



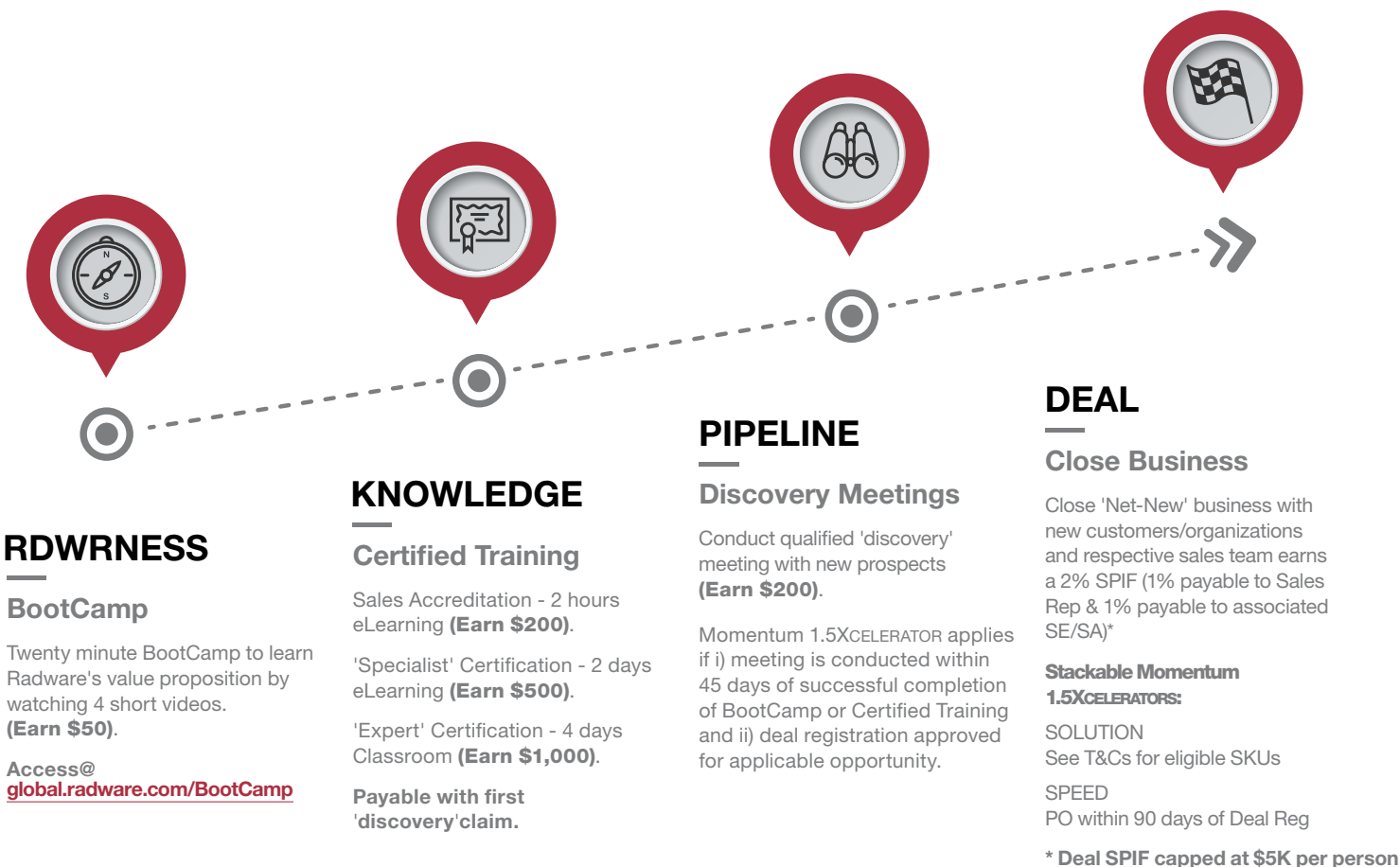
# MOMENTUM

## Radware's Channel Engagement Program

### ACQUIRE KNOWLEDGE, BUILD PIPELINE, ACCELERATE BUSINESS!

Radware's Channel Engagement Program enables North America partners to create a powerful sales platform for selling Radware solutions. In addition to guaranteed margins, with cash-rich SPIFs increasing in

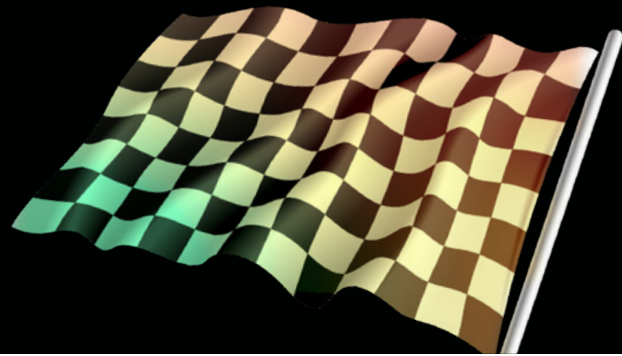
value starting with 'RDWRness' BootCamp, knowledge acquisition, pipeline creation rewards, and lucrative payouts for closed deal, you're in complete control of how much you earn from the program.





# MOMENTUM

## Radware's Channel Engagement Program



### START YOUR ENGINES...



#### KNOWLEDGE

All partner staff should acquire initial RDWRness by completing [BootCamp](#). To further sharpen your prospecting acuteness, Sales Accreditation positions you to spot high \$\$\$ opportunities related to Radware's unique and differentiated solution set. And for staff seeking to serve as technical authority, certifications are available on all platforms. All eLearning is offered free-of-charge.

#### PIPELINE

Using your RDWRness assembled through BootCamp and certified training, all partner staff, independent of role, should take the initiative to coordinate and participate in 'discovery' meetings. This strengthens your prospecting momentum to create even more opportunities!

#### CLOSE BUSINESS

Convert your Knowledge and Pipeline efforts into lucrative outcomes that yield cash-rich SPIFs. Take advantage of multiple 'Momentum 1.5XCELERATORS' to maximize your earnings. Remember, we're paying 1.5X on Deal SPIFs for specified solutions/services and opportunities that close fast!

### GAIN MOMENTUM TODAY!

1. Get started by enrolling at: <http://radwarerewards.com>
2. Successfully complete RDWRness BootCamp, Sales Accreditation and/or Technical Certification, conduct discovery meetings, and maximize financial reward by closing the deal.
3. Submit your claim(s) to [rewards@radware.com](mailto:rewards@radware.com). Make sure to include proof of completion (e.g. certificate #) for BootCamp and Certified Training, Discovery Meeting details, or deal summary.
4. [Request credentials](#) to access partner assets on Radware's Partner Portal.
5. With portal credentials, [register](#) each 'net new' opportunity to protect your interests and receive registered pricing.

Get more info from your Radware Channel Sales & Marketing team by sending an email to [AmericasChannel@radware.com](mailto:AmericasChannel@radware.com).