (ZTP) automates repetitive tasks, reducing human touch points and decreasing errors.



Centralized Management

Providing a clear view across your network, Lighthouse allows for visibility even during network outages. Purpose built, this central network hub ensures resilient access.

Understanding What Opengear Can Do

- · Remotely configure devices fresh out of the box
- Seamlessly integrate with existing installations
- Complementary to SD-WAN deployments when Smart OOB is used
- · Easily troubleshoot and remediate via serial over IP (SSH or GUI) and VPN
- · Quickly remote power cycle using UPS and environmental monitoring
- · Simply share sessions for collaboration and vendor assistance
- · Easily migrate to new facilities and new service rollouts

Our Differentiators

- · Only manufacturer with certified internal cellular
- Centralized management solution
- Vendor neutral
- Zero Touch Provisioning



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Discovering Opportunities

Listen for key phrases:

- Remote site and/or branch site buildout or refresh
- Data center buildout or refresh
- · SD-WAN deployment
- NetOps Automation

Our Competitors

- Lantronix
- Raritan
- Vertiv
- WTI
- Uplogix
- Avocent
- ZPE

Setting Expectations

- Street price from most resellers is about 10% off MSRP
- Average deal size is \$20,000 to \$50,000
 - · Qualified deal registration is an extra 10 points of margin for you
- For more, visit https://partners.opengear.com

Purchasing

Source Opengear products through our trusted distributors:

- Ingram Micro
- Synnex US
- Synnex Canada
- Westcon Comstor LATAM

Understanding Deal Registration

- Purchase orders of \$30,000 or more are eligible to receive an additional 10% discount for 90 days
- Partner must register the opportunity at least 10 business days before the projected close date
- The end-user opportunity must be new to Opengear, not an exisiting Opengear account nor in the Opengear sales forecast at the time of the registration
- · Reseller must be the source of the lead, not Opengear
- RFQ/RFP's don't qualify

Our Partner Portal

Access the Opengear Partner Portal at https://partners.opengear.com

Receive access to:

- · Marketing and sales assets
- Deal registration submittal and tracking
- · Online training modules
- MDF requests

How To Find A Part Number:

