



## Welcome to the MANLEY Partner Portal!

I would like to welcome you as an Manley Valued Business Partner. Manley sincerely appreciates your decision to represent our products and services in your marketplace. We know that there are many products on the market, but we are confident you will quickly come to know that your decision to become an Manley Partner was a good one. We will offer you the type of assistance and support that has come to be expected in a leader in the 5G and IoT industry.

Manley enables high performance mobile applications for large enterprise verticals, service providers and small-medium businesses around the globe. Our product portfolio consists of Enterprise SaaS solutions and IoT & Mobile solutions, which together form the backbone of compelling, intelligent, reliable and secure IoT services with deep business intelligence.

We look forward to sharing a long and mutually beneficial business relationship!

Warm Regards,

Stuart Manley

Chief Technology Officer | Managing Partner

# Our Program Levels

	AUTHORIZED	GOLD	PLATINUM	DIAMOND	ELITE
Minimum Annual Manley Sales	–	\$250K	\$500K	\$1M	\$5M
Sales Training Certifications Required	1	2	2	3	4
Technical Training Certifications Required	–	1	1	2	3
Manley Presence on Partner Website Required	–	●	●	●	●
Mandatory Manley Webinars & Training	●	●	●	●	●
Mandatory Sales of Manley Subscriptions	●	–	–	–	–
Purchase of Demo Gear	–	●	●	●	●

## Partner Benefits

	AUTHORIZED	GOLD	PLATINUM	DIAMOND	ELITE
Free Sales Training	●	●	●	●	●
Partner Portal Access	●	●	●	●	●
NFR / Demo Discount	50%	50%	50%	50%	50%
NFS / Free Demo Devices	–	1	2	3	3
Product Level Discount (through distribution)	20%	27%	30%	32%	35%
Dedicated Channel Account Manager	–	–	–	●	●
Channel Development Manager	–	●	●	●	●
Channel Sales Representative	●	●	●	●	●
Technical Support	–	●	●	●	●
Presence on Manley Partner Locator	–	●	●	●	●
Marketing Development Funds	–	–	2%	2.25%	2.5%
Deal Registration	–	5%	5%	5%	5%
Sales Qualified Leads	–	●	●	●	●
Rebate Opportunities	–	–	1%	1.5%	2%
Purchase Direct from Manley	–	–	–	●	●
Purchase through Distribution	●	●	●	●	●

# PARTNER COMMITMENTS

## Annual Revenue Targets

Manley's Value Added Partners must achieve certain sales targets in order to maintain the partner level.

In most instances, the revenue target must be achieved before becoming eligible for certain partner benefits.

Sales targets for each level are as follows:

	AUTHORIZED	GOLD	PLATINUM	DIAMOND	ELITE
Minimum Annual Manley Sales	–	\$50k	\$250k	\$500k	\$2M

## Training and Certification Requirements

We want all our partners to feel confident in the Manley products and services they're selling. We have three (3) paths to training certification—Sales Training, Product Specialist and Onboarding. We require partners at each level to be trained and certified on each path within 60 days of onboarding as an Manley partner.

Depending on your partner level, the number of people at your organization that are required to take the training will vary. In all instances, we require that the trainings be taken by sales and technical resources respectively.

Access to all other partner benefits are contingent on successful completion of all training requirements.

	AUTHORIZED	GOLD	PLATINUM	DIAMOND	ELITE
Onboarding Training	1	2	2	3	4
Sales Training	1	2	2	3	4
Product Technical Support	–	1	1	2	3

## Participation in Live Webinars and Trainings

Manley offers a series of live webinars and trainings exclusively for our channel partners.

All Manley partners, Authorized level and above, are required to send at least one (1) representative to attend all Manley channel webinars and live training events, when offered. These webinars and trainings will take place throughout the year and partners will be given at least three weeks' notice before the activity takes place.

# PARTNER COMMITMENTS

## Manley Presence on Partner Website

All Manley partners, Gold level and above, are required to showcase the Manley logo and/or products on your website.

This task must be completed within 60 days of onboarding.

## Manley Connect Advanced

Authorized level partners will be required to sell Manley Subscription Services with every product sale. Manley Sinapsium VMC gives customers access to basic device data and the ability to remotely configure their Manley Devices as well as:

- 90 days of data storage
- Enhanced customer support privileges (aka Manley Care)
- A rich library of alarms
- Advanced device data
- Map-view showing where devices are located

## Purchase of Demo Gear

All Manley partners, Gold level and above are required to purchase Manley devices in order to enable product demonstration with prospective customers. Inseego solution experts are available to assist with these demo opportunities.

## Product Registration

All partners are required to register Inseego products on the product registration portal. \*Product registration portal

## Quarterly Business Reviews

Manley partners, Platinum level and above agree to participate in quarterly business reviews with assigned dedicated channel manager.

# PARTNER BENEFITS

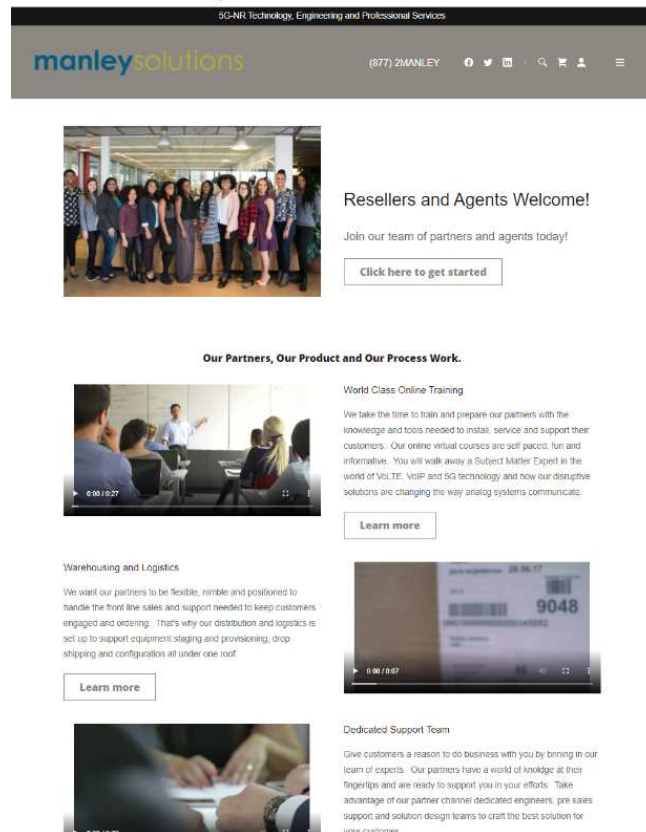
## Manley Partner Zone – Partner Portal

Manley provides its partners with a one-stop shop for all sales and marketing support needs. You must be a signed Manley partner to gain access to the portal.

On the portal, you will find information related to all of the following:

- Deal registration
- Product training and certification
- Marketing materials and support
- Co-branded collateral
- Lead distribution
- News & events
- Partner support services

Our Partner Portal is updated on a regular basis, so we ask that partners bookmark the Portal homepage upon access to the site so you that you can regularly visit the portal and stay up to the date on the latest and greatest Inseego channel news and activities.



The screenshot displays the Manley Solutions Partner Portal homepage. At the top, a navigation bar includes the text "5G-NR Technology, Engineering and Professional Services", the "manleysolutions" logo, the phone number "(877) 2MANLEY", and icons for social media, search, and user account. The main content area features a large group photo of the partner team with the heading "Resellers and Agents Welcome!" and a "Click here to get started" button. Below this, a section titled "Our Partners, Our Product and Our Process Work." contains three video thumbnails. The first video, "World Class Online Training", shows a virtual classroom and is accompanied by a "Learn more" button. The second video, "Warehousing and Logistics", shows a warehouse interior. The third video, "Dedicated Support Team", shows hands reviewing documents. Each video has a "Learn more" button below it.

# PARTNER BENEFITS

## Deal Registration – Requirements

Manley Gold Partners and above are eligible to register deals with Manley with an additional 5% discount on each deal.

Deal Registration Details:

- Registration must be for a specific forecastable opportunity, not an entire company.
- Deal registration is valid for 90-days, unless renewed.
- Registered deal must be worth at least \$1,000 MSRP.
- Reseller must have proof of engagement with end customer (emails, notes, etc.).
- Reseller must purchase products from an authorized Manley distributor.
- Reseller agrees to keep Manley updated on the deal progress and forecast. Renewals will be dependent on the progress of the opportunity.
- If the deal involves a public end-user, registrant must have a contract vehicle already in place to fulfill the order.
- Reseller must have written confirmation from Manley to verify that a registration was accepted.
- Reselling partner must show progress in the opportunity.
- Manley reserves the right to accept or reject any requests based on prior partner performance.
- Deal must be sourced by the reselling partner and cannot be the subject of a publicized RFP.

## Deal Registration – Process

- To register a deal, please visit the Partner Portal.
- **Fill out and submit the Deal Registration Form.**
- Manley will review and approve the submitted deal registration within 48-hours.
- Manley may reach out to qualify the deal or to request more information.
- Partners will be notified of approval status via email. Pricing will be issued to partner's distributor of choice.
- Pricing will be issued from partner's distributor of choice.

# PARTNER BENEFITS

## Marketing Development Funds

Manley understands the value of marketing and the power that brand recognition can bring. Marketing Development Funds (MDF) are available to Platinum Partners and above. MDF is accrued at a specific percentage of revenue based on a partner's level. To be eligible for MDF, partners must first achieve their partner level revenue goal.

MDF Accrual Percentage:

	AUTHORIZED	GOLD	PLATINUM	DIAMOND	ELITE
Marketing Development Funds	–	–	2%	2.25%	2.5%

MDF eligibility status will be reviewed annually to determine a partner's ability to participate in the program the following year. Funds are available for the fiscal year in which they are earned. Unused funds will expire 12-months from the date of accrual.

Partners may request MDF funds to support marketing activities that mutually benefit the partner and Manley. MDF is approved on a case-by-case basis. If you have a request for MDF, please contact your channel manager for an MDF Request Form.

## Demo Devices

Manley Partners, Gold level and above are eligible to receive free demo devices upon meeting the following criteria:

- Complete all sales and technical training requirements
- Purchase a minimum of \$5,000 (net) in Manley product

In addition, partners will receive a one-time discount of 50% off MSRP to purchase any additional Manley hardware and software for demo purposes. Demo devices are not for resale.

Free demo device quantities and discounted devices are available to partners as follows:

	AUTHORIZED	GOLD	PLATINUM	DIAMOND	ELITE
NFR / Demo Discount	50%	50%	50%	50%	50%
NFR / Free Demo Devices	–	1	2	3	3

# PARTNER BENEFITS

## Manley Connect Demo Account

Manley will provide a free Manley Sinapsium VMP demo account to Gold partners and above for the purposes of familiarization and demonstration to potential customers.

## Lead Distribution

Manley believes that one of the biggest benefits we can offer to a partner is a sales qualified lead. We have allocated a significant portion of our marketing budget to lead generation activities in order to provide these leads back into the channel and to you, our valued partner.

To qualify for leads, partners must:

- Maintain Gold, Platinum, Diamond or Elite Status.
- Leads greater than \$5000 require completion of Manley's Lead Feedback Form.

## Partner Back End Rebates

Manley rewards partners who grow their business with us. Partners can earn up to a 2% annual rebate for growing their business with Manley. Platinum Partners and above are eligible for this rebate after their second year as an Manley partner

Partners must commit to and achieve a minimum of 15% year-over-year growth. Rebate amounts are based on the partner's tier and on the percentage of growth their business has achieved. Rebates will be calculated at the end of each calendar year at the following percentage:

	AUTHORIZED	GOLD	PLATINUM	DIAMOND	ELITE
Rebate Opportunities	–	–	1%	1.5%	2%

Sample Calculation:

Platinum Partner Example

- 2021 – Platinum Partner purchased \$500,000 from Manley
- 2022 – Partner achieves 15% growth, totaling \$575,000 in revenue
- Growth amount is \$75,000; Platinum Partner is eligible for 1% back on that growth
- $\$75,000 \times 1\% = \$750.00$  rebate

Partners have multiple options when requesting how to receive their rebates. Please work with your Channel Sales Manager to see if you qualify for a backend rebate and to discuss the options for receiving your rebate.



# PARTNER SUPPORT

## Manley Support

Thank you so much for being a valued Manley partner. Our partner program is designed to support and reward all Manley partners who meet or exceed our mutual strategic goals and objectives. We are committed to helping you:

- Increase profitable revenue
- Seek out and acquire new customers
- Drive deeper account engagement
- Stay informed and educated on Manley's product offerings

If you have any questions or concerns about information contained in this partner program or anything else related to Manley, please feel free to reach out to your Channel Sales Manager directly.

## Additional Contact and Support Information

Partner Support	<a href="mailto:info@manleysolutions.com">info@manleysolutions.com</a>
Marketing Support	<a href="mailto:sales@manleysolutions.com">sales@manleysolutions.com</a>
Tier 3 Product Support:	Phone: (877) 2-MANLEY Option 2 Email: <a href="mailto:support@manleysolutions.com">support@manleysolutions.com</a>