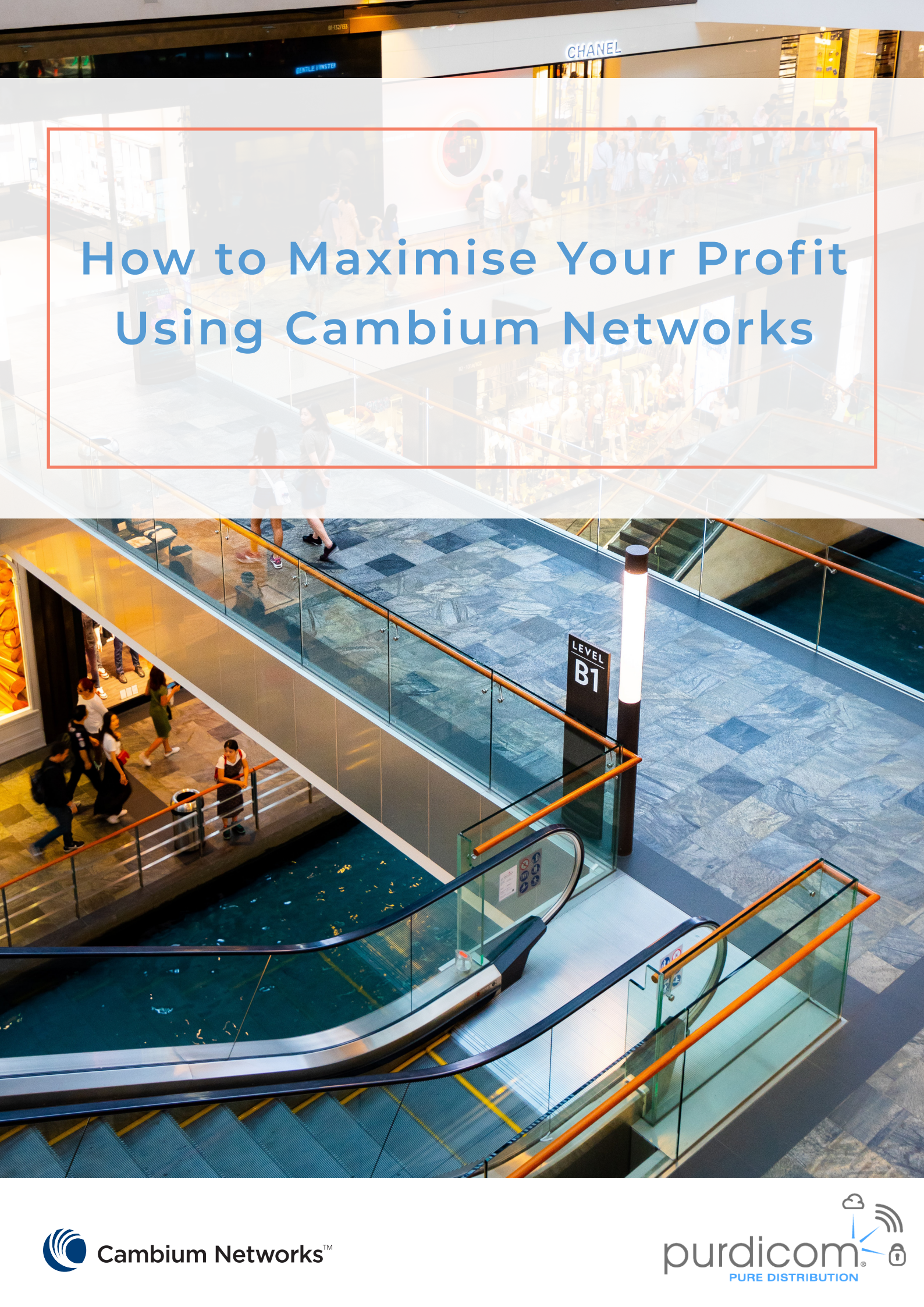




How to Maximise Your Profit Using Cambium Networks

Contact Purdicom
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How to Maximise your Profit with Cambium Networks



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Top 10 Reasons Resellers & MSPs Choose Cambium Networks

- 1. No on-boarding or licence fees.** Cambium's management platform, cnMaestro, is free to use with additional pro-features available as you grow.
- 2. Cambium's cnPilot & cnMaestro is an enterprise-grade Wi-Fi solution** at a palatable price point, providing you with the opportunity to win more business at better margins.
- 3. Simple, easy and centralised control of the entire network.** cnMaestro has an MSP ready platform allowing MSPs to monitor, manage and control everything through a single pane of glass.
- 4. Make the most of your existing customer relationships.** Visibility across the whole network allows you to make proactive recommendations on updates & upgrades to your customers, retaining long-lasting relationships.
- 5. More efficient management.** Manage networks remotely saving money, time and resource on expensive and unnecessary support call-outs.
- 6. Flexible networks that easily scale.** Start with just a handful of users and scale-up as your business grows.
- 7. Gain competitive advantage.** Offer marketable insights beyond standard IT needs and increase the rate of on-boarding and retaining managed business.
- 8. Latest Wi-Fi 6 technology.** Meet and exceed expectations with enterprise-grade Wi-Fi networks, including Wi-Fi 6.
- 9. Quick & easy deployment.** cnPilot Wi-Fi solutions can be rapidly and affordably deployed to provide indoor and outdoor connectivity with pre-configured access points.
- 10. Solutions that just work.** 99% of surveyed resellers and MSPs ranked the performance as an important reason they chose Cambium's enterprise Wi-Fi products.

Market Overview.



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MARKET TRENDS OVERVIEW

In recent years there has been a tremendous shift towards using managed services. The successful deployment of managed services is estimated to **reduce IT costs by 25-45%** and will also increase the operational efficiency by **45-65%**.



GROWTH IN THE MSP MARKET

The managed service market is expected to have a compound annual **growth rate of approximately 11.27%** over the forecast period of 2020-2025. Business leaders are beginning to understand they do not need internal IT expertise to run a successful business.

With technology constantly evolving it is hard to employ an internal IT specialist just to keep up with these changes. As more businesses are outsourcing their IT needs, MSPs are more crucial than ever to ensure business operations are

more cost-effective and efficient. An MSP provider will continually monitor and maintain the operations, ensuring all regulations are met, helping to improve the productivity of employees and mitigate the risk of using new technologies. And with cyber-attacks increasing daily, MSPs have been growing from purely technical support for firms to being a technical consultant, and this will only continue to grow.

Sources: <https://www.mordorintelligence.com/industry-reports/global-managed-services-market-industry>

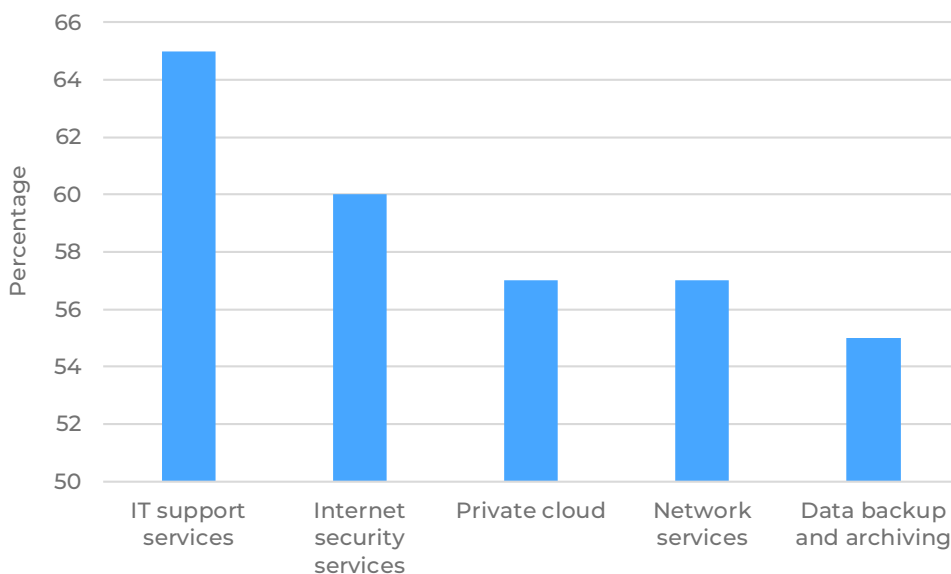


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CUSTOMERS ARE INCREASINGLY LOOKING FOR CAPEX SOLUTIONS

Another key value MSPs can offer their customers is the ability to reduce capital expenditure (CapEx) spending, paying monthly as the MSP takes on the responsibility for the service. This allows customers to make investments elsewhere as there is a flexible approach to their internet and WLAN services, reducing their operating costs and protecting their bottom line.

The share of UK firms running managed IT technology services in the United Kingdom



65% use
outsourced
IT support
services &
60%
outsource
their internet
security
services.

Source: United Kingdom; IDG Research Services; 2015; 203 respondents; IT decision makers

Over the last few years, businesses have been altering their strategies to get the maximum benefit from MSPs. Firms are more focused on reducing costs by cutting down on the number of suppliers they have, resulting in a demand for bundled services.

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SO, WHAT IS AN MSP?

An MSP is a Managed Service Provider. Enterprise managed services are IT services offered by a third party that “manage” a business’ IT requirements, often including monitoring and maintenance designed to prevent unexpected interruptions in system availability. In the wireless space, such as enterprise Wi-Fi, managed services are a great opportunity for today’s Internet service providers (ISPs), Value Added Resellers (VARs) and System Integrators (SIs) to step in and fulfil diverse and profitable needs.

88% of surveyed resellers and MSPs achieved a return on their investment with Cambium in 12-18 months*

MSPs are well positioned to supplement the growing number of unmanaged IT divisions, stepping into to manage WLAN services and other IT services. Many MSPs now not only quote for network installations but also manage them daily, increasing their revenue. Successful MSPs support the obvious needs of the unmanaged IT sector, but will also consider the less obvious needs including:

- A Feeling of loss of network control
- Concerns on data privacy and access
- Visibility of critical network performance statistics
- Pro-active notification when failure is detected

*Source: TechVaildate survey of 299 users of Cambium Networks,
<https://www.techvalidate.com/product-research/cambium-networks/facts/78D-5CA-6EF>

Benefits for you & your customers.



Cambium Networks™

How to Maximise your Profit with Cambium Networks

WHAT BENEFITS EXIST FOR YOUR CUSTOMERS?

Customers want to switch to managed services to spread costs more effectively. Not only that, but they also benefit from the convenience of having everything managed. MSP's allow users to outsource their various network and application needs with complete support rather than offering hardware alone. The applications are hosted and managed solely by the MSP, mitigating risk for the customer while optimising their operations.

- INCREASE YOUR RECURRING INCOME AND OVERALL REVENUE •
- MAXIMISE THE VALUE FROM EXISTING CUSTOMER RELATIONSHIPS •
- INCREASE YOUR OFFERING TO NEW AND EXISTING CUSTOMERS •
- IMPROVE THE OVERALL RETURN ON YOUR INITIAL INVESTMENT •

WHAT BENEFITS EXIST FOR YOU?

Becoming an MSP opens up the opportunity to offer high value, higher-margin services that naturally complement the services offered by VARs. This makes it possible to generate new sources of recurring income and increase the overall value delivered to both new and existing customers.

Despite the expansive range of services offered by MSPs, cost efficiencies can still be realised by delivering these services using remote monitoring and management. This allows you, the MSP to establish strong relationships and therefore a stronger chance of winning technology refreshes and upgrades. An MSP model offers more stability to resellers because the monthly recurring income ensures guaranteed fixed revenue streams, reducing the uncertainty associated with reactive or project-based work. Budgeting is easier, which in turn makes planning for the future easier. Despite the perceived challenges of entering into the MSP space, there is a significant business case and large opportunities within this growing marketplace.





How to Maximise your Profit with Cambium Networks

ARE YOU A RESELLER OR VAR?

The IT industry is changing rapidly. Competition on pricing is intense while profit margins have become tighter. This means more Resellers and VARs have begun to diversify their offering to generate new revenue.

96% of surveyed resellers and MSPs are likely to recommend Cambium Networks*

How do you enter this space?

- Establish your pitch - Begin with customers you do a lot of business with and pitch the idea of managed services to them.
- Begin by focussing on one vertical - service this vertical to its full potential.
- Don't expect to make the transition overnight. Start small and scale-up. Many will slowly move from only offering one-off VAR services to monthly recurring engagements with customers.
- Establish the pricing model. Per-user, per-device, a fixed-price model, or a hybrid?

Why have one-time engagements when you can benefit from monthly recurring income by providing ongoing managed services?

By choosing the right technology partner with a superior but low-cost offering and the right support, the barriers to entry are much lower than you might think.

*Source: TechValidate survey of 337 users of Cambium Networks,
<https://www.techvalidate.com/product-research/cambium-networks/facts/D5C-16D-9BD>

What value can you add?



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How to Maximise your Profit with Cambium Networks

POPULAR MSP SERVICES: WHAT VALUE CAN YOU OFFER?

Pre-installation Services:



Site Surveys to plan the Wi-Fi network in accordance with the topology of the building, while meeting the throughput and capacity requirements of the business.



Technology selection recommendations regarding type and capacity of Wi-Fi access points, security considerations and Wi-Fi options.

Installation Services:



Service to install the equipment securely and correctly according to the plan of action

Monitoring, Management & Technology Transition Services:



Planning the implementation of the next generation of IT technology.



Remote monitoring.



Pro-active notification, and scheduled maintenance services.

Meet the products, Cambium solutions.



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How to Maximise your Profit with Cambium Networks

cnPilot™ Cloud-Managed Wi-Fi Solutions

WI-FI SOLUTIONS THAT PERFORM & DELIVER A SOLID ROI

Cambium's cnPilot combines high-capacity performance and affordability in one; affordable indoor & outdoor access points, switching and management with optional recurring license fees. Benefit from enterprise-grade Wi-Fi (including Wi-Fi 6 access points) at a competitive price-point, promoting a greater return on investment and a more margin-rich solution.

Designed for the rapid roll-out of large-scale Wi-Fi networks, cnPilot is successfully deployed in education, hospitality, public Wi-Fi spaces, small-medium businesses (SMBs), or across any space requiring reliable, affordable Wi-Fi.

ENTERPRISE COVERAGE | ENTERPRISE SWITCHING | MULTI-SITE CLOUD MANAGEMENT

Wireless Experts

Leading pedigree and wireless innovation since 1999.

Unmatched Availability

Proven reliability and availability, reducing maintenance costs and delivering a low total cost of ownership.

Powerful Management

Single pane of glass management for control and visibility of your entire Cambium Network.

Scalable Networks

Scale your networks from a handful of subscribers to thousands of connected residences and businesses.

TAKE THE RISK & COST OUT OF PROVIDING RELIABLE WI-FI:

- Affordable access point hardware
- Zero cost essential network management
- Zero essentials firmware cost, support & licenses



How to Maximise your Profit with Cambium Networks

ENTERPRISE COVERAGE | ENTERPRISE SWITCHING | MULTI-SITE CLOUD MANAGEMENT

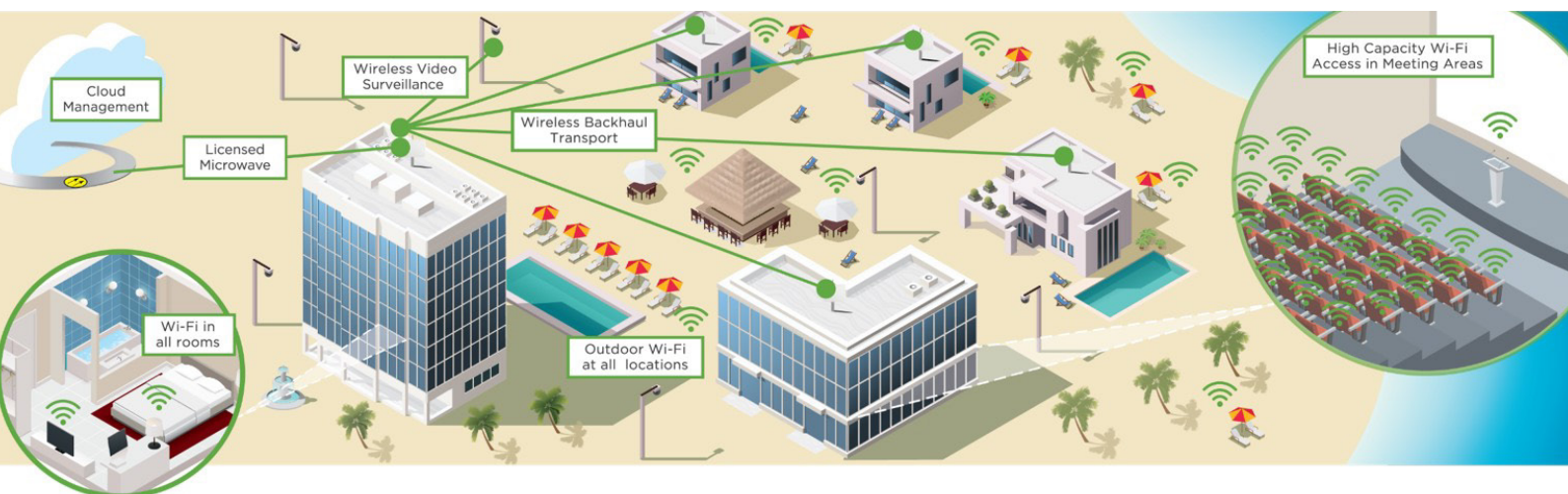
With cnPilot solutions, network operators have more hardware options, a choice in architecture and more control over recurring costs. Cambium Networks has a comprehensive solution for the edge/access layer of your deployment.

- Multi-site cloud controller with zero-touch provision for ethernet switch + Wi-Fi
- Enterprise grade layer 2 & layer 3 switching and enterprise Wi-Fi
- Policy based automation for edge device configuration
- (Limited) Lifetime warranty & enterprise class support
- Attractive TCO with zero-cost essential management

cnPilot Wi-Fi technologies are powered by cnMaestro cloud-managed controller, tailor-made for MSPs.

WHAT IS cnMAESTRO?

cnMaestro is a platform that gives network managers full visibility across the entire network. It has a full set of management features, for Point-to-Point (PtP) backhaul links, Point-to-Multipoint (PtMP) distribution and Wi-Fi access networks. It allows network managers to monitor, manage and control everything under a single pane of glass. Customers can choose to use cnMaestro either as a cloud solution or they can host it themselves on-premise.



cnMaestro provides insights at every level of the network, allowing network managers to pro-actively troubleshoot issues and provide informed advice. Reduce the cost and time associated with call-outs, by managing the networks remotely.



How to Maximise your Profit with Cambium Networks

PROVISIONING, REPORTING & SERVICES INCLUDING GUEST PORTAL, PAYMENT INTEGRATION, NETWORK & RF OPTIMISED, HIGH CAPACITY BY DESIGN



MONITOR

Single pane of glass to view the entire network. You can view hundreds of customers using one dashboard



OPERATE

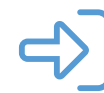
Google and floor maps offer visibility of the entire network with one-click functionality

cnPilot™ enterprise features make it easy to deploy large networks without a large IT department



SCALE

You can start small and scale your network. Begin with a handful of access points and build to up to 10,000.



MANAGE

Each device features dedicated dashboards with centralised upgrade and device configuration work-flows

CHOICE OF ARCHITECTURE - POWERFUL, FLEXIBLE MANAGEMENT OPTIONS THAT MANAGE THE ENTIRE NETWORK FROM A SINGLE PANE OF GLASS



ZERO-TOUCH PROVISIONING

Preconfigure supported devices so they will be automatically on-boarded when provided with network connectivity



COMPATIBILITY

cnMaestro works seamlessly with any Cambium Networks product, allowing for simple management of networks.

How to get started Partner Program.



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How to Maximise your Profit with Cambium Networks

Cambium Networks ConnectedPartner Program

SIMPLICITY, SCALE, & SIGNIFICANTLY LOWER TCO

WHY JOIN THE CONNECTEDPARTNER PROGRAM?

A partner program that just works. Frictionless access to competitive pricing. With Cambium, you have access to enterprise-grade solutions at a very economical price, resulting in better margin opportunities. The Cambium total cost of ownership is best in class, giving Cambium partners a distinct competitive advantage.

SALES & MARKETING TOOLS TO GROW YOUR BUSINESS

With the ConnectedPartner program, you'll have access to Cambium's award-winning partner portal with tools and resources to help grow your business:

- Content including brochures, case studies, solution papers, videos & more
- Co-branding tools for marketing your brand with Cambium
- MDF program to help offset marketing costs
- Case study collaboration tool
- Compelling promotions to entice customers
- Discounted NFR equipment to help drive sales

Becoming a ConnectedPartner is easy with no minimum sales threshold. Simply sign up to access all of the program's benefits.

DEPLOYMENT EFFICIENCY

Cambium offers its partners a myriad of knowledge resources, sales resources & partner support.

- Free virtual certification training and exams
- Weekly partner exclusive webinars & communications
- A steady stream of sales tools
- Free outdoor & Wi-Fi planning tools
- Product downloads/software releases
- Partner Exclusive Social Media Group Membership



Purdicom Support.



Cambium Networks[™]



How to Maximise your Profit with Cambium Networks

PURDICOM VALUE ADD: A SMALL EXAMPLE OF PURDICOM OFFERING

Purdicom has everything you need to win more business. From pre-sales technical support to commissioning, we can help you provide a complete solution that you can take directly to your customers and end-users. Our value-add and professional services are designed to support you through the entire sales cycle.

Technical Demonstrations & Pre-Sales Support

We offer free, pre-sales visits to carry out technical demonstrations.

Wi-Fi Heat Mapping

To give you an idea of how many kits your customer will need, we offer free heat mapping for your network design & provide you with a report.

Site Planning

After you've had your heat map, our Technical Team can come to your customers site and offer a free, pre-sales, site plan to inform you of what kit is required and where it is best deployed.

Pre-Staging

To save you time when on-site, our Technical Team will pre-stage all your equipment, APs & hardware.

Access Point Labelling

A customised label for each access point, removing any single-use plastic, document all MAC addresses & serial numbers ready for the APs to be deployed in their final location.

Commissioning

Our engineers offer installation & configuration services with a full statement of works document prior to installation, providing full testing documentation & implementation report.

Logistics

Warehousing, flexible shipments to end-user, direct to you or staggered. Bespoke or white-labelling.

Flexible Terms

We're able to offer flexible finance packages that will ensure you can always find the best plan for your business.

Technical Support & Training

Ongoing support and certified training from our Cambium Master solutions & network engineers.

Technical Account Management

Our Account Managers' technical knowledge means you can rest assured you'll be quoted for kit that is suitable for your network

Conclusion

The wrap up.



How to Maximise your Profit with Cambium Networks

CONCLUSION

The MSP market is growing. Customers want more and more, to spread the cost of their investment in IT and at the same time, reduce their commitment to the full-time management of their networks. As network demand and complexity grows with the rapid evolution of technology and the number of connected devices, the volume of businesses looking for a managed service is only set to increase.

Resellers and VARs need a technology partner that will not only provide a superior product portfolio but will offer a low barrier to entry when beginning to offer more managed services to their customers. This includes the right support and easy-to-access products, available at a palatable price point.

For existing MSPs, having an additional set of (incredibly competitive) products in their portfolio means that they never need to walk away from business again – there is a solution for even the most price-sensitive of customers, without having to compromise on technology or support.

Couple this with the cnMaestro management platform which you can start using with zero on-boarding or licence fees, or upgrade for additional pro-features. Service providers also have an opportunity to monetise their services and enjoy richer margins with a lower TOC - all at scale.

Purdicom has been partnered with Cambium for over a decade and provides a complete end-to-end service, supporting its partners throughout the whole sales and relationship cycle with value-add and professional services. Cambium's ConnectedPartner Program is easy to join, with no minimum sales threshold and a whole host of benefits to help grow your business.

For service providers,
if ever the time was
right to explore new
vendors... It's now.



*Get in touch today and claim your
free AP to get started.**

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ABOUT PURDICOM - WHO ARE WE?

We're a friendly bunch, or so we're told, not only renowned for our knowledge of wireless tech but also our love of football, fast cars and (arguably) awesome sense of humour. Those are just a few reasons our resellers love visiting the office and our staff actually look forward to coming to work in the morning!

Above all else though, what we really love to do is get to know you and your business goals. We want to know what products you sell, what services you provide, what challenges you face and ultimately, what's your vision? Where do you want to be this time next year?

We genuinely believe we have the best range of Wi-Fi, connectivity and security products on the market – products we test and use ourselves every day in the office. Our team have very high standards and work with only the best vendors and brands. If a product is not good enough for us, it's not good enough for our customers.

Our in-depth technical knowledge, alongside our suite of cutting-edge technologies and services, provides you with an opportunity to break out of the traditional vendor silos and work with a team that can provide everything you need to skyrocket your business all from one source.

We would love to hear from you. Call us today on +44 (0) 1488 647 647

Visit: https://landing.purdi.com/Promotion/cambium_free_ap.html



TO FIND OUT MORE ABOUT US

Visit our website: www.purdi.com

Call us on: +44 (0) 1488 647 647

Email: cambium@purdi.com

*FREE CAMBIUM ACCESS POINT OFFER

Offer open to any new partners signing up to the ConnectedPartner program - until stocks last.

Terms & conditions apply.