Contact Purdicom
+44 (0) 333 1212 100 | marketing@purdi.com

RUCKUS MDF

The RUCKUS Marketing Development Fund (MDF) Program, as part of the CommScope PartnerPRO Network, provides a mechanism for eligible Solution Providers and Distributors to access funding to support activities that help drive sales of RUCKUS solutions.

This includes efforts to promote and create demand for RUCKUS solutions, as well as training and skills development for sales and technical professionals. Conformity to these Guidelines is a precondition to, and is assumed by, participation in the MDF Program. CommScope reserves the right to adjust or terminate the funding at any time at its sole discretion.

MDF Program Eligibility

RUCKUS Distributor and Elite Solution Providers worldwide are eligible to participate in the proposal-based MDF Program. CommScope reserves the right to withhold and/or deny reimbursement of MDF claims if a Partner's account is not in good standing or if Partner is not in compliance with any part of its partner agreement.

Purdicom

Purdicom can help with submitting your claim. Your reimbursement will be realised via credit to your Purdicom account.

Funding

RUCKUS will provide up to 50% towards your activity.

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RUCKUS MDF - What You Need to Submit

The process requires written submission and you will be asked for the following information:

Activity Name	Activity Type	Activity Category	Solution	Total Activity budget $ (USD)	Budget requested from Ruckus $ (USD)	ROI	Comments

- Activity Name - The name of your campaign
- Activity Type - These are the tactics of the campaign and what the funding will cover: *Hardware and software, Education Courses and Exams, Trade shows, Seminars and Events, Demand Generation, Promotional Items, Sales Programs and Promotions, Collateral.* It is worth checking the Proof of Performance (POP) criteria upfront. This will determine what you will be asked to supply to RUCKUS as proof of the activity took place on order to make your claim. Details of this can be found on page four.
- Activity Category - This is the aim of your campaign - *Awareness, Enablement, Lead Generation*
- Solution - This is the product set you will be focusing on - *Wired, Wireless*
- Total Activity Budget $ (USD) - This is how much the entire campaign will cost (you will be asked to submit invoices pertaining to the campaign for the full budget - RUCKUS will fund up to 50% of this total overall spend). (Please submit in USD)
- Budget Requested from RUCKUS $ (USD) - Requests for up to 50% of the overall cost of the campaign will be considered. (Please submit in USD)
- ROI - Please provide the forecast return on investment.
- Comments - this is a good opportunity to provide some detail around your campaign so use this to let RUCKUS know that the plans are well designed.
- Date of Activity - please specify when the activity will run from and to. We typically work to calendar quarters but if your activity is scheduled to end before the end of the quarter and you want to submit your claim prior to this, it helps us to know this when adding the request. We will then be notified when the request is ready to be created into a claim.

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Administrative Process

1. Submissions are made calendar quarterly. Submit your plans to Purdicom via ruckus@purdi.com no later than the third week of the final month of the quarter. For example, to make a submission for Q2 2021, we would want your submission w/c 15th March.

2. The submission is made, by Purdicom, to RUCKUS and approval usually takes up to two- three weeks, at which point, Purdicom will notify you whether or not your request has been successful. This is based on overall budget available and is decided upon by RUCKUS not Purdicom.

3. Once your plans are approved, you are able to start your campaign and make sure you gather everything you need for the claim audit as you go. This might include pictures of events and/or screen shots of social promotion for example.

4. Purdicom will notify you when the claim is ready to be made, but this will typically co-inside with the quarter end. Please specify if the activity will be complete before the end of the quarter and you wish to make your claim before the quarter end.

5. We will ask you for the proof of performance (POP) required for your claim such as invoices, artwork/content, images of an event and your performance report. Purdicom will administrate the claim on your behalf ready to be audited.

6. Claims are approved for payment and Purdicom will add the credit to your account.

7. There is an opportunity to supply updated results after 90 days of the claim. This is to demonstrate the performance of the campaign, taking into account the sales cycle. When submitting the claim in the first instance it is likely that the performance report includes pipeline opportunities generated but that closed business takes a few more months. Hence this provides you with an opportunity to close the gap and follow up.

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RUCKUS MDF Qualifying Activities & POP

Reimbursable expenses that do not fall within these guidelines will be evaluated on a case-by-case basis.
This section covers the following generally accepted activities:

- Hardware and Software Acquisition
- Education
- Trade shows, Seminars, and Events
- Demand Generation
- Promotional Items
- Sales Programs and Promotions
- Collateral
- Travel

Activity	Required supporting documentation (POP)	Required return-on-investment (ROI POP)	Note	Specific requirements
Hardware and Software	· Invoice/Purchase Order (PO) pertaining to Ruckus products and support	· # of demos each month	Ruckus valid part numbers must be shown on documentation. If Ruckus demo equipment program was used to order products: Direct partners— PO to Ruckus Indirect partners— distributor invoice or PO to distributor	No resale for at least six (6) months. Resale of stand-alone demo software is strictly prohibited
Education Courses and Exams	· Invoices/receipts or certificate of completion pertaining to Ruckus course or exam fees	# of certifications completed	Proof/confirmation that the attendee (first and last name) took the course or exam Training units or test vouchers can't be claimed until after course or exam have been taken	

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Activity	Required supporting documentation (POP)	Required return-on-investment (ROI POP)	Note	Specific requirements
Tradeshows, Seminars and Events	· Invoices/receipts pertaining to event · Proof of Ruckus content – Photo showing Ruckus representation – Event invitation showing date(s) – Event agenda	· # and list of attendees · # of qualified leads · SFDC campaign code		25% of the campaign must be devoted to Ruckus
Demand Generation	· Invoices/receipts pertaining to activity · Proof of Ruckus content · Results report	· # and list of meetings · # of qualified leads · SFDC campaign code		25% of the campaign must be devoted to Ruckus
Promotional Items	· Invoices/receipts pertaining to activity · Photo of the marketing piece indicating Ruckus Logo	· # of items produced · # of items distributed		25% of the promotional items must be devoted to Ruckus
Sales Programs and Promotions	· Invoices/receipts pertaining to activity · Proof of Ruckus program and promotion · Program/promotion flyer or email announcement · Results report	· # of participants · # of responders · Program ROI		
Collateral	· Invoices/receipts pertaining to activity · Proof of Ruckus content · Copy of the marketing piece with Ruckus Logo	· Print: # printed · Online: # click through or views		
Travel	· Invoices/receipts pertaining to travel to Ruckus-approved activity	· # of certifications completed · # of meetings · $ revenue closed	Economy airfare and lodging only for limited events and trainings	