



# Spirent **Pace** Global Partner Program

OUR Innovation to Grow YOUR Business

## WHY PARTNER WITH SPIRENT?

The Pace program offers four key benefits that can help you grow your top and bottom line:

### IDENTIFY, CAPTURE, AND GROW NEW BUSINESS

Gain access to a new range of customers and create brand new revenue streams.

### HELP YOUR CUSTOMER BECOME TECHNOLOGY LEADERS

Offer 5G, NFV, and other technology innovations that can help your customers build competitive advantage.

### MAKE THE MOST OF THE MARKET OPPORTUNITY

With more than 1,500 customers globally served every year, there's high demand for Spirent technology. The Pace program can help you make the most of this opportunity. We provide a range of learning content, in-person and online training events, and regional events designed to help you sell more, and grow more.

### INCREASE YOUR AVERAGE DEAL SIZE

Make the most of Spirent resources and training to build bigger deals.

### UPSELL AND CROSS SELL TO YOUR EXISTING CUSTOMERS

Offer new solutions to existing customers and grow your revenue streams.

## ACCELERATE BUSINESS GROWTH AS A SPIRENT PARTNER

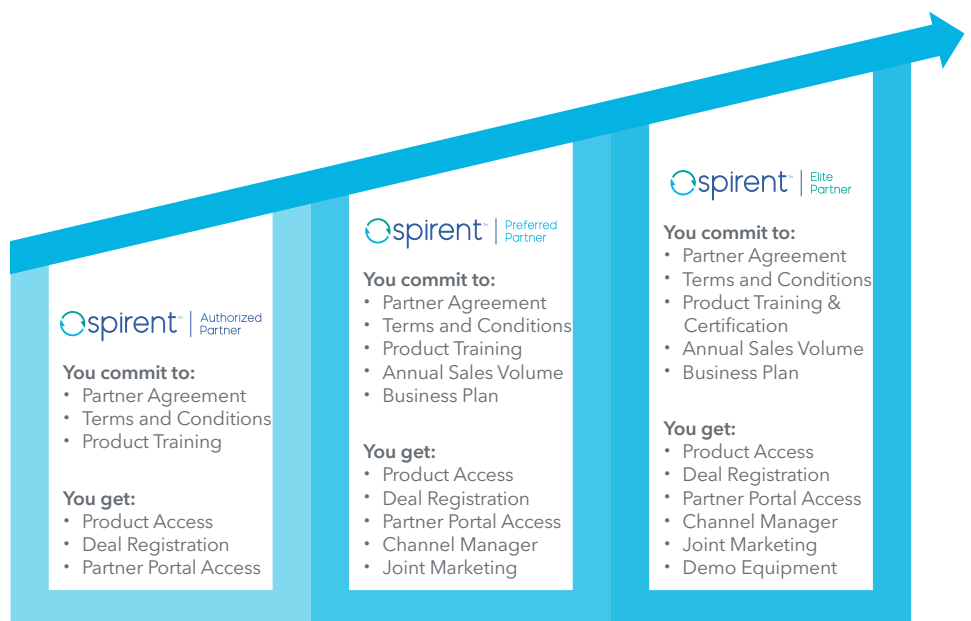
### Welcome to **Pace**: The Spirent Partner Program

The **Pace** program is designed to help you accelerate your business growth by empowering your customers with solutions and technologies to solve their most pressing challenges.

With new technologies like Network Functions Virtualization (NFV), 5G, and Software-Defined Networking (SDN) radically changing the way organizations are approaching networking, cloud, and security, there is huge market demand for reliable test, measurement and analysis solutions.

Spirent's market-leading solutions can help you meet this demand, giving you a major opportunity to add new and profitable revenue streams to your business. Whether you're a reseller, system integrator, or distribution partner, you'll enjoy a wide range of benefits as a Spirent partner.

With access to market-leading Spirent solutions spanning test, measurement and security for networks, data centers and positioning - along with full enablement, training, and marketing assistance - joining the **Pace** program can accelerate your growth and increase your profitability.



## Market Disruption Drives Demand for Spirent Solutions

Market Disruption	Why Customers Invest	Market Health Indicator
<b>Virtualization</b>	Moving from hardware to software Deliver exponentially more data cost effectively Adapt rapidly to changing network conditions	<b>Virtualization Spending</b> 2015: \$3bn 2020: \$16bn CAGR +42%
<b>Spirent validates the complete range of virtualized networks with proven test technologies</b>		
<b>5G</b>	Enable new applications requiring ultra-low latency or extreme bandwidth: virtual reality and augmented reality Early adoption: Korean Olympics (2018) Standards: 2018-2020	<b>5G Equipment Revenue</b> 2015: \$2bn 2020: \$10bn CAGR +32%
<b>Spirent simplifies complex 5G testing with lab solutions and test automation</b>		
<b>Cyber Security</b>	Computer vulnerable to attack: 99% Cost of cyber-crime (global): \$100 billion per year Increase in number of cyber-attacks to organizations (USA): +176%	<b>Security Test Revenue</b> 2015: \$3bn 2022: \$10bn CAGR +20%
<b>Spirent protects valuable assets with complete cyber security solutions and services</b>		

As market leaders in network testing, security, and analytics, Spirent delivers innovations that help customers overcome the challenges of modern networking and connect to a smarter future.

As a Spirent partner, you can make the most of these opportunities. You can deliver solutions that help your customers tap into new, technology-driven sources of value, and build new revenue streams that help you achieve new levels of profitability.

### Register Your Interest Today

Taking your first step to becoming a Spirent partner is easy. Simply register your details and one of our partner relationship managers will contact you to explain the **Pace** program benefits and application process.

In the meantime, if you have any questions please do contact Spirent's global partnership and alliances team at [PaceProgram@spirent.com](mailto:PaceProgram@spirent.com).

### The Market Opportunity for Spirent Solutions

*As organizations adopt technology-driven advances like virtualization, 5G and the Internet of Things, there is huge demand for testing, assurance, and analytics to assure quality and security.*

*Combined with escalating network complexity, security requirements and increasing demand for connectivity and bandwidth, there has never been a greater need for Spirent solutions.*

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## OUR Innovation to Grow YOUR Business

### About Spirent Communications

Spirent Communications (LSE: SPT) is a global leader with deep expertise and decades of experience in testing, assurance, analytics and security, serving developers, service providers, and enterprise networks.

We help bring clarity to increasingly complex technological and business challenges.

Spirent's customers have made a promise to their customers to deliver superior performance. Spirent assures that those promises are fulfilled.

For more information visit: [www.spirent.com](http://www.spirent.com)

### Sales and Marketing Support

	Authorized	Preferred	Elite
Deal registration	X	X	X
Invitation to the global sales meeting	X	X	X
Portal access	X	X	X
Listed on the Spirent website	X	X	X
Access to field and factory based resources	X	X	X
Channel manager		X	X
Joint marketing		X	X
Demo equipment		X	X
Preferred commercial program benefits		X	X
Product promotions		X	X
Receive leads			X
Market Development Funds			X
Invitation to executive partner advisory committee			X

### Education

Web training	X	X	X
Spirent classroom training		X	X

### Requirements

Partner contract	X	X	X
Specialization	X	X	X
Spirent listed on partner website	X	X	X
Annual sales volume & achievement		X	X
Annual business plan		X	X
Quarterly business reviews		X	X
Forecasting		X	X
Demo equipment		X	X
Sales training attendance		X	X
Joint marketing			X
Certified sales engineers			X



### Contact Us

For more information, call your Spirent sales representative or visit us on the web at [www.spirent.com/ContactSpirent](http://www.spirent.com/ContactSpirent).

[www.spirent.com](http://www.spirent.com)

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