

The VIAVI logo is positioned in the top right corner, set against a dark blue triangular background. The logo itself consists of the letters 'VIAVI' in a bold, white, sans-serif font, with the 'V's and 'I's being significantly larger than the 'A's.

VIAVI Solutions

The background of the entire page is a composite image. It features silhouettes of four business professionals—two men and two women—standing in a modern office or lounge. They are positioned in front of a large window that looks out onto a city skyline at night, with numerous skyscrapers and lights visible. The silhouettes are filled with a vibrant, multi-colored gradient (blue, orange, red, purple) and are overlaid with a grid of glowing digital data points and lines, suggesting a high-tech or data-driven environment. The overall aesthetic is futuristic and professional.

# VIAVI Velocity Partner Program

Experience.  
Enablement.  
Rewards.



“At VIAVI, we are committed to the continued investment in our partner community as well as improving the ease of how we do business together. VIAVI partners are essential to providing the best solutions to our customers worldwide. Let’s succeed together.”

**Barry Johnson**

*Vice President, Global Partners at VIAVI*

## Partner with a Brand Customers Trust

At VIAVI, we are working hard to maintain a best-in-class partner program that meets our partners’ needs. We have designed the VIAVI Velocity Partner Program to provide partners with an experience that’s true to our core values: to help partners sell more, build excellence in VIAVI core competencies and transform their business.

When you partner with VIAVI, you will see more opportunities to engage a broader range of customers and prospects. Industry-leading VIAVI equipment and solutions are used worldwide by communications and cloud service providers, network equipment manufacturers, governments, and enterprises of all kinds.

We’ve created the relationship tools and teams to help partners be successful. And we aim to continually improve how we do business with our partners. With partner feedback, we’ll continue to launch new tools, training and incentives. We’re focused on our partners’ success because we know our investment helps us to win, grow, and prosper together as one team.

## VIAVI Recognized in CRN Partner Program Guide

CRN® has recognized VIAVI Solutions in its 2019 Partner Program Guide. This annual guide identifies the strongest and most successful partner programs in the channel today, offered by the top technology suppliers for IT products and services.



## Velocity Partner Program Overview

The Velocity Partner Program consists of four integrated components:

- **Velocity Solution Partners:** Three program levels: Elite, Premier and Authorized, which are differentiated by expectation for performance and VIAVI benefits and incentives.
- **Velocity Master Distributors:** VIAVI Master Distributors contract directly with resellers to provide value-added services. Master Distributors manage pre-sales work, process orders for VIAVI products and provide technical support for resellers.
- **Investment and Performance Criteria:** Defined achievement, capabilities, investment and/or conduct partners are expected to meet.
- **Menu of Benefits:** Documented benefits to fairly, consistently and legally compensate participating partners.

## Program Benefits

### Velocity Program Experience

Our tools, training and sales resources help our partners move faster. We've created relationship tools and teams that allow partners to engage with our trusted brand both online and off. Our Velocity partner website and newsletters help partners stay up-to-date on what's happening. And, our responsive partner account managers help partners learn about the latest products, training and events. This experience is our VIAVI differentiation.

## Enablement to Help You Grow

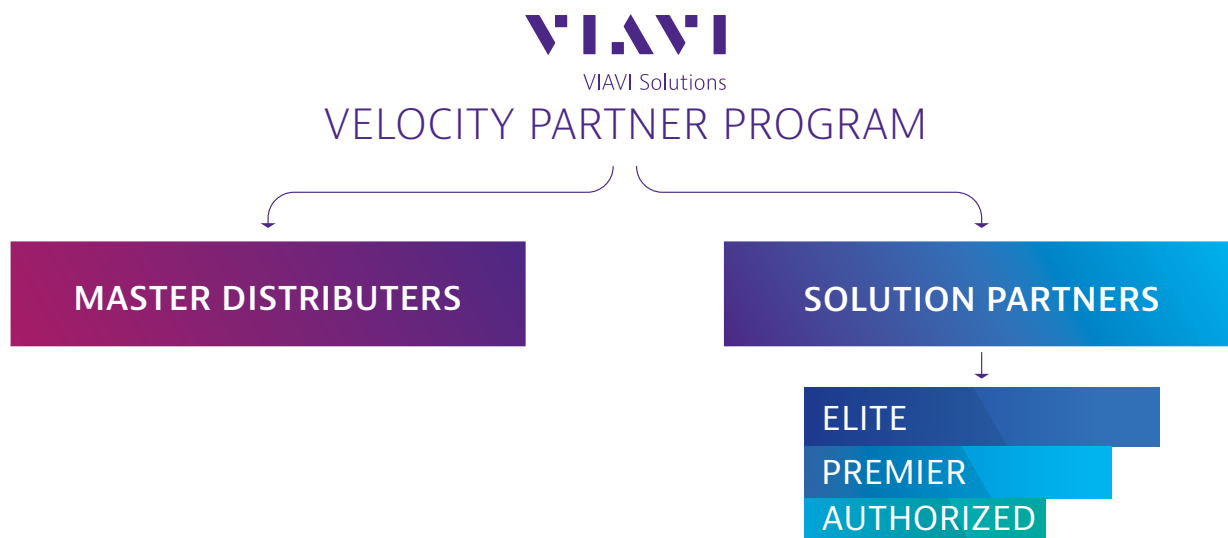
Learn how to solve your customers' technical and business needs with a wide variety of on-demand and face-to-face product, market, industry, and technical training. Our trainings will help you enhance customer relationships, shorten sales cycles, and achieve a lasting competitive advantage.

Velocity also offers many resources to help you develop marketing strategies that align to your business goals, drive new sales opportunities, and uncover new customers. Resources include advertising and promotion, tactical and strategic planning, marketing program development, lead sharing, co-marketing funds, and market development funds (MDF).

## Get Rewarded for What You Do Best

Our partners have access to performance-based benefits that reward them for excelling in their core areas of business and support their growth. Partners earn incentives and deeper discounts as they grow their VIAVI business.

Our tiered pricing provides increased margins to those partners who invest in and add value to the VIAVI business. Deal registration rewards partners with attractive upfront discounts for discovering and registering new sales opportunities. And, to accelerate the sales process, improve selling efficiency, and improve customer satisfaction with the buying experience, partners can purchase VIAVI demo equipment at a significant discount.



## Join the VIAVI Velocity Partner Program

When you join Velocity, you are teaming with a leading provider of software and hardware platforms and instruments that deliver end-to-end visibility across physical, virtual, and hybrid networks.

Aligning your business with VIAVI means you can deliver solutions that enable customers to work smarter. Sell network technology that addresses—and solves—the business challenges that matter most to customers.

Our roots in JDSU empower us. We have over 90 years of R&D and marketing expertise across the network lifecycle, a well-known brand, and a leading position in many growing market segments. This legacy makes VIAVI a powerful addition to your company's product and solutions portfolio. Joining us and investing as a channel partner in this privileged position will create new opportunities for your business as you deliver more and better solutions to your customers.

## Let's Get Started!

If you are interested in learning more about the Velocity Partner Program or in becoming a VIAVI Velocity Partner, please contact us at [velocity@viavisolutions.com](mailto:velocity@viavisolutions.com). Or, if you prefer, contact your local VIAVI sales office.

To locate your local VIAVI sales office, please refer to: <http://www.viavisolutions.com/en/corporate/about-us/contact-us>.



Contact Us **+1 844 GO VIAVI**  
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To reach the VIAVI office nearest you,  
visit [viavisolutions.com/contacts](http://viavisolutions.com/contacts).

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