

WIRELESS NETWORK SOLUTIONS TRACK TRAINING & CERTIFICATION OVERVIEW

NORTH AMERICA



PartnerEmpower[™]

Introduction: A Focus on Competency

Today's customers expect channel partners to have in-depth product knowledge that will ensure strong ROI on their product and solution purchases. That's why Motorola Solutions has made channel partner competency one of the pillars of the PartnerEmpower™ Program and the Wireless Network Solutions (WNS) Track.

To help you build and maintain sales and technical competency, Motorola provides a wide array of training and certification offerings. At the same time, we want to ensure that you can adequately serve customer needs, drive sales, and build successful, long-term customer relationships. We do this through three different competency-focused requirements:

Portfolio Access Requirements	Required for channel partners participating in the WNS Track
Product Access Requirements	Required for channel partners that wish to resell specific products
Certification	Required for channel partners participating in the WNS Track

In this guide, you will learn more about each of these training requirements and the available training courses.

Portfolio Access Training

WNS TRACK REQUIREMENT

	Authorized Member	Specialist	Elite Specialist
Wireless Network Solutions Portfolio Sales Enablement Training	2 people must complete the Portfolio Access courses associated with the products the channel partner wishes to sell	2 people must complete the Portfolio Access courses associated with the products the channel partner wishes to sell	4 people must complete the Portfolio Access courses associated with the products the channel partner wishes to sell

Summary

A specified number of sales personnel within your organization must complete the Portfolio Access training classes associated with the portfolio of products your company wishes to sell. For example, an Authorized Member that wants to sell outdoor wireless network solutions must have two individuals complete the Outdoor Portfolio Sales Enablement Training course. These short online training courses provide a high-level overview of the product portfolio, ensuring that your team understands the full set of products in the portfolio and providing a basic knowledge critical to sales success.

Courses

These online courses are now available from the Motorola Learning Management System (LMS) at no charge. Both training courses take approximately one hour to complete. To register for these courses, please visit LMS at <https://learning.motorolasolutions.com>.

Portfolio Access	Course Code
Outdoor Portfolio Sales Enablement Training	WSE1608
Indoor / Voice Portfolio Sales Enablement Training	AAE1601

Additional Details

Please note the following about the Portfolio Sales Enablement Training requirement:

- *Channel partners new to the WNS Track* have 30 days after acceptance into the track to complete this requirement.
- *Existing WNS Track members* should note that these courses are also included in the Associate-level certification curriculum. In other words, by achieving the Associate-level certification requirements for your track designation, your company is also completing the Portfolio Sales Enablement Training requirements.
- Either sales or technical personnel can complete this program requirement.
- Completion of this training requirement is associated with an individual team member. If one of the individuals who has completed the training leaves your company, you have six months to meet the requirement by having another individual complete the training.

PartnerEmpower™ WNS Track Training & Certification – JULY 2011

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Product Access Training

PRODUCT ACCESS REQUIREMENT

	Authorized Member	Specialist	Elite Specialist
Must complete Product Access Training for all Class 4 products and select Class 5 and 6 products	✓	✓	✓

Summary

A fundamental element of the PartnerEmpower Program, the Product Access framework defines how channel partners get access to Motorola products. Reflecting Motorola's focus on competency, the Product Access framework groups products into a set of six different classes. Through this model, Motorola maps products with the channel partners most equipped to deliver on customer requirements for those products. As a channel partner, you gain access to specific classes of products based on your company's competency, capabilities and focus.

Class 1	Class 2	Class 3	Class 4	Class 5	Class 6
Open Products	Authorized Products	Authorized Products Requiring Reseller Value-Add	Authorized Products Requiring Training	Reserved Products	Limited Products
<p>Available to PartnerEmpower resellers as well as those not in PartnerEmpower</p> <p>Mature, plug-and-play products that are ready for market and require very little value-add from resellers.</p>	<p>Available to any Wireless Network Solutions Track member</p> <p>Mature products that require little value-add from Motorola resellers and can be sold successfully both face-to-face and through low- touch methods such as internet catalogs.</p>	<p>Available to any Wireless Network Solutions Track member</p> <p>Products that require value-added expertise from Motorola resellers and that, as a result, benefit from face-to-face sales engagements.</p>	<p>Available to any Wireless Network Solutions Track member</p> <p>More technically complex products that require significant value-added expertise from Motorola resellers during face-to-face sales engagements.</p>	<p>Reserved for approved Wireless Network Solutions Track members</p> <p>Differentiated products that are available only to resellers with Motorola approval, based on specific business and technical criteria.</p>	<p>Available to approved Wireless Network Solutions Track members</p> <p>Highly specialized, custom products that are available only to specific, approved Motorola resellers, based on product-specific criteria.</p>

All products in Class 4 require channel partners to complete product-specific training courses. Some products in Class 5 and 6 also require completion of product-specific training courses.

These products require a deeper technical knowledge encompassing product-specific features, configuration and deployment and a technical understanding of how the product integrates into both Motorola and non-Motorola environments. This training requirement is designed to ensure that channel partners can sell and support these more complex products successfully.

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Courses

Courses for Class 4 products are now available from the Motorola Learning Management System (LMS). Most courses are offered online and are available at no charge; exceptions are noted below. Online courses take approximately one hour to complete. To register for these courses, please visit LMS at <https://learning.motorolasolutions.com>.

Information on Class 5 and 6 products requiring training will be provided upon requesting access to these products.

	Class 4 Product	Required Sales Training Course	Required Technical Training Course
WIDE AREA MESH SOLUTIONS	Solo	WSE1602	WEE1605
	Duo	WSE1601	WEE1600
	AP7181	WSE1603	WEE1611
TEAM	VoLAN*	AAE1602	EDUCEC500
	RLS	AAE1602	AEE1601
	Express	AAE1602	AEE1603
	Badge	AAE1602	AEE1604
WLAN	RFS6000-7000		AEE1606 WEE1607
AIRDEFENSE	AirDefense		AAE1701 AAE1702
PBN	PBN		AEE1605

* Please note this course is instructor-led and the fee is \$1,200. MDF may be used to offset training costs with Motorola approval.

Additional Details

Please note the following about the Product Access Training requirement:

- **Training is only required for those channel partners that wish to resell a certain product** with a product access training requirement.
- **Training requirements differ by product** and may include sales courses/assessments, technical courses/assessments, or both.
- **Typically, requirements require two individuals** to take each assessment exam.
- **You do not need to request approval to take Class 4 product courses/assessments.** Once your company completes the requirements for a product, you will be automatically granted access to the product.

- **Coursework is optional.** If you are already familiar with the product or with similar products, you can simply take the required assessment exam.
- **Training achievements are associated with the individual who completes the training.** If the individual leaves your company, your company is no longer credited with completion of that training. As a result, Motorola encourages you to exceed program training requirements so that your access to that product is not placed at risk.
 - If an individual's change in employment status impacts your achievement of product access requirements, Motorola provides you with a six-month grace period.

Certification

WNS TRACK REQUIREMENT

	Authorized Member	Specialist	Elite Specialist
<p>Wireless Network Solutions Certified Sales Personnel Channel partners must achieve a specified minimum number of sales certifications in at least one of five different product categories.</p>	2 Associate-level certifications	2 Professional-level certifications OR 1 Master-level certification*	4 Professional-level certifications OR 2 Master-level certifications*
<p>Wireless Network Solutions Certified Technical Personnel Channel partners must achieve a specified minimum number of technical certifications. Please note:</p> <ul style="list-style-type: none"> - Technical certifications must be in the same categories as the sales certification received. - Masters-level technical certifications must align with the categories of Professional-level sales certification achieved. 	2 Associate-level certifications	2 Professional-level certifications OR 1 Master-level certification**	4 Professional-level certifications OR 2 Master-level certifications**

* Master-level certification for sales personnel is not yet available. Channel partners will be notified when this certification is launched.

** Master-level certification for technical personnel in 2011 and 2012 is comprised of Design & Deploy courses in each of the product portfolio areas: WLAN/AirDefense and Point/Mesh. Additional Master courses and high-stakes exams are now in development and will be added when completed; students who have already achieved Master certification will have six months to complete the new certification components.

Summary

Validating the skills of organizations and individuals, certification is one of the most important ways that Motorola builds channel partner competency. Three tiers of certification—**Associate**, **Professional** and **Master**—are offered, enabling you to gain recognition for increasing levels of expertise.

Students progress through each of the certification levels, building upon and strengthening their knowledge. **Students must complete one level before moving on to the next.** In other words, an individual who desires to achieve Professional-level certification must first achieve Associate-level certification:



Benefits of Certification

While certification is one of the core requirements for participation in the Wireless Network Solutions Track, certification also offers significant business benefits. By facilitating the certification of sales and technical team members, you can:

- **Validate the expertise of your team**, which helps you win the confidence of customers and prospects
- **Build credibility** with other channel partners in the PartnerEmpower ecosystem
- **Improve your company's effectiveness** at selling, servicing and supporting Motorola products

PartnerEmpower Certification Levels

Certification Level	Certification Goals	Certification Categories
<p><i>Level 1:</i> Associate Certification (Sales and Technical)</p>	<p>Product Knowledge</p> <ul style="list-style-type: none"> - Builds knowledge and confidence on products and solutions built upon Motorola technology - Demonstrates how to position products in a complex sale - Illustrates how to set and meet customer expectations 	  Point Solutions (Point-to-Point + Point-to-Multipoint)  Mesh Wide Area Networks  Wireless LAN  AirDefense  TEAM
<p><i>Level 2:</i> Professional Certification (Sales and Technical)</p>	<p>Skills and Capabilities</p> <ul style="list-style-type: none"> - Demonstrates how to select the best combination of products and applications within a product family to meet customer needs - Shows how to incorporate products and applications into an optimally designed solution 	
<p><i>Level 3:</i> Master Certification (Technical)</p>	<p>End-to-End Solutions</p> <ul style="list-style-type: none"> - Builds the advanced capability of selecting the best combination of products and applications within multiple Motorola product categories to meet customer needs - Shows how to combine products and applications to effectively design an end-to-end solution for a specified solution portfolio 	<p>Outdoor Certification: Mesh, Point and software</p>  <p>Indoor Certification: WLAN, AirDefense and software</p>  <p>Voice Certification: WLAN, TEAM, software, PBX</p> 

 Encompasses software including the One Point Wireless Suite, Broadband Planner, PTP LINKPlanner, LANPlanner, Wireless Manager, RFMS and AirDefense

 External PBX

Courses

Motorola is now in the process of rolling out all certification courses and assessments. Many courses and assessments are now available.

For complete details on the WNS certification curriculum, to learn about the requirements associated with each certification, and to register for courses, please visit the Learning Management System (LMS) at <https://learning.motorolasolutions.com>.

Additional Details

Please note the following about PartnerEmpower certification:

- **Sales and technical certification must align by category.** For example, Authorized Members (which must achieve 2 sales Associate certifications and 2 technical Associate certifications) could align their certifications in this manner:

SCENARIO A 2 sales Associate certifications and 2 technical Associate certifications in WLAN

SCENARIO B 1 sales Associate certification and 1 technical Associate certification in WLAN

+

1 sales Associate certification and 1 technical Associate certification in AirDefense

- **Individuals can hold certifications in multiple product categories. In addition, the same person can hold both sales and technical certifications.** Alternatively, certifications can be spread out among many sales and technical team members. In other words, the number of personnel with certification will vary depending on your company’s approach to certification:

	Authorized Member	Specialist	Elite Specialist
Wireless Network Solutions Certified Sales Personnel Requirement	2 Associate-level certifications	2 Professional-level certifications OR 1 Master-level certification	4 Professional-level certifications OR 2 Master-level certifications
Wireless Network Solutions Certified Technical Personnel Requirement	2 Associate-level certifications	2 Professional-level certifications OR 1 Master-level certification	4 Professional-level certifications OR 2 Master-level certifications
Number of Personnel Needed to Achieve Requirement	2-4 personnel	1-4 personnel	2-8 personnel

- **The certification process involves a series of coursework and assessments.** When students feel they have acquired the necessary skills and knowledge to complete a certification, they register to take the assessments for the level of certification they wish to obtain.
- **Students are certified for a period of two years.** Students will need to re-take the required assessments to maintain their certification every two years.
- **Certification is associated with the individual that completes the certification process.** If the individual leaves your company, your company is no longer credited with completion of that certification. As a result, Motorola encourages you to exceed program certification requirements so that your track status is not placed at risk.
 - If an individual's change in employment status does impact your achievement of track requirements, Motorola provides you with a six-month grace period to accomplish full compliance in this regard.