



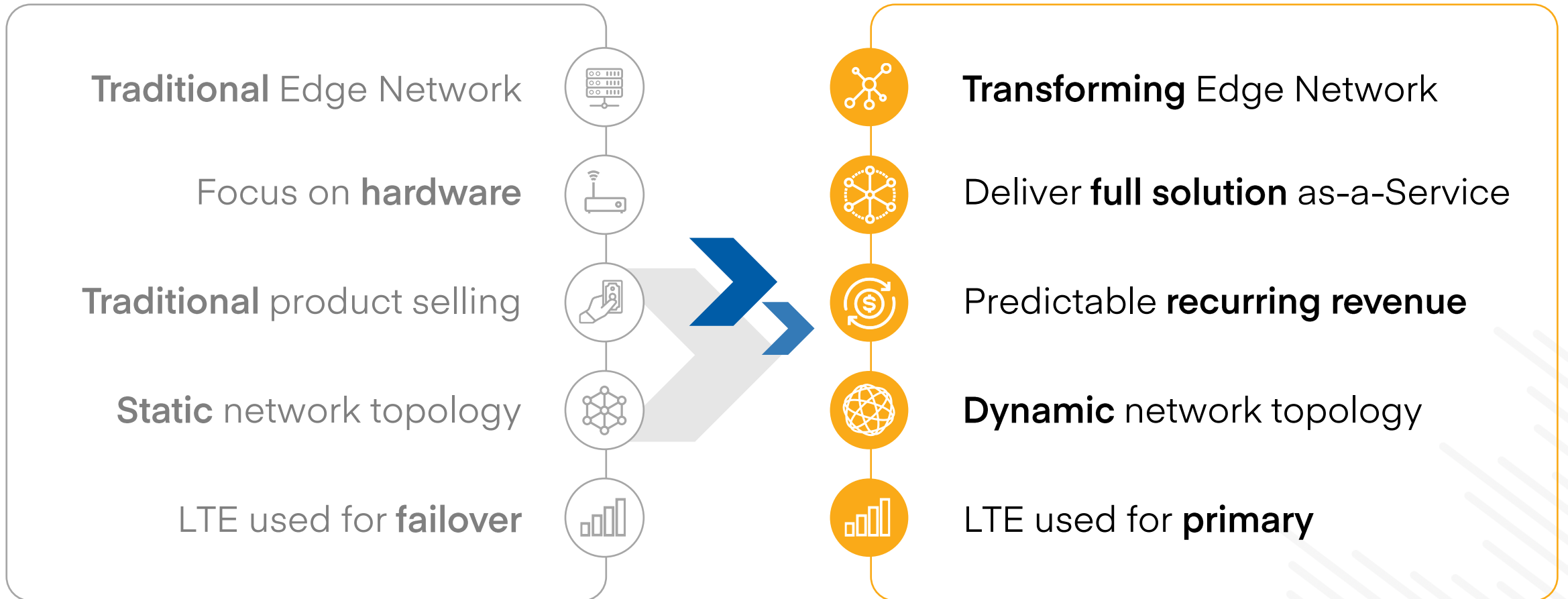
Partner with Cradlepoint

EXPAND REACH.
ACCELERATE REVENUE.

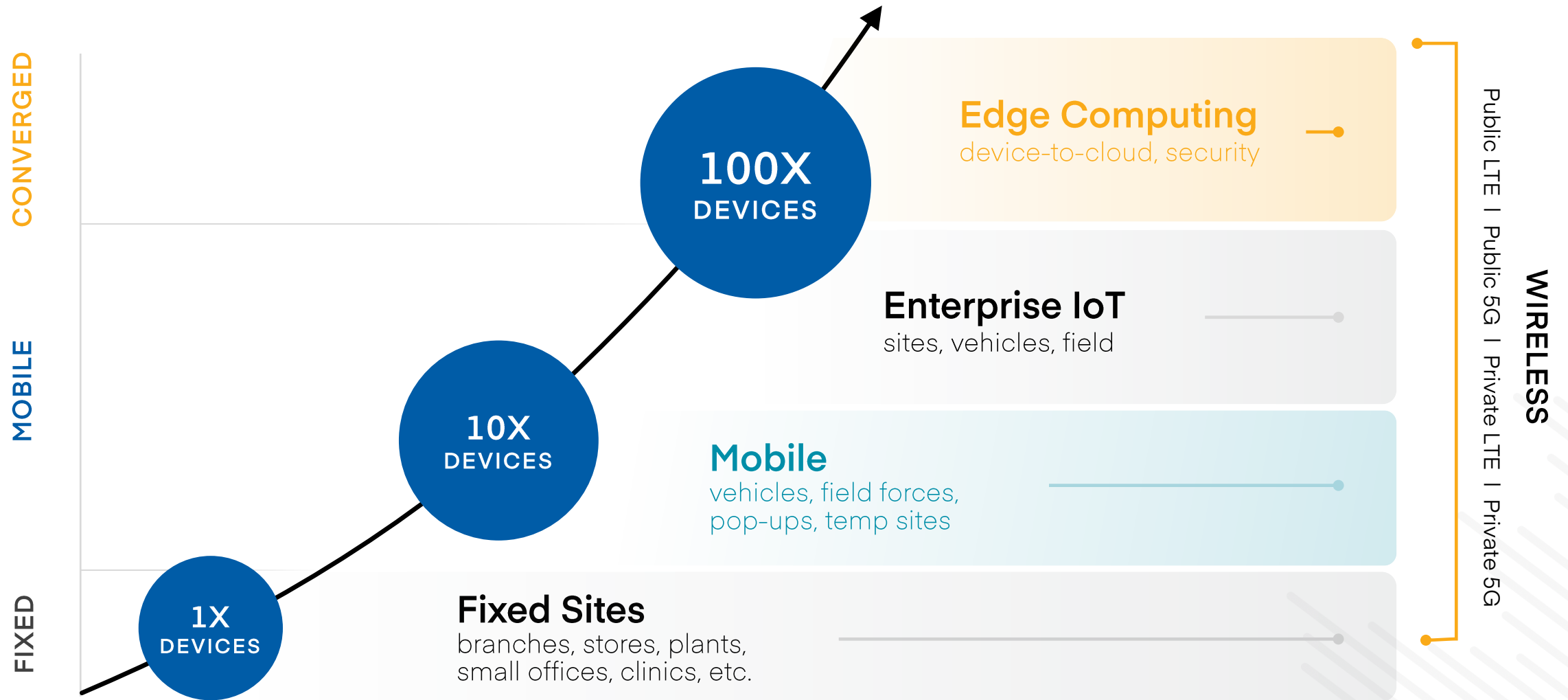
September 22,
2020



State of the Market: The Industry Is Changing



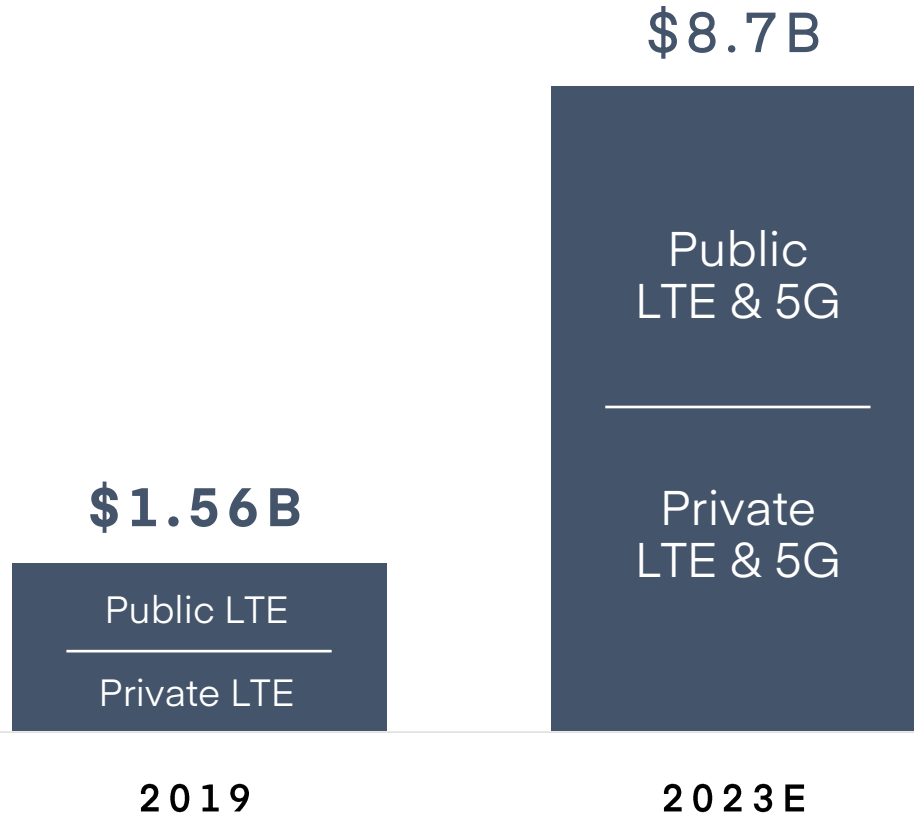
Moving Beyond the Branch & Beyond Wires



Large & Expanding Market Opportunity

Wireless WAN Edge Market: TAM

Branch, Mobile, IoT



Harbor
Research

EMA survey of global IT decision makers

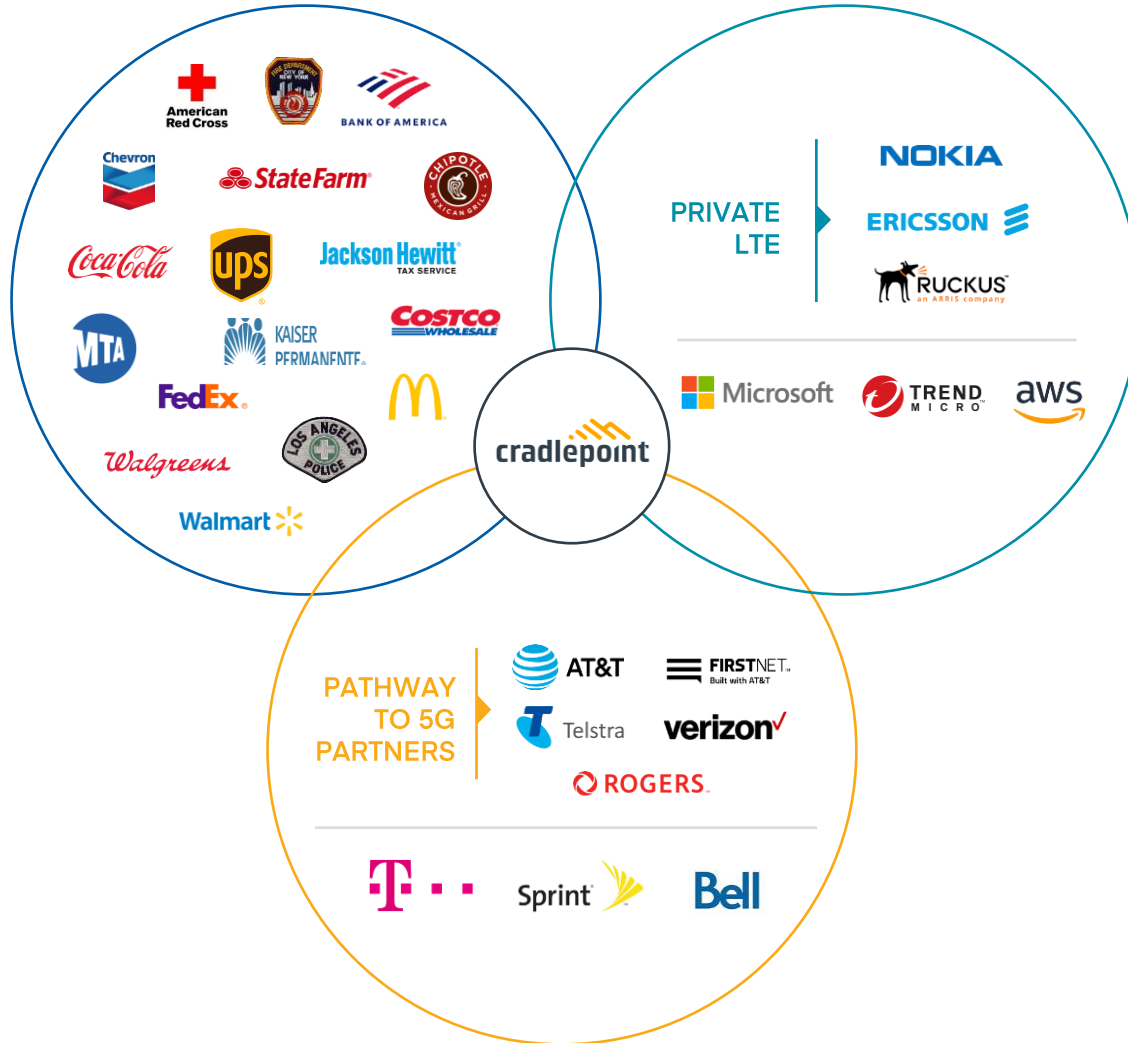
70%

Plan to use LTE for primary while 47% are considering 5G

64%

Orgs spending 25%+ on WAN see significant endpoint growth⁽¹⁾

The Market Has Already Spoken



Diverse Customer Base

75% of the world's top retailers

Customers in **100%** of the largest U.S. cities and **50+** countries worldwide

20,000 branch, mobile & IoT customers with **1,000,000+** active subscriptions

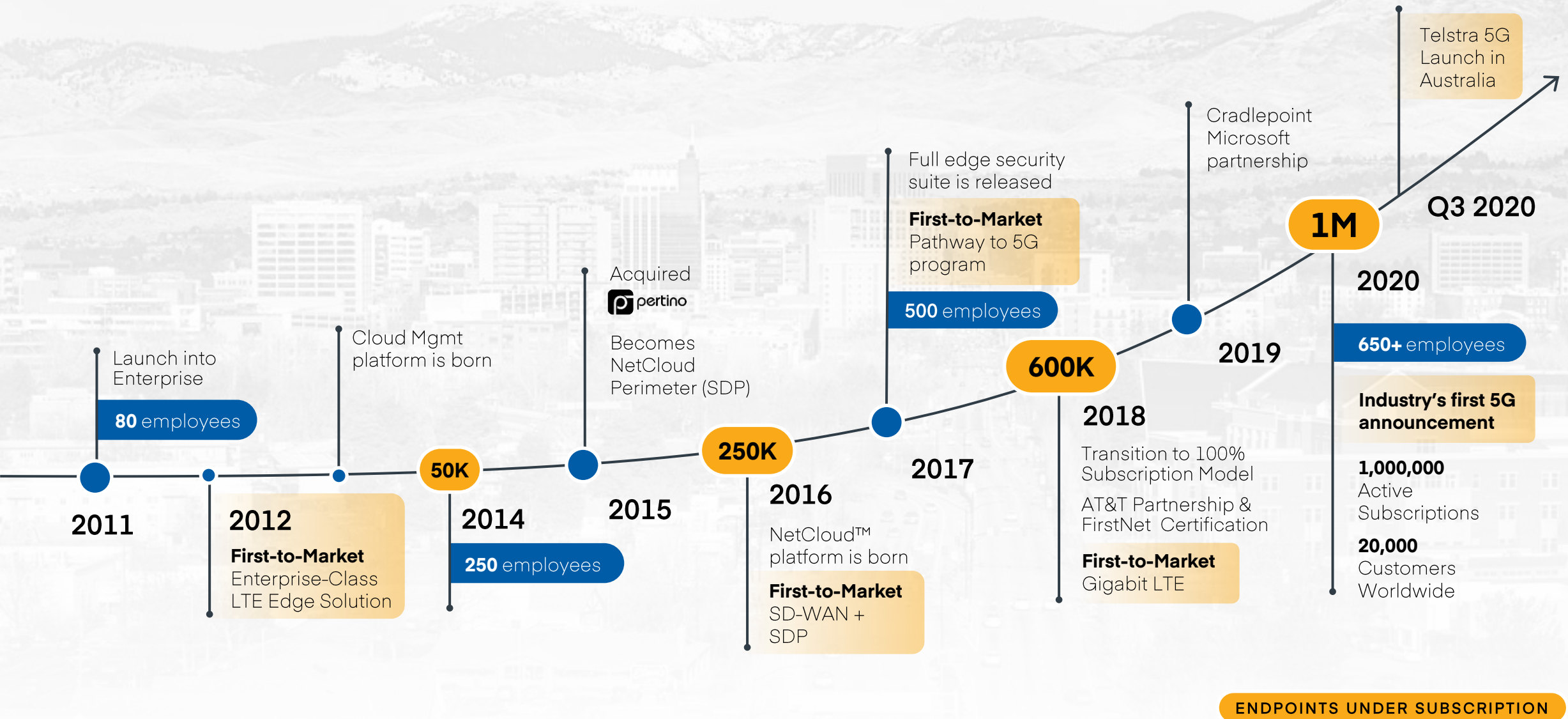
40% of Fortune 500

50% of Fortune 100

Network Operator Partnerships

Industry Partnerships

History of Growth & Market Firsts





Leading provider of subscription-based Wireless WAN Edge solutions that combine cloud, software-defined networking, and **4G LTE & 5G** cellular technologies to connect people, places, and things everywhere.





Leading provider of subscription-based Wireless WAN Edge solutions that combine cloud, software-defined networking, and **4G LTE & 5G** cellular technologies to connect people, places, and things everywhere.

Each NetCloud Service Plan Includes:

SOLD AS 1, 3 & 5 YEAR SUBSCRIPTIONS



Cloud-Controlled
Router Endpoint



NetCloud Features
Tailored by Use Case



Subscription
Management



Customer Success
with 24x7 Support**



Limited
Warranty



Cradlepoint
University

Cradlepoint Partner Program

The background image for the Reseller section shows a dark blue space scene with a network of white lines connecting bright yellow star-like points, representing a global network.

RESELLER

Sells Cradlepoint solutions as well as additional services such as design, integration, and implementation

The background image for the Service Provider section features a dark, abstract scene with a globe, various icons (like a person, a gear, a laptop, and a smartphone) in circular frames, and glowing green and blue light effects.

SERVICE PROVIDER

Creates and delivers managed networking and cloud-based services with Cradlepoint as a key component in their offering

The background image for the Technology section depicts a futuristic cityscape at night with glowing blue lines and circular icons containing the text '5G', representing advanced network technology.

TECHNOLOGY

Expands the ecosystem, adding additional functionality to Cradlepoint solutions from antennas to applications

Cradlepoint Partner Program

The background image for the Reseller section shows a dark blue space scene with a network of white lines connecting bright points, resembling a global communication network or satellite constellation.

RESELLER

Sells Cradlepoint solutions as well as additional services such as design, integration, and implementation

The background image for the Service Provider section is a grayscale image of a person's head in profile, overlaid with various circular icons representing technology and communication, such as a smartphone, a laptop, and a person icon.

SERVICE PROVIDER

Creates and delivers managed networking and cloud-based services with Cradlepoint as a key component in their offering

The background image for the Technology section is a grayscale image of a city skyline at night, overlaid with circular icons containing the text '5G' and network-related symbols.

TECHNOLOGY

Expands the ecosystem, adding additional functionality to Cradlepoint solutions from antennas to applications

Cradlepoint Partner Program

The header image for the Reseller role features a dark, starry space background with a network of white lines connecting various points, resembling a constellation or a global network map.

RESELLER

Sells Cradlepoint solutions as well as additional services such as design, integration, and implementation

The header image for the Service Provider role shows a blue-toned background with a world map. Overlaid on the map are several circular icons containing symbols for a server, a smartphone, and a laptop, connected by faint lines.

SERVICE PROVIDER

Creates and delivers managed networking and cloud-based services with Cradlepoint as a key component in their offering

The header image for the Technology role depicts a city skyline at night, with a complex network of white lines and circular icons overlaid. Some of the icons contain the text '5G', representing advanced telecommunications technology.

TECHNOLOGY

Expands the ecosystem, adding additional functionality to Cradlepoint solutions from antennas to applications

Cradlepoint Partner Program

The background image for the Reseller section shows a dark, starry space with a network of white lines connecting various points, resembling a constellation or a global network map.

RESELLER

Sells Cradlepoint solutions as well as additional services such as design, integration, and implementation

The background image for the Service Provider section features a grayscale world map with several circular icons overlaid, including a smartphone, a laptop, and a person, suggesting global service and technology integration.

SERVICE PROVIDER

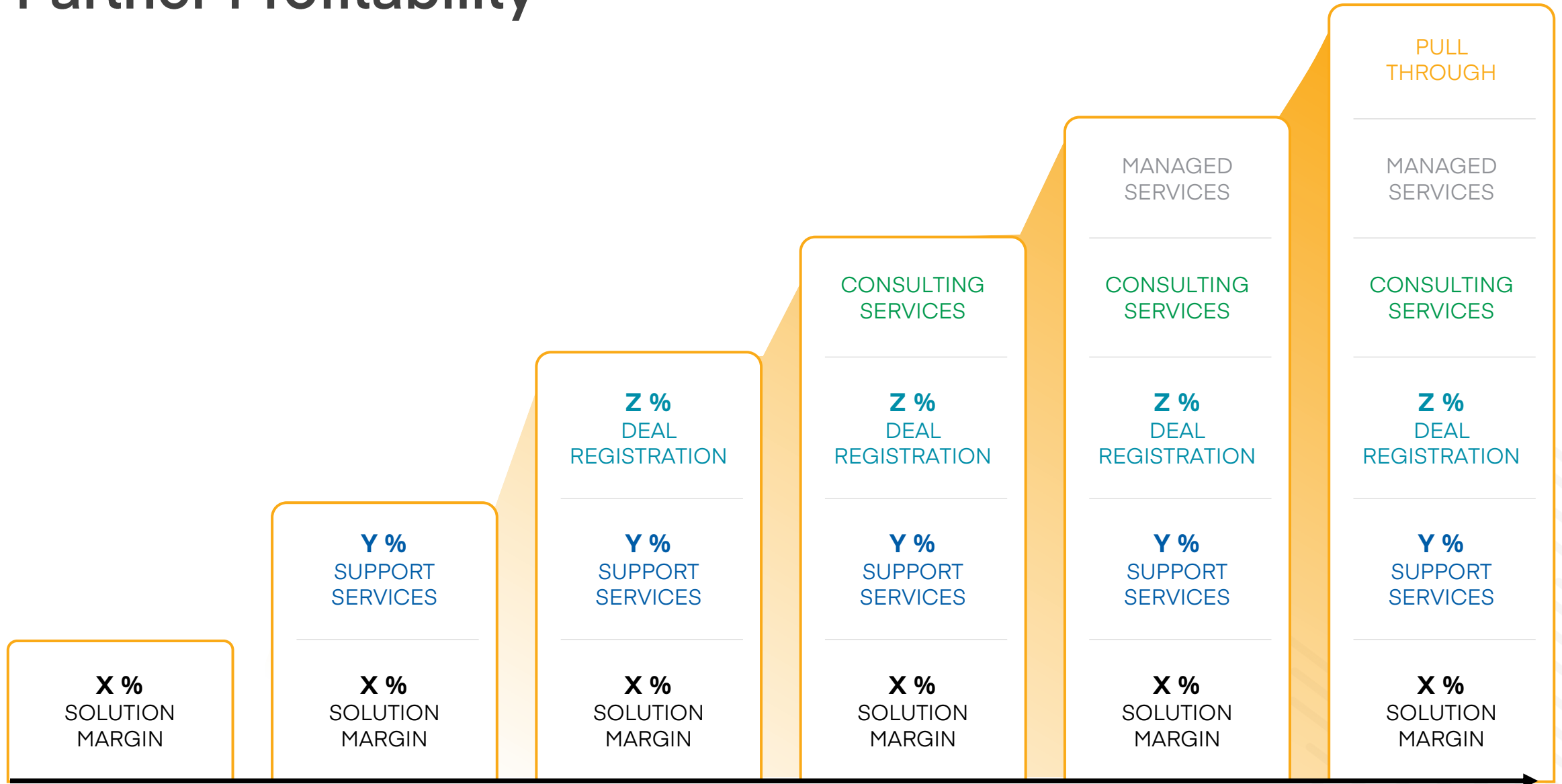
Creates and delivers managed networking and cloud-based services with Cradlepoint as a key component in their offering

The background image for the Technology section depicts a futuristic cityscape at night with glowing blue lines and nodes, representing advanced 5G network technology and digital infrastructure.

TECHNOLOGY

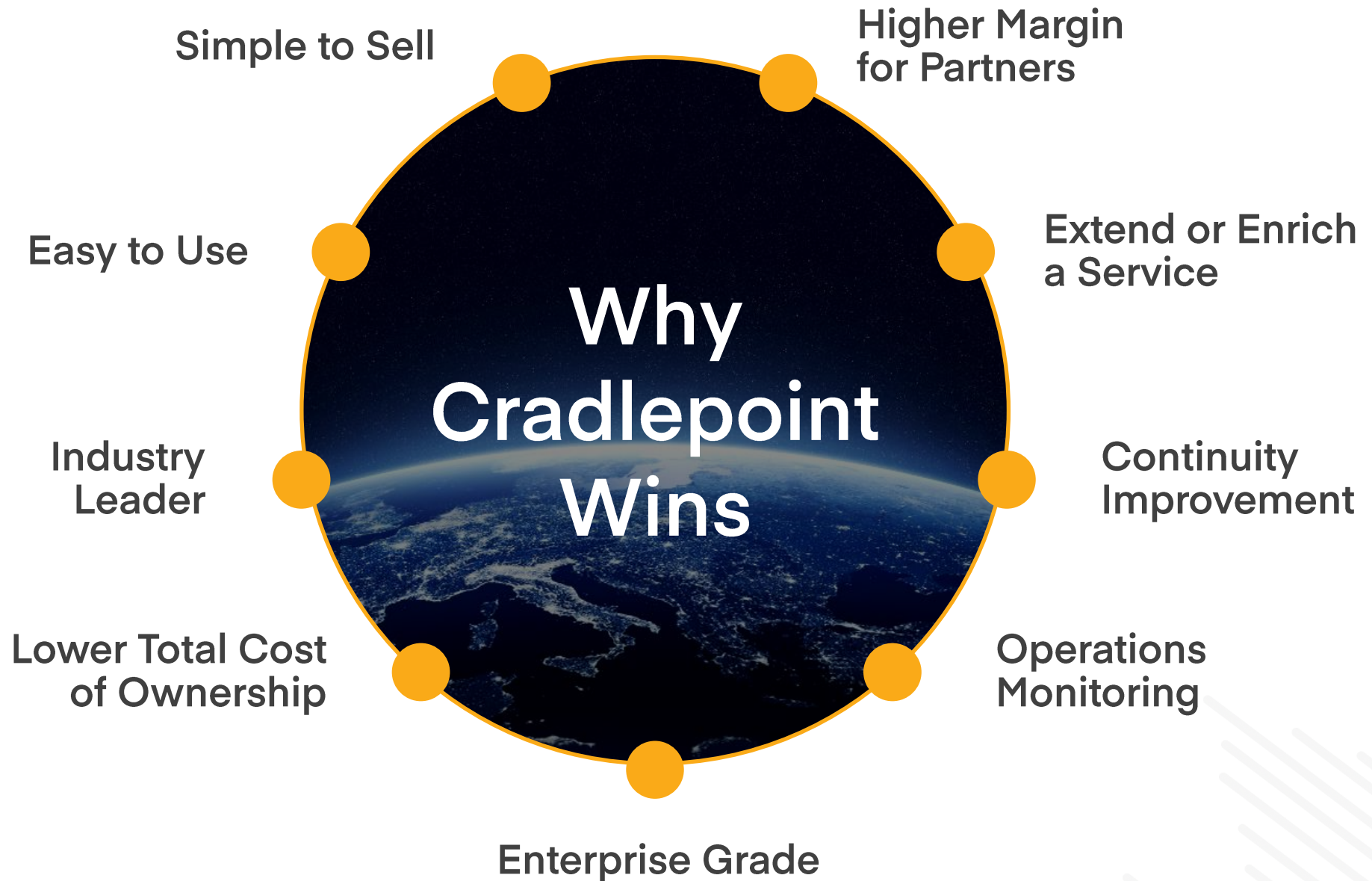
Expands the ecosystem, adding additional functionality to Cradlepoint solutions from antennas to applications.

Partner Profitability



Why Cradlepoint Wins





Partner with Cradlepoint

INVESTING IN PARTNERS & THEIR BUSINESS



State of the art technology & training

- Cradlepoint University certifications
- Industry's 1st 5G specialization
- Pathway to 5G consulting methodology / workshop



Responsive to partner needs & feedback

- Feedback surveys
- Feature requests
- Global Partner Summit
- Partner Advisory Council









Expansive reach

- 650+ Cradlepoint employees
- More than 20,000 customers worldwide

30 Days to Revenue

We've made it easy to partner with Cradlepoint with a step-by-step onboarding process, so you can start on the path to generate revenue immediately.

-  Submit partner application
-  Execute Partner Program Agreement
-  Meet with dedicated Area Partner Manager
-  Explore the Partner Community
-  Access training via Cradlepoint University
-  Close first deal



Ready to partner with a company disrupting the industry?

Join our Partner Program today



Thank You

