

Accelerate Your Growth with the NETGEAR® DRIVE Partner Success Program



At NETGEAR, **your success** comes **first** – we make partnering easy, **rewarding**, and **profitable**. The **NETGEAR DRIVE Partner Success Program** empowers you with greater rewards, enhanced certification opportunities, and powerful enablement tools to accelerate your business growth. Built to be additive to your business, every element is thoughtfully designed to drive value, increase profitability, and help you close deals faster with NETGEAR’s trusted, enterprise-grade solutions.

Becoming a NETGEAR Partner is additive to your business

NETGEAR DRIVE Partner Success Program recognizes and rewards your investment in NETGEAR expertise and your commitment to service excellence. Designed to meet you where you are in your business journey, each level provides a clear path for growth, tailored to your goals and business model.



Ideal for new and growing partners delivering NETGEAR solutions to their customers. Build self-sufficiency and gain immediate access to essential sales tools, deal registration, enablement resources, and training to accelerate your growth journey.



Designed for value-added resellers and AV system integrators specializing in design and implementation services. Unlock exclusive financial benefits including VIP incentives, MDF opportunities, and direct access to dedicated NETGEAR support.



Tailored for partners with managed service offerings. Stand out from the competition with access to discounted, partner-led support packages and enjoy the highest level of program benefits and savings.

Benefits by Tier: Rewarding Your Commitment

As you advance through the program, you unlock a progressively richer set of financial, enablement, and support benefits designed to accelerate your success.

Benefit Element	Ignite	Apex	Apex MSP
Enablement			
NETGEAR Navigator Partner Portal Access	●	●	●
Access to NETGEAR Academy Training, Communications, Content	●	●	●
Deal Registration for qualified opportunities	●	●	●
Demo Gear at NFR Pricing	●	●	●
Access to Marketing Materials and Collaborative Campaigns	●	●	●
Partner-focused Technical Support	●	●	●
Financial			
Tiered Pricing		●	●
MDF Eligibility		●	●
VIP Rebate Eligibility		●	●
Advanced Benefit Eligibility			
Named Partner Account Manager		●	●
Joint Business Account Planning		●	●
Partner Locator Listing		●	●
Partner & Technical Advisory Forums (Invite Only)		●	●
APEX MSP Only Additional Benefits			
MSP-Only Advisory Forum			●
Fixed-Tier Volume Pricing			●
Partner Led Support SKUs			●



Criteria for Advancement: Investing in Mutual Success

Our advancement criteria are designed to be transparent and achievable, rewarding partners who invest in building their capabilities and delivering superior customer experiences. Progression is based on your commitment to training, performance, and service quality.



Training and Certification:

As partners expand their technical expertise, they advance through tiers, earning greater rewards and stronger market differentiation. **APEX Partners** must have at least two certified sales and two pre-sales engineers, plus two post-sales engineers who've completed all three certification tracks in either IT (Wireless, Wired/Switching, and Insight Management) or AV. **APEX MSP Partners** go further, maintaining three certified post-sales resources on top of the above, demonstrating deeper technical mastery and commitment to customer success.



Business Performance & Planning:

Strong performance drives shared success. **APEX** and **APEX MSP Partners** qualify for financial incentives such as VIP Rebates by meeting minimum semi-annual revenue targets tailored to each market. They also benefit from joint business planning with a dedicated Account Manager to align strategies, drive growth, and maximize profitability.



Service Excellence & Customer Satisfaction:

Exceptional service defines true partnership. **APEX Partners** must provide at least two annual customer references and maintain high satisfaction scores across NETGEAR engagements. **APEX MSP Partners** go further, providing three annual customer references and completing an annual audit to validate the maturity of their IT Service Management and Managed Services practices — including a staffed NOC and service desk that ensure consistent, high-quality support.



Lets win together!

Contact us today to learn how to get started.
Reach out: partnersuccess@netgear.com or
contact your NETGEAR Account Manager.