



KEY BENEFITS

- Exclusive Access to FIPS/TAA and E2 SKUs
- Exclusive Federal Partner Events
- Quarterly Joint Business Planning and Review

KEY REQUIREMENTS

- Personnel Dedicated to Federal Market
- Office within 50 miles of Washington, DC
- Purchase Federal Demo Kit
- Holder of minimum of one GWAC

OVERVIEW

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

The Federal Government provides services to its citizens and warfighters alike and as such, they require a robust, agile, and secure compute infrastructure. In addition, they operate the largest and most complex networks in the world.

The Federal Government spends more money by segment than any other consumer of IT products and services in the world. Of the estimated annual \$30B spent on products, Ruckus' total addressable market (TAM) is identified as \$1.025B, with ~ \$850M in wired, and ~ \$175M and growing in wireless.

To enable your success in selling Ruckus into the Federal Government, we've created a Federal Specialization, providing extensive benefits and incentives, training, and engagement support.

Additionally, Ruckus offers sales incentive to all partners selling our solution. Refer to the [Ruckus Rewards Program Overview](#) for details.

BENEFITS

Product Access

- Ruckus compliant FIPS/TAA and E2 SKUs from authorized Ruckus Federal distributors

Insights

- Ruckus Federal Business Plan Review

Partner Locator

- Your organization will be identified as a Federal Specialist in Ruckus's partner locator that is accessible to the partner community

Event Invitation

- Access to the Annual Ruckus Big Dogs Partner Conference (Invitation Only)
- Consideration for the Ruckus Federal Partner Advisory Council
- Annual Federal Partner Kickoff Event with Ruckus Federal Team
- Quarterly Business Reviews

REQUIREMENTS

Authorized Ruckus Ready Partner

- Must be a partner in good standing in the Ruckus Ready Partner Program (Elite or Select level)

Business Plan (Elite Partners only)

- Update current business plan to include your Federal goals and revenue targets

Federal Demonstration Equipment

- Purchase of Ruckus demonstration equipment focused on Federal solutions (Refer to the [Demo Equipment Program](#) for details)

Federal Authorized Distributor

- Purchase through approved Federal Distributors

Business Profile

- Prime holder on one or more Government Wide Acquisition Contracts (GWAC). E.g., GSA, SEWP, ITES, NETSCENTS.
- Dedicated Federal sales, marketing and technical personnel
- Office located within 50 miles of Washington, DC
- Campus edge networking experience

**CONTACT YOUR RUCKUS PARTNER ACCOUNT MANAGER OR DISTRIBUTOR
TO BECOME A FEDERAL SPECIALIZED PARTNER**

The Ruckus Ready Partner program is subject to change or cancellation at Ruckus's sole discretion. Additional terms and conditions apply.

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