

2026 RUCKUS® BIG DOGS Partner Program Update

New tier requirements, 2026 Partner Rewards, new SPIFFs, and the launch of the Ascend Partner Training Program — everything you need to know.

Building Stronger Partners for a Stronger Future

At RUCKUS®, we believe our partners are our greatest competitive advantage. As customer expectations continue to evolve, partners are being asked to provide deeper expertise, deliver more complete solutions, and confidently guide customers through increasingly complex networking, cloud, AI, and infrastructure decisions.

To help our partner community continue to grow and differentiate, we are announcing several important updates to the RUCKUS Big Dogs Partner Program beginning July 1, 2026.

These updates are designed to:

- Increase partner profitability and growth opportunities
- Strengthen technical and sales capabilities across partner organizations
- Create clearer paths to specialization and differentiation
- Reward partners who invest in building RUCKUS expertise
- Enable customers to receive the highest level of solution design, deployment, and support

What's Changing

The 2026 Big Dogs Partner Program update includes four key enhancements:

1. New Tier-Level Requirements

We are updating partner tier requirements to better align with the skills and capabilities customers expect from today's networking partners.

The Certified Acceleration Program and associated credit-based model will be retired and replaced with role-based training and certification requirements aligned to sales, pre-sales engineering, implementation, and support functions. This new model creates a more predictable and scalable path to partner competency while enabling customers to confidently engage RUCKUS partners throughout the entire customer lifecycle.

REGISTERED	CERTIFIED	ELITE	LIFECYCLE ELITE
✓ Sales Training	✓ Sales Training ✓ Pre-Sales SE Training ✓ RUCKUS One & AI Professional ✓ Accredited Wi-Fi Designer (RAWD) ✓ ICX® Implementer (RICXI)	✓ Sales Training x2 ✓ Pre-Sales SE Training x2 ✓ RUCKUS One & AI Professional (x1 x2 Large) ✓ Wi-Fi Associate x1 (RCWA or CWNA) ✓ Network Implementer x1 (RCNI)	✓ Sales Training x2 ✓ Pre-Sales SE Training x2 ✓ RUCKUS One & AI Professional x2 ✓ Wi-Fi Associate (RCWA oCWNA) x2 ✓ Network Implementer x2 (RCNI) ✓ Accredited Support Professional x2 (RASP)

Timeline & Transition

The 2026 Big Dogs Partner Program update includes four key enhancements:

Launch Date

July 1, 2026

Compliance Window

Partners will have six months from launch, or until their next scheduled program renewal date (whichever is later), to meet the updated requirements.

The Certified Acceleration Program will remain available at limited availability during June to support transition planning.

2. New Partner Demo Program

Beginning July 1, 2026, all newly enrolled partners will be strongly encouraged to purchase a RUCKUS Not-for-Resale (NFR) Demo Kit.

The Demo Kit includes:

- Two RUCKUS Access Points
- One ICX® Switch
- RUCKUS One® Licenses

Why are we doing this?

Because the most successful partners learn, demonstrate, and sell from hands-on experience. Having live equipment available enables:

- Better sales demonstrations
- Stronger customer proof-of-concepts
- Hands-on technical training
- Practical experience through Ascend lab exercises

Deeply discounted NFR pricing will also be available to existing partners who wish to expand their demonstration or lab environments.

Contact your RUCKUS Account Manager for ordering details.

3. Expanded Partner Rewards & SPIFF Opportunities

We continue to invest directly in the partners driving RUCKUS growth.

2026 Partner Rewards Program

The Partner Rewards Program remains active in 2026 and continues to reward trained partner sellers and engineers for influencing, positioning, and closing RUCKUS opportunities.

SPIFF Opportunities That Drive Revenue

Partners can earn rewards across multiple activities, including:

- Qualified New Logo Meetings
- Proof of Concepts
- New Customer Wins
- Competitive Replacements
- Customer Refresh Opportunities
- Cross-Sell and Expansion Opportunities

Examples include:

- \$100 Qualified New Logo Meeting Reward
- \$500 Proof of Concept Reward
- Product-specific SPIFFs across ICX Switching, RUCKUS Wi-Fi, and RUCKUS One®

There is no cap on earnings.

Rewards are intentionally tied to both training achievement and revenue outcomes providing partners who invest in building expertise with the most benefit. Visit www.ruckusrewards.com for complete program details and terms.

4. Introducing the New RUCKUS Ascend Partner Training Program

To support these new requirements and help partners accelerate growth, we are launching the RUCKUS Ascend Partner Training Program.

The RUCKUS Ascend Partner Training Program replaces the legacy RUCKUS Technical Family curriculum and serves as the new learning foundation for partner sales, technical, implementation, and support readiness.

This new program is designed to help partners build practical skills, validate competency, and stay current as technologies and customer requirements evolve.

RUCKUS Ascend Partner Training Program Includes:

SE Ready Program

- Always-on virtual labs
- Competency assessments
- Networking and architecture fundamentals
- Portfolio and solution design
- Discovery and qualification skills
- Applied implementation guidance
- AI and industry technology trends

Continued Readiness

- On-demand learning library
- Live enablement sessions
- Competitive positioning updates
- AI, automation, cloud, and hybrid infrastructure topics
- Semi-annual content refreshes

Sales & Practice Enablement

- Go-to-market strategies
- Vertical market insights
- Sales plays and positioning
- Practice development guidance
- Growth and profitability resources

The RUCKUS Ascend Partner Training Program is designed to help partners not only meet program requirements, but also build stronger, more differentiated businesses.

Our Commitment to Partners

These updates represent a significant investment in the future of the Big Dogs Partner Program.

By combining enhanced rewards, stronger incentives, updated tier requirements, hands-on demo environments, and the new RUCKUS Ascend Partner Training Program, we are creating a program designed to help partners grow revenue, increase profitability, and deliver exceptional customer outcomes.

We look forward to continuing to invest in your success with RUCKUS.

Please contact your RUCKUS Account Manager with any questions.

www.ruckusnetworks.com

Visit our website or contact your local RUCKUS representative for more information.

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