



empower.

PowerDsine®
Channel Partner
Program



Microsemi®

Power Matters.

Membership has its privileges

When you enroll in **empower.**—PowerDsine's Partner program—you will be confident knowing that you are offering the most advanced Power-over-Ethernet products and resources for your customers needs. As an enrolled partner, you will realize the following benefits:

- Additional discount of list price on registered projects. Based on projects realized revenue
- Exclusive 10% GovEd discount available
- End user leads – from tradeshow and other lead-gen activities
- 40% off NFR demo units
- Welcome Kit with key marketing tools
- Achievement awards
- Coop funds / revenue reinvestment (when revenue requirements are met)
- Quarterly spiffs
- Priority access to new product release information and product specifications
- Dedicated sales and technical training
- Dedicated Channel Manager

Program Levels

Platinum Requirements - EMEA*

- \$100K annual revenue based on GLP
- Annual training for channel team
- PowerDsine published and listed on website, line card and marketing materials
- Sales rep contact list updated quarterly

Gold Partner Requirements - EMEA*

empower. Gold partners will be enrolled and granted access to Gold Partner benefits upon registration of their first \$5K opportunity based on GLP.

* Programs for LATAM and APAC coming soon

educate.

inspire.

delight.

empower.

We are pleased to introduce **empower**. — PowerDsine's Partner program. Designed to educate, inspire and delight our reseller community, empower strives to help your business succeed, enabling you to realize success in Ethernet based installations and bring fast, high-powered flexible networks to your customers. In turn, we believe PowerDsine will be empowered to become a top channel and continue its technology and market leadership in the power business.

PowerDsine PoE midspans are the superior choice for PoE deployment. They deliver a combination of simplified deployment, management and maintenance, with superior flexibility, reliability, security and energy efficiency. Midspans require no changes to the existing switch or cabling – they are simply inserted between the existing switch and the powered devices (PDs). PowerDsine midspans are available in 1,4,6,12 and 24 port models, delivering up to 60W of PoE at up to 1G data transfer rates.

IT managers want more flexible PoE infrastructure to support their ever growing demand for Ethernet devices; IP Cameras, WLAN Access Points, Thin Clients... Are you positioned to take advantage of this fast-growing and very profitable opportunity?

Microsemi offers you a comprehensive Channel Partner program that will allow incremental revenue from your existing relationships and also attract new customers who want to take advantage of a flexible, efficient PoE infrastructure.

PowerDsine PoE Systems are making campus installations more reliable and cost-effective

Hundreds of colleges and universities world-wide depend on PowerDsine midspans to deliver reliable power to Physical Security and Unified Communications or existing Ethernet infrastructures each year. PowerDsine is the leader in PoE technology with more than 130 million ports shipped.



Resellers

Deliver reliable, flexible PoE solutions to your customer base

Now you can help your customers expand their Ethernet networks; improving Physical Security systems, Unified Communications and Virtualization installations while leveraging existing Ethernet infrastructures.

- Reduced Capex – Midspans can be installed over existing networks and are compatible with virtually any Ethernet switch.
- Increased Reliability–Midspans allow Ethernet devices to connect to a centralized UPS for continued powering in case of external AC power failure.
- Remote Reboot – Ethernet devices may be remotely powered on/off and reset through PowerView Pro – PowerDsine web-based power management system.
- Reduced Opex – Device scheduling and power efficiencies through use of 4-pair technologies and smart-powering techniques allow significant costs savings through reduced power consumption.
- Lifetime and 16 year warranties available.
- Plug and play installation.

Marketing Alliances

Deliver a complete solution to your customer base

Your customers want cost-effective, reliable and hassle-free ways to expand their networks. Team up with PowerDsine to ease the installation process, and reduce costs of powering IP Cameras, IP Phones, WLAN APs, Thin/Zero Clients, Digital Displays, Access Control devices.

- Complementary product offerings attract customers and generate revenue
- Enhance your solutions with PoE functionality
- Help your customers expand their Physical Security and Unified Communications networks while leveraging their existing switch.
- Strength in partnering and combining brands

Start profiting from the growing demand
for Ethernet based Security and
Communications devices.

Join *empower*. PowerDsine's Partner Program

For more information or to apply for
empower. partner status, visit:

www.microsemi.com/PowerDsine/Partners/empower

or contact us at: empower@microsemi.com



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