

# NETGEAR Pro WiFi Partner Program for IT Business Partners

**NETGEAR**  
BUSINESS



## What are IT business partners?

IT business partners play an integral role in the successfulness of customer networks. Business partners provide their value by assessing their own and their customer's business needs and adapting technologies to meet those needs. In order for an IT business partner to succeed, they must build trusting relationships with their IT vendors.

## What traits should a company look for when selecting an IT vendor?

A successful partnership with an IT vendor should be based on the following considerations:

- They can help you expand your business through new markets and services
- You trust the vendor to provide the right products and services to help your customers
- They are devoted to you and will listen to your needs
- Their reputation is solid
- Most importantly, they will help you grow financially

## How does the NETGEAR Pro WiFi partner program meet the above values and qualifications?

### Help you expand your business

NETGEAR has always provided the fastest and latest technological solutions to help our partners stand out from the crowd. All Pro WiFi access points and switches are designed as enterprise-grade networking products at the right price for small and medium businesses and custom installations. And Insight Pro remote management allows you to setup multiple locations for a client or manage multiple clients with a single pane of glass to add a recurring revenue stream for network management.

### Trust the vendor

All businesses rely on trust and NETGEAR has established that trust with our partners for over 25 years. Our deep networking knowledge and years of experience on every kind of installation helps you from day-zero setup to simple troubleshooting of your customer's network. Simply send a quick email to our Pro WiFi design team and our system engineers will respond quickly to help design your wireless network and help resolve any issue for you - for free!

### Devoted to you and will listen

As technology constantly evolves, NETGEAR's Pro WiFi design team keeps their business partners and customers apprised on the latest technical solutions that can meet the constant wave of technological updates and changes. The NETGEAR team listens to all your needs and provides the best installation and future-proof solution with the best TCO.

### Reputation is solid

In business, reputation is everything. When it comes to your network, having an IT vendor whose reputation is solid means your customer's network will be solid, too. At NETGEAR, we have provided enterprise-level networking without the cost and complexity of big IT for over 25 years. Our reputation in the business world is exceptional.

### Vendor will help you grow financially

NETGEAR provides the best Total Cost of Ownership (TCO) and increased project margins compared to most of our competitors. A NETGEAR Pro WiFi solution can provide an answer for speed, coverage, and other wireless related issues. NETGEAR Pro WiFi access points (APs) provides an advantage from competitors with a faster LAN port, and leading SMB security and wireless features. In addition, the Pro WiFi APs provide the ideal wireless solution that can work with other Insight cloud managed legacy access points (NETGEAR mesh technology), while providing fast and efficient wireless access to wireless clients in a congested high-density environment.

## Conclusion

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## We deliver solutions you can count on, so you can spend more time on what matters most – growing your business.

We understand IT business partners have little free time with the majority of it spent dealing with customers or finding new ones. Choosing the right IT vendor with all the required attributes is one of the most important tasks. The NETGEAR Pro WiFi partner program checks all the boxes and more. The Pro WiFi partner program assists the IT business partner with growing financially, expanding their business, and by being a trustworthy partner at the table. NETGEAR has a proven reputation with over 25 years of innovation and a long list of customer success stories.

For further questions or information on NETGEAR products or services and customer success stories, contact our Pro WiFi design team at [ProWiFiDesign@netgear.com](mailto:ProWiFiDesign@netgear.com).