

PARTNER SELLING GUIDE



ZERO + Duckphone + NR4400

Modern Out-of-Band Management

Securely manage network assets from anywhere.

What Gearlinx Helps Customers Do

Securely manage your network assets from anywhere. Proactive monitoring and alerting assures continuous uptime, even before a network failure occurs. Stay connected to your network and business with Modern Out-of-Band Management.

OOB

Modern Out-of-Band Management

Cost-effective, flexibility, simplicity, maximum uptime.

ORAAS

Operational Resilience as a Service® (ORAAS)

Operational resilience on your own terms. Take control of your network infrastructure and assets.

TOTAL

Total Out-of-Band®

Deploy, manage, remediate issues remotely.

ZTP

Zero Touch Provisioning

Simplify network deployments by automating software upgrades, deploying patches, adding features.

4G

Failover to Cellular

Maintain connectivity with 4G LTE in the event of an outage.

ZERO

ZERO Cloud Portal

A cloud platform that provides a holistic view of the network to enable organizations to manage network and operational resilience in a unified way.

The core customer promise

Stay connected to the network and the business when the production network is unavailable.

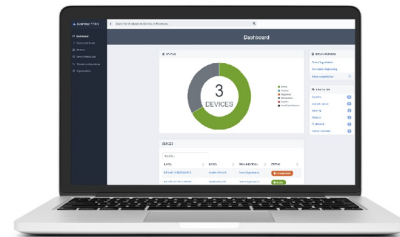
Why Gearlinx

Gearlinx Differentiators

- ✓ Recurring revenue business model for network resilience and operational resilience
- ✓ Cloud-based centralized management
- ✓ Gearlinx firmware built for cloud-managed Total OOB
- ✓ Support for running virtual machines and guest OS
- ✓ OpenConfig and NetConf support
- ✓ Single Sign-On with OpenID

POSITIONING IDEA

An independent management network, separate from the production network, gives IT teams a path to manage devices at data centers and remote sites.



ZERO Cloud Portal centralized cloud management

Gearlinx Use Cases

- Troubleshoot and remediate network devices from anywhere
- Remote access to routers, switches, firewalls, servers
- Complementary attach to SD-WAN deployments
- Extend edge compute at scale
- Data center, colocation, edge data centers, and remote sites
- Automation platform for deploying apps with containers
- Remotely power cycle network devices

How to Identify Gearlinx Opportunities

Any company with a router, switch, firewall, or server is a prospect for Gearlinx solutions. Typical vertical markets include financial services, healthcare, retail, education, energy, transportation, and government.

Financial Services

Healthcare

Retail

Education

Energy

Transportation

Government

Listen for the following:

1

"We have a new data center buildout approaching and/or technology refresh is required"

2

"Our company is leasing racks in a colocation, and we also have edge data centers"

3

"The university has many closets on campus and two main data centers we need to equip"

4

"My company has decided to deploy a new SD-WAN network"

5

"My customer just acquired company ABC....." (mergers and acquisitions)

Gearlinx Challengers

Avocent aka Vertiv

Lantronix

Opengear aka Digi

Raritan aka Legrand

WTI

ZPE Systems

Deal Registration

QUALIFIED PARTNER BENEFIT

10% off acquisition cost + pricing exclusivity

MINIMUM ORDER

Purchase orders must be minimum \$15,000 MSRP for Duckfone and \$30,000 MSRP for NR4400.

NET NEW BUSINESS

Opportunity must be net new business to Gearlinx.

PIPELINE PROTECTION

Opportunity is not an existing forecasted deal or in the Gearlinx sales pipeline.

TIMING

Partner must register the opportunity 10 business days prior to close date.

LEAD SOURCE

Partner must be the source of the lead.

EXCLUSIONS

RFQ/RFPs do not qualify.

Ordering Process

01**Purchase Order****02****Credit Card****03****Ingram Micro**

How to Order

1 Pick a platform

Duckfone
Duckfone Cellular Gateway

NR4400
NR4400 Network Resilience Platform

2 Pick a subscription license

• ORAAS 1, 3, 5, or 7 year

• ZERO Cloud Portal

• Annual Enrollment Units

• Hardware Warranty

• Software Downloads

• Technical Support

Partner Portal

Resources include:

Onboarding Playbook

Company Description 50 and 100 words

Product Photos

Product Catalog

Product Brochures

Partner Selling Guide

Deal Registration

Simple partner path to identify the opportunity - register the deal - select the platform - add the subscription.