

Channel Chief View

More Ways to Win: Expanded, Market-Leading Portfolio; Increased Partner Profitability

Q. Why are you so confident in Ruckus' future?

A. Despite the dual acquisition disruption we've had this past year, we continue to see great sales momentum from our integration of Brocade and Ruckus. Through all the changes, our partners have been incredibly loyal and supportive.

We have an ambitious product road map, and you will see significant announcements in the months ahead that will reinforce our leadership position, not only in Wi-Fi, but also with the addition of the Brocade ICX switch family. We believe we now have the most complete set of solutions to serve customers from the SMB through to the enterprise, as well as key verticals such as hospitality, smart cities, stadiums/large venues and education. With our expanded portfolio, we are in a better position than ever to grow.

Q. What are Brocade and Ruckus doing to help partners continue to grow their business with expanded sales opportunities?

A. We rolled out a very aggressive 'sales advantage' program to support our partners during this time of transition. We expanded rebates to support partner profitability, increased MDF dollars to continue driving customer demand, and implemented new SPIFs. In addition, we implemented a new sales coverage model, increasing our direct partner management team, growing our inside partner sales teams and stepping up investments in distribution headcount to support partners.

Both Brocade and Ruckus have partners who are loyal to our brands and have built their businesses around our solutions. We see it as our responsibility to show partners the business value of our expanded, wireless and wired and cloud portfolio. We will not require partners to sell across the breadth of our portfolio, as some other vendors have done. Instead, we want to earn our partners' business, and that's why we've invested so heavily in partner benefits, field support and enablement.

Q. What can partners expect in terms of new programs and enablement in the months ahead?

A. Profitability, ease of doing business, and world-class partner support have been foundational values for us and this will not change. We are excited for the future and the new programs we will bring to our partners globally. We are grateful for the extreme partner loyalty we have seen through this year of change.



CHANNEL CHIEFS Most Influential



Sandra Glaser Cheek
VP, Global Channel Programs



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Learn more about the many benefits of being a Brocade partner, and how to get started. www.brocadepnwelcome.com