

Q2 2021 Partner Power Pack

NETGEAR[®]
BUSINESS



Welcome to the Q2 2021 edition of our Partner Power Pack

NETGEAR recognizes that our success and, most importantly, that of our customers and partners, depends on more than just providing excellent technology and services.

We strive to exceed the expectations of our clients, eliminate problem areas and capture productivity gains for all. Our experience is that successful relationships thrive in a culture of trust, cooperation and commitment.

NETGEAR partner portal creates competitive advantages in multiple industries for our partners.

Aside from being packed with rich resources, advanced training, and helpful tools to achieve increased growth, we load all promotions, product information, launches and collaterals to support you through your sales process.

As always, no Partner Power Pack would be complete without some great incentives to help you increase your margins and profits!



Partner Portal: powershift.netgear.com

Q2 Feature Products

NETGEAR Plus switches with PoE meet the growing needs of business networks by providing fundamental features such as simplified VLANs, QoS set-up and IGMP Snooping that help optimize the performance of business networks. Plus switches are the perfect upgrade from the plug-and-play unmanaged switch, delivering essential networking features at a very affordable price. These models support Power over Ethernet (PoE) and can power devices such as VOIP phones, surveillance IP cameras, wireless access points and many other devices. These new PoE+ Gigabit Ethernet Plus switches models include uninterruptible PoE to help optimize the performance and troubleshooting of business networks. The new and improved business-friendly GUI allows for easy management and simple configuration. With the growing number of PoE applications, an all-in-one solution providing management and power is crucial.

NETGEAR 16-Port PoE+ Gigabit Ethernet Plus Switches GS316EP, GS316EPP

[Watch video](#)

NETGEAR Plus Switches for Work-From-Home and Small Businesses

[Watch video](#)

NETGEAR GS316EP

16-Port Gigabit Ethernet Unmanaged PoE+ Switch with 115W PoE budget. Does not support FlexPoE.



NETGEAR GS316EPP

16-Port Gigabit Ethernet Unmanaged High-Power PoE+ Switch with 183W PoE budget for high-power PoE devices. The compact, silent, fanless design makes the GS316PP an ideal cost-effective and future-proof option for any business or home.



New Quarter New Naming

NETGEAR has simplified its product category, we've made a series of updates to our existing product category naming:

Smart Managed Plus → **Plus**

Smart Managed Pro → **Smart**

Content Filtering on the Orbi Pro

With the Insight 6.1 release we are adding an important new subscription service, Insight Content Filtering, powered by RaGaPa. Content Filtering allows Insight Pro and Premium subscribers to provide safe and secure browsing for end users. This new service enables secure network connections that block malware access, prevent phishing attacks, enforce safe searches, and more. Content Filtering is supported on Orbi Pro SRR60 and SXR80 WiFi routers and comes with 1 base service subscription (with up to 200K DNS requests per day), plus 1 top-up pack to increase the daily inspection limit. We also offer a 30-day free trial for the Content Filtering Subscription to all Insight Pro and Premium subscribers.

[Learn more](#)

Dynamic VLAN Configuration on Insight Access Points

Configuring a WLAN using dynamic VLANs is available as part of the SSID configuration. This feature allows you to assign different users to different VLANs depending on the user credentials provided while connecting to the SSID. When enabling dynamic VLAN, the RADIUS server configuration should include the access point uplink port in the VLAN.

The future of retail is not just about generating sales

A social-login-powered WiFi Instant Captive Portal will enhance the retail experience by letting customers get online easily while unlocking great marketing opportunities for your business. Guests and customers not only want WiFi, but in many cases need it – and expect it to be provided. A Captive Portal is one of the best ways to safely and efficiently connect guest devices to your business via WiFi for the last few dozen meters of connectivity in the modern world. A captive portal can be useful for businesses and schools hosting WiFi, as well as hotel, retail, and education environments.

[Learn more](#)

Insight Basic End-Of-Life Policy

In the previous release we announced that Insight Basic will follow an end-of-life (EOL) policy in March when all Basic subscribers are automatically promoted to a 30-day Insight Premium trial subscription. The EOL policy converts device credits into Insight Premium credits and adds 2 free device credits to use during the remainder of the trial period. At the end of the trial period, the purchase of a Premium or Pro subscription is required to continue monitoring and managing devices through the Insight mobile app and the web-based Insight Cloud Portal, or the account is locked.

Home-based Business Networking Solutions

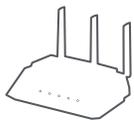
NETGEAR offers a WiFi Start up kit for home-based business. If your current WiFi network meets your whole households' internet needs such as streaming video and movies, playing online games, etc. you are almost there! An independent safe WiFi network for an uninterrupted and uncontested connection for your business is highly recommended. It's likely you will need to augment your current WiFi.

Overhaul your network

- A high performance, multi-satellite WiFi system is recommended
- Wifi systems are usually comprised of a router and several satellites
- It is best to place the router unit close to the Internet gateway, connected by an Ethernet cable
- Satellite unit(s) provide coverage for your entire house. Make sure each satellite is within range of the router
- Dedicate a satellite just for your business! Place one of the satellites on or near your workstation

Addressing security concerns

- As you start your business, start off with something simple that still offers a high degree of security
- Choose an access point or WiFi system that offers at least three SSIDs
- Consider designating one SSID for your work and the other two either for your household, guests or Internet of Things such as surveillance cameras.



WAX204



WAX218



Orbi Pro WiFi 6

NETGEAR Solutions for home-based business

Whether you need to augment or overhaul your network choose the best wireless solution for your home-based business needs.

- Ultimate performance and secure WiFi mesh system
- Industry leading 2.4 Gbps dedicated backhaul and 3.6Gbps client device connection at each of the router and satellite units.
- All purpose WiFi for your whole home and business
- Extra degree of security for your business with four SSIDs and each SSID mapped to a VLAN, tied to the Ethernet ports
- Remote cloud management with NETGEAR Insight



NETGEAR Plus Switches with PoE meets business networks growing need by providing fundamental network features such as simplified VLANs, QoS set-up and IGMP Snooping that will help optimize the performance of business networks. Plus Switches are the perfect upgrade from the plug-and-play unmanaged switch, delivering essential networking features at a very affordable price. These models support Power-Over-Ethernet (PoE) and can power devices such as VOIP phones, surveillance IP cameras, wireless access points and many other applications.



Business Essentials – WiFi that just works: affordably, easily, powerfully.

Many small businesses need high-performance, problem-free WiFi, but they also often have tight budgets, so they want to limit their WiFi investment. Too much to ask to have both? We don't think so, which is why we created the Business Essentials range.

Designed specifically for small businesses – such as home offices, retail outlets, clinics, workshops – Business Essentials is a growing family of value-for-money wireless access points. They provide excellent speed and comprehensive coverage, combined with easy set-up and management. All the basic features that users need are included, but without paying for those that are not (though we've managed to squeeze in some extras within the price point).

Business Essentials are all about instantly and easily dealing with typical problems and hurdles that microbusinesses may face, such as: spotty or dropped connectivity, network congestion, slow speeds, lack of security, complicated installation and on-going management. These affordable, standalone wireless access points deliver fast bandwidth, reliable and safe performance, plus make it easy to expand WiFi coverage.

Fuss-free

No one wants to waste valuable time setting-up and managing WiFi, which is why the design team behind the Business Essentials range prioritized effort-free installation and easy on-going maintenance. Just two straightforward installation steps are required through an intuitive web-interface, and then the units are ready to go. While 'set-and-forget', the user interface also supports any future management or troubleshooting. If needed, users get 90 days phone and chat support (plus a 3 year hardware warranty).

Within the range, there are a variety of options such as: WiFi 5 or WiFi 6; the ability to create sub-networks or not; Power-over-Ethernet (PoE) or no PoE; and desktop, wall or ceiling-mounted. The compact and attractive design of the product family means that they can fit neatly into just about any environment, whether on display or hidden from sight.

Use cases

Here are some examples of typical Business Essentials users and situations:

Dedicated home office WiFi - whether for business owners sheltering-in-place or working permanently at home.

Remote teaching - from arithmetic to yoga, connecting tutors with pupils

College students' dorm rooms - with guest access for work and entertainment

Small business and retail shops - with distinctly separate customer-facing and back-office spaces within the same unit

Dental office or workshops - with a lobby area for visitors: instead of adding to the existing system, simply install a standalone Business Essentials access point (connected to a router).

Meet the family

New models are going to be added to Business Essentials on a regular basis, but so far, the family has five members: the WAC104 and WAC124 – both of which are based on WiFi 5 – and the WAX204, WAX214, WAX218, all of which work on WiFi 6.

The WAX218 deserves a quick shout-out of its own, because this outstanding dual-band, eight-stream (4x4 + 4x4) access point provides an unrivalled specification within this price range, including double the throughput – 3.6 Gbps – than comparable alternatives.

Beyond the WAX218, all members of the Business Essentials range each bring their own individual benefit. For instance, different models feature:

Separate and secure wireless sub-networks - so a home, retail or other small business could have separate networks for different categories of user: parents, kids, guests, staff, patients and pupils. WAP3 and a DHCP NAT server for firewall security.

Power over Ethernet - PoE using a single cable for both power and data, eliminating the need for an electrical outlet near the access point, which means fewer messy cables and no need to call in the services of a qualified electrician.

2.5Gb Ethernet - direct wired connection to printers, TV, storage or games consoles for even faster performance.

WiFi 6 - this brings 40% more speed and support for quadruple the number of concurrent connected devices (when compared to WiFi 5 on the same radio configuration).

It's also important to understand what the Business Essentials range is not: these are not WiFi extenders, they don't daisy-chain together like mesh systems can, and they don't include remote cloud-based management. For users that need more than just basic but great standalone WiFi, then it is time to look at other NETGEAR ranges.

But for many microbusinesses and home workers, Business Essentials is going to give them what they need right now. Sometimes, less really is more.



WiFi 6 for business and home office

NETGEAR has been at the forefront of innovation and cutting-edge solution for more than 20 years, providing innovative and ground-breaking network solutions which include a suite of advanced WiFi 6 products - giving you access to the most advanced WiFi on the planet.

WiFi 6 overcomes these challenges

- Coverage and range, especially through walls in blind spots
- Need for faster and easier set up
- Network and per device speed, especially with more devices
- Demand for security and access control
- Need for smooth configuration and firmware updates

WiFi 6 for business

Why are businesses adopting WiFi 6?

- Best WiFi Speed - 70% more throughput than WiFi 5
- Connect More Devices - optimized speed even in high density areas
- Improved Coverage
- Future-Proofing
- Compatibility
- Battery Efficiency
- Seamless Roaming
- Faster Backbone with 2.5G - Multi-gig networking and connectivity
- High Density IoT
- Safer Networks



Remote WiFi 6 management

Most NETGEAR WiFi 6 business access points include NETGEAR Insight, the award-winning remote cloud management solution for easy installation, monitoring, and management from anywhere.

NETGEAR Insight is an industry first in network management, providing easy plug-and-play setup and management. Its cloud portal can be accessed via an intuitive web interface or the Insight mobile app. Insight offers a wide variety of configuration options for the most basic networks to multi-tenancy and multi-roles.

NETGEAR Insight enables easy configuration, monitoring, and management of your wireless access points together with Insight-managed switches and storage. Wireless management features include: Instant WiFi for automatic wireless configuration to limit interferences, frequency band selection, VLAN creation and association with SSID, WiFi security configuration, visibility into WiFi clients, reporting, and many more.

[Learn more](#)

Use cases

Who is upgrading to WiFi 6?

[Learn more](#)



HOME OFFICE

Sharing a WiFi connection with the rest of the family as people are working from home, video calling or downloading large files can slow everyone down. WiFi 6 is optimized for concurrent users.



RETAIL

As wireless handheld Point of Sale devices increase in use so does the need for sufficient bandwidth and total site coverage. WiFi 6 can meet those growing demands.



MANUFACTURING

From AI assembly line robots to autonomous delivery trucks, most or all new machinery and IoT will require high bandwidth and capacity.



HEALTH CARE

As medicine moves toward more innovative technologies for imaging, record storage, and telehealth, it requires more bandwidth. Upgrading to WiFi 6 helps ease high demand and provide efficiency.



PUBLIC SECTOR

Libraries, city halls, police offices and the public sector in general are becoming more technologically advanced and reliant on WiFi and need the bandwidth capacity and efficiency it offers.



FINANCE

Finance companies need high bandwidth and zero-delay streaming to meet the needs of daily stock market traders and demanding finance apps. WiFi 6 can keep up with these demand.



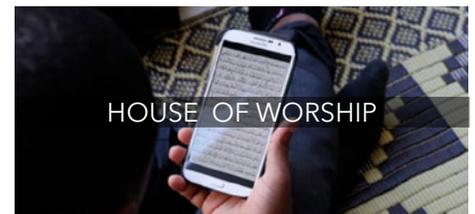
HOSPITALITY

Older, legacy WiFi systems have slow bandwidth lack device capacity and less secure connections. WiFi 6 can meet growing demand for connectivity across all the technology and devices the industry depends on.



EDUCATION

The increase in video streaming, online classes, and other internet-based instruction have huge demands for bandwidth and capacity that older legacy WiFi technologies cannot provide. Future-proofing schools and institutions with WiFi 6 greatly improve student's and teacher's educational experiences.

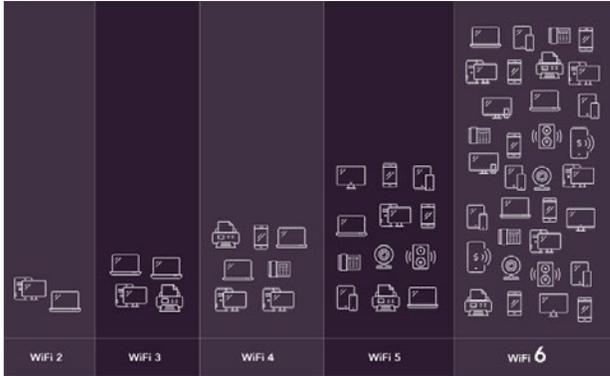


HOUSE OF WORSHIP

Houses of worship need great network connectivity to make sure everything runs smoothly for the team and improve the congregation's experience. Reliability, simplicity and affordability are high priorities. WiFi 6 checks all those boxes.

The WiFi 6 difference

Increased speed, coverage, and capacity for today's WiFi demands



Speed

Up to 70% faster speeds on both bands

Coverage

Up to 50% more coverage, with no dead zones

Device Capacity

More simultaneous users, with high WiFi quality for everyone

WAX610

Perfect for high density client environments such as schools, hotels, restaurants and conference centres. It provides enterprise grade WiFi network security combined with Insight management that allows it to immediately integrate with your current NETGEAR Insight managed switches.



WAX610Y

The WAX610Y is the outdoor version of the WAX610. It's waterproof, dustproof and protected by a P2i nano-coating that meets the IP55 rating to withstand rain and outdoor atmosphere.



Business Essentials



WAX204

The NETGEAR WiFi 6 AX1800 Dual Band Wireless Access Point (AP) delivers 802.11ax high performance wireless connectivity for Small Office and Home Office (SOHO) deployments and supports dual band concurrent WiFi 6 operations at 2.4GHz and 5GHz with a combined throughput of 1.8Gbps (600Mbps at 2.4GHz and 1200Mbps at 5GHz). The WAX204 WiFi 6 Access Point provides standalone configuration with easy setup for a reliable, 802.11ax high performance, and cost effective wireless solution.



WAX214

The NETGEAR WiFi 6 AX1800 PoE Wireless Access Point (AP) delivers 802.11ax high performance wireless connectivity for Small Office and Home Office (SOHO) deployments and supports dual band concurrent WiFi 6 operations at 2.4GHz and 5GHz with a combined throughput of 1.8Gbps (600Mbps at 2.4GHz and 1200Mbps at 5GHz). The WAX214 WiFi 6 Access Point provides standalone configuration with easy setup for a reliable, WiFi 6 802.11ax high performance, and cost effective wireless solution. The WAX214 can be powered by Power-over-Ethernet or a DC power adapter.



WAX218

The NETGEAR WiFi 6 AX3600 PoE Wireless Access Point (AP) delivers 802.11ax high performance wireless connectivity for Small Office and Home Office (SOHO) deployments and supports dual band concurrent WiFi 6 operations at 2.4GHz and 5GHz with a combined throughput of 3.6Gbps (1200Mbps at 2.4GHz and 2400Mbps at 5GHz). The WAX218 WiFi 6 Access Point provides standalone configuration with easy setup for a reliable, WiFi 6 802.11ax high performance, and cost effective wireless solution. The WAX218 can be powered by Power-over-Ethernet or a DC power adapter.



NEW Orbi Pro WiFi 6 version (SXX80)

Orbi Pro WiFi 6 is the most powerful Mesh WiFi system on the market. Whether you are looking to meet the high-demand needs of your home [office] or small business, with Orbi Pro WiFi 6 you will experience unprecedented WiFi speed and area coverage, connection capacity, and management flexibility and control for today and tomorrow.



The ultimate WiFi 6 experience for home or office

Orbi Pro WiFi6 for better WiFi Mesh

- Now all the devices connected to your WiFi will operate at optimum speed. No more slow video streaming or conferencing,
- With WiFi 6 you can get ultra-fast connections to all your devices consistently.
- Coverage up to 3,000 per unit
- 2.5Gbps Ethernet ports to support WiFi 6 throughputs in excess of 1 Gigabit - 1 on router and 1 on each satellite
- 4 gigabit Ethernet ports for wired network connectivity
- Create up to 4 individual wireless networks (SSIDs and VLAN) or manage network remotely with the Insight app
- Dedicated backhaul - A dedicated band between router and satellite frees up the other two bands for maximum speed to your devices.
- Direct wired connection between devices means even more bandwidth becomes available for fast WiFi usage to your devices



Fully Managed Switching

The world's only 1G, 10G and 40G stackable platform designed for server and audiovisual installations, converged access layer and dependable core in SMB environments. M4300 stacking topologies deliver 384-port 1G, 768-port 10G, 192-port 40G, or a combination in redundant, unstopable systems for edge to core connectivity.



[Learn more](#)

AV over IP Switching

Built for 1G AV over IP, the new AV Line of M4250 switches incorporates an AV-centric user interface for speedy setup while the sleek front panel with rear-facing ports looks great in a rack.



[Learn more](#)

Power over Ethernet Switches

Increase your PoE budget anytime by simply upgrading your switch power supply, without having to purchase a new switch!



[Learn more](#)

ProSUPPORT for Business

Business support plans for both the home and the office to put your mind at ease.



[Learn more](#)

NETGEAR Insight™ Pro

Insight Pro is filled with features needed to grow business and add value for customers, such as multi-tenancy, and multi-user capabilities for easy management of multiple customers under one umbrella.



[Learn more](#)

Orbi Pro – Better WiFi for Business

Orbi Pro provides seamless, high-speed WiFi that is affordable and easy to install, without added infrastructure and deployment costs. Comes with 4 separate SSIDs for security. Ideal for home offices and retail.



[Learn more](#)

North America Fed Gov Discount Save an additional 3%

Keep driving deals with an additional 3% NETGEAR Federal Government Ed. Not-for-Profit Discount.

This discount is stackable with the 10-15% Deal Registration program, in addition to Platinum Solution Partner discounts.

[Download](#)



Deal Registration Program Save up to 20%

NETGEAR Authorized Partners can receive up to 20% discount for when they register and close an approved Deal Registration for \$5K+ deals. Stay up to date with the latest features and product announcements and become a NETGEAR expert in selling, installing, configuring and supporting our industry-leading Wireless, Switching and Storage Solutions.

[Download](#)



Solution Partner (NSP) Program Save 5%

5% front end discount for Authorized Platinum NETGEAR Resellers.

[Download](#)



Free Networking Site Survey

Get a free remote site survey from the experts.

[Download](#)



Work From Home Bundle Kit for Business

As business moves to a more remote-friendly working environment, NETGEAR understands that the need to maintain employee's productivity at a high level. NETGEAR is launching a productivity kit of networking products that allows business to quickly set up a high-quality WiFi network for employees, maintain a high level of communication quality, and provide standardized and continuous support for employees' at-home networking needs.

[Download](#)



Product Evaluation Program

Try out select NETGEAR products at significantly reduced prices!

The NETGEAR Evaluation Program for Solution Partners enables Partners to try out select NETGEAR products at significantly reduced prices - and you only have to purchase one unit to qualify!

[Download](#)



1-year Insight included with hardware purchase

Purchase one of the NETGEAR products listed and a 1-year Insight subscription will be included. Phase 2 starts on 6/22/20, with more models added

[Click here](#)



Webinar Series

Stay up to date with the latest features and product announcements and become a NETGEAR expert in selling, installing, configuring and supporting our industry-leading Wireless, Switching and Storage Solutions.



WED MAY 12, 11AM PST

Come take a look at the new member of our Mesh WiFi Family

[Register](#)

WED MAY 19, 11AM PST

Insight 6.2 Update: Introducing Insight Business VPN

[Register](#)

WED JUNE 16, 11AM PST

Get ready for Hybrid or in-person learning with WiFi 6

[Register](#)

Collaterals, Case Studies & More

Collaterals

Get access to ready-made, customizable collaterals that can help you illustrate the major benefits of NETGEAR's products, so you can easily show your customers the value you can bring with our solutions to their business. Choose from web banners, HTML-ready email templates, and landing pages so you can quickly deploy a digital campaign.

[Partner Portal](#)

[Ready-made, customizable collateral](#)

Key visuals



Web banners



NETGEAR Insight

New: Technical Whitepaper | High-Density WiFi Management with Insight Pro

[Download here](#)



Insight Pro

Watch Video of Saratoga Country Club Implementation

[Watch video](#)

Dundas Museum brings history to life with NETGEAR Insight Pro Wireless

[Download here](#)

Insight Feature Comparison Chart

[Download here](#)

Trinity College Case Study

[Read the case study](#)

Insight Pro stands above the competition

Reviewed and tested by independent third-party test companies, Insight Pro has been rated the best networking management solution for SMBs.

Miercom performance verified by:



- The best value cloud solution for SMB budgets
- Central management with ease of use
- Time-saving deployment measures
- Robust metrics reporting

[Read more here](#)

Tolly certified by providing:

- Highly efficient multi-tenant, multi-location platform
- Fully-fledged management via mobile app
- Simple and flexible setup
- Business-class in-app support



[Read more here](#)

Orbi Pro

[Watch video](#)

Vintner Retreat says Bye Bye to Bad WiFi

[Read the case study](#)

AFKgg Gamer Lounge

[Video case study](#)

Unboxing

[Watch video](#)



PoE

PoE Battlecard

[Download here](#)

Power adapter for FlexPoE switches

[Download here](#)

Ready for surveillance needs

[Download here](#)

Root-service used NETGEAR devices to help a hotel offer its guests a first-rate WiFi service

[Read the case study](#)



Case Studies & More

ProAV

Check out the new AV Line M4250 switches

[Watch video](#)

Find out more about our Pro AV Solutions

[Find out more](#)



See how NETGEAR is helping Harrisburg University's winning streak in esports

[Find out more](#)

Kramer Electronics upgraded training academy to a solid, future proofed SDVoE solution

[Read the case study](#)

American Dream case study

[Read the case study](#)

M4250 Technical Whitepaper: Automatic & Dynamic Configuration

[Read the white paper](#)

M4250 Customer-Facing Presentations (available in different versions: 1-hour, 30-min, 15-min, 5-min)

Switches

10 Reasons Why Plus Switches

[Download here](#)

10 Reasons Smart Pro Switches

[Download here](#)

SwitchedOn Thinking Podcast

[Download here](#)

Tech Tips: Learn About the New NETGEAR Plus Switches GUI

[Watch video](#)

Tolly report for M4300 vs Cisco/HP, etc.

[Download here](#)



GS316EP Battle Card

[Download here](#)

GS316EPP Battle Card

[Download here](#)

Introducing NETGEAR 16-Port PoE+ Gigabit Ethernet Plus Switches | GS316EP, GS316EPP

[Watch video](#)

NETGEAR Plus Switches for Work-From-Home and Small Businesses

[Watch video](#)

SMB

Gamestream scales their industry leading Gaming-as-a-Service solution with NETGEAR SMB switches.

[Learn more](#)

Education

[Learn more](#)

Healthcare with Small/Medium/Large deployments

[Download here](#)

Public sector deployments

[Download here](#)

Tyne Coast College is now ready for the future with NETGEAR SMB products:

[Learn more](#)



Wireless

Technical whitepaper | NETGEAR WiFi 6 TCO.

[Download here](#)

Vertical Flyer: Wireless for Education

[Download here](#)

Vertical Flyer: Wireless & Healthcare

[Download here](#)

Star Motors & Orbi Pro WiFi 6

[Read the case study](#)



Wireless Access Points

The WAX610 brings next generation WiFi 6 performance to your customers' businesses.

The WAX610Y brings WiFi 6 outdoors and is perfect for ensuring that customers and employees always stay connected.

[Learn more](#)

[Watch video](#)

[Read the case study](#)

[Read AirBridge case study](#)



The newest member of our Pro AV product line up

The NETGEAR AV Line M4250 series was designed with input from AV Professionals. The result is a line of switches built from the ground up to support 1Gb audio and video over IP with customized hardware and software along with dedicated service and support.

The M4250 switches, available in a range of configurations, are designed for a clean integration with traditional rack-mounted AV equipment. A sleek, black display panel provides port and activity status in the front, with all power and network cabling neatly organized in the back.



NETGEAR M4250 series AV software features:

- Pre-configured for audio and video over IP out of the box, the M4250 switches enable encoders and decoders to be connected with zero configuration
- When more configuration is required, an AV web-based GUI is available.
- This interface has been specially designed for AV installers with specific AV-related controls made more accessible and with port-based profiles
- For audio, profiles for Dante, Q-SYS, AES67 and SHURE are built-in, as well as an AVB profile (AVB license sold separately)
- For video, the M4250 offers profiles for NVX, SVSI, Q-SYS, NDI, Kramer KDS, Aurora Multimedia, ZeeVee, Atlona, Dante and SDVoE
- Other AV CODECs and manufacturers are supported as well as audio/video/control mixed profiles
- To further simplify star deployments, NETGEAR IGMP Plus™ brings multicast automation between all M4250 switches, and with M4300/M4500
- Simply connect the switches together and you are done!

NETGEAR M4250 series other software features:

- All M4250 switches share the same high-end NETGEAR Layer 2 / Layer 3 switching engine for a consistent experience
- All switches in the M4250 series have another main, IT web-based GUI for midsize Enterprise campus networks, IoT and IPTV

[Learn more](#)

- 1 Dubbed the AV Line, these products combine **years of networking expertise** with best practices from leading experts in the professional AV market. This includes more abundant PoE power than typical IT switches.
- 2 A sleek, black display panel provides port and activity status in the front, with **all power and network cabling neatly organized in the back**. However, when ports are desired on the front of the rack, reverse rack mounting is possible too. We even include a second pair of recessed rackmount ears that allow room for the cabling.
- 3 **Additional options for mounting** outside the rack are available with universal (VESA), M5 threaded bolt holes located on the bottom and M10 in the front of each switch. Ideal for hanging the switch with clamps on pipes or truss.
- 4 Continuing NETGEAR's unique attention to the specific needs of its AV customers, the new AV Line of M4250 switches provide **software-controlled fan adjustments** enabling the fans to be turned off when ambient temperature and Power over Ethernet (PoE) loads are appropriate for a totally fanless operation. This powerful feature provides new opportunities for the AV Line switches to be used in sound-sensitive environments such as conference rooms, recording studios, and residential installations.
- 5 The new AV Line of M4250 switches maintains the same thorough **out-of-the-box functionality** found on the M4300 and M4500 switches for almost all AV-over-IP encoders and decoders. Pre-configured with NETGEAR IGMP Plus™, the M4250 switches can simply be plugged in and turned on. Setup and installation time are greatly reduced, allowing the installer to focus on other parts of the project - NETGEAR has taken care of your multicast presets.
- 6 NETGEAR has enhanced the experience for AV professionals by including a **new user interface** designed from the ground up. Pro AV customers don't have to settle for an IT-centric interface with settings and IT-specific functionality they will never need. The new M4250 AV interface presents the common AV controls right up front. User-selectable profiles for common AV platforms make it a snap to ensure the settings are correct for a specific audio or video application.
- 7 One of the many features designed into the new M4250 product line is **full support for Audio Video Bridging (AVB)**, an industry standard for transporting content over a network. AVB is used most often when very low latency is required such as in live performances when lip sync is critical. All of the AV Line M4250 switches can be optionally licensed for AVB support.
- 8 The M4250 line of switches also support more **advanced configuration** and a robust set of features for many different types of installations. The world class, industry leading NETGEAR web-based IT GUI along with console, telnet, and SSH connections and a standard, out-of-band, Ethernet port are all available for deeper settings adjustments. Additional features include static, RIP and PIM routing, DHCP server and PTPv2.
- 9 The NETGEAR **Limited Lifetime * Hardware Warranty** on the M4250 series is an example of the commitment to the Pro AV community. This comprehensive package includes 90 days of technical support via phone and email, Limited Lifetime* Technical Support through online chat, and Limited Lifetime* Next Business Day hardware replacement.
- 10 In addition, all NETGEAR Pro AV customers can take advantage of **free design services** as they design and deploy professional audio and video solutions which require IP networking infrastructure. This dedicated Pro AV Engineering Services team of experts spread around the globe helps empower designers and installers of AV over IP systems through free network design assistance, training, and installation support.

* This product comes with a limited warranty that is valid only if purchased from a NETGEAR authorized reseller, and covers unmodified hardware, fans and internal power supplies - not software or external power supplies, and requires product registration at <https://www.netgear.com/business/registration> within 90 days of purchase; see <https://www.netgear.com/about/warranty> for details. Intended for indoor use only. NETGEAR and the NETGEAR logo are trademarks of NETGEAR, Inc. in the United States and/or other countries. Other brand names mentioned herein are for identification purposes only and may be trademarks of their respective holder(s). Information is subject to change without notice.
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Discover the 10 reasons our customers love NETGEAR Fully Managed Switches

1. **Most comprehensive portfolio**
M4300 scales from 16-port 1G to 96-port 10G and provides a choice of copper, fiber and PoE. No additional module needed.
2. **Scales with your business**
Half-width M4300 models will let you pair a second switch in same U and M4300-96X allows you to grow your connectivity by simply adding modules (10G or 40G, copper or fiber, with or without PoE+).
3. **Affordable enterprise-grade switches**
You will feel good about the price you have to pay for M4300s, with no hidden costs. Limited Lifetime warranty is included in the price. No license upgrades needed for 802.1x and MAB NAC implementation, Layer 3 (PBR, RIP, VRRP, OSPF and PIM)
4. **Ideal for AV over IP and multicast**
Already preconfigured out of the box with NETGEAR IGMP Plus™ for true AV and multicast Zero Touch network configuration.
5. **Edge to core stacking**
M4300 is the world's first stackable platform reproducing Spine and Leaf datacenter topologies in the SAME STACK with unrivalled ease of use. No more bottlenecks or downtime!
6. **Full speed ahead**
M4300 will scale up to very high performance needs with up to 128K MAC table, 2K ARP/NDP and 960Gbps of switching and routing capacity.
7. **Absolutely NO downtime**
Nonstop Forwarding (NSF) on the M4300 provides increased network service availability, eliminating downtimes, for a fully resilient network.
8. **Convergent access layer**
M4300 ring stacking reduces the number of logical units to manage with one easy web interface while bringing full network redundancy in aggregation to the core, and simplifies PoE deployment at the edge.
9. **HA best practices**
M4300 two-unit horizontal stacking is cost effective yet highly effective for HA with link aggregation (L2/L3/L4 LACP), load balancing and non-stop forwarding failover, for no single point of failure across your virtualized servers.
10. **Full power redundancy**
M4300 offers a cost effective, simplified, and hot-swappable Redundant Power Supply on full width models for mission critical applications.



For small organizations

- Server & storage connectivity
- Greatest choice of switches (1G, 10G, 40G, fiber or copper, with or without PoE, half width or full width)
- "Superior ROI and TCO" (Hummingbird Networks review)
- Cost-effective
- No additional licensing or warranty
- Lifetime warranty included with NBD replacement
- 90-day phone support and 24/7 lifetime chat support included
- Reliable and long-lasting
- Zero downtime with non-stop forwarding
- Future-proof for growing businesses, SDN-ready
- Easy configuration

For large organizations with IT managers

- High-speed, edge aggregation
- Easy stacking
 - Spine & leaf
 - Any port is the stacking port
 - Mix and match 1G and 10G in one stack
 - Firmware update across the stack for easy updates
 - Virtual stacking
- Greatest choice of switches (1G, 10G, 40G, fiber or copper, with or without PoE, half width or full width)
- "Superior ROI and TCO" (Hummingbird Networks review)
- Cost-effective solutions for customers
- Reliable and long-lasting
- Zero downtime with non-stop forwarding
- Future-proof for growing businesses, SDN-ready
- Easy configuration

For VARs

- For small and large businesses, can address any customer
- Greatest choice of switches (1G, 10G, 40G, fiber or copper, with or without PoE, half width or full width) for any type of project
- "Superior ROI and TCO" (Hummingbird Networks review)
- Cost-effective
 - No additional licensing or warranty
 - Lifetime warranty included with NBD replacement
 - 90-day phone support and 24/7 lifetime chat support included
- Reliable and long-lasting, established technology, build your customer trust
- Easy configuration & standard management interfaces + SNMP
- Easy stacking
- Future-proof for growing businesses, SDN-ready
- NETGEAR is your partner more than just a vendor

Enterprise-class networking for SMB at the right price

NETGEAR has pioneered advanced networking technologies for homes, businesses, and service providers around the world. Since 1996, we've led the industry with a broad range of award-winning products designed to simplify and improve people's lives.

We are dedicated to empowering our customers to collaborate and connect to a world of information by enhancing homes and powering businesses with an unmatched line of the innovative, intelligent, and easy to use WiFi and networking solutions.

20+ Years of Smart Innovation

2003 First Smart Switch 	2010 First Lightly Managed Plus Switch 	2011 First 10G Smart Switch 	2014 Flexible Mounting Click Switch 	2017 First Fully Cloud Managed Switches and WiFi 	2017 First DIY WiFi Mesh Solution for Business 	2018 Pro AV modular 96-port 10G 24-port 40G Switch 	2019 High-density WiFi with Cloud Management 	2020 Orbi Pro WiFi 6 
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Brand Promise

Powerful connectivity to maximize your productivity, profitability, and potential.



Why NETGEAR Business

An unmatched offering

NETGEAR Business is a leader in cutting-edge networking solutions, offering the most comprehensive and customizable portfolio in the industry. The total range of solutions we offer gives greater flexibility, better scalability, and more convenience so you can better match the unique problems your clients face while saving time and money.

A proven leader

NETGEAR Business has led the way for almost 25 years by successfully enabling more than 50 million businesses worldwide. The quality, reach, and value of our products and services is unmatched and so is our channel focus. You can sell with confidence knowing our solutions will help your customers' success.

Cutting-edge without complexity

NETGEAR Business is the way forward. We help open a new stream of service revenue for you and help your clients stay ahead of the curve by creating products that advance and simplify the way you work.

Your success is our success

We stand behind our partners, giving you access to one-stop central management for all your clients, helping you become more productive and profitable. Our community and support systems are ever-growing and accessible anytime - and you get the VIP treatment you deserve.

Partner Reward Point Program

A great way to earn gift cards while participating in channel activities

NETGEAR
BUSINESS



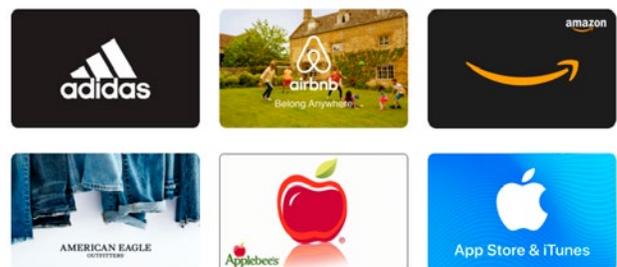
Earn a Gift Card or VISA Prepaid card! Simply log on to our Channel Partner Site and participate in NETGEAR's Channel Activities

Follow the simple steps below to start earning:

- **Step 1:** Participate in NETGEAR Channel Activities (as easy as accessing and using the Partner Portal!)
- **Step 2:** Earn Reward Points (30 points = \$1)
- **Step 3:** Click Redeem button on the Points Dashboard page
- **Step 4:** Add how many points need to be converted
- **Step 5:** Click the link from email to select Gift Cards

Earning points is easy!

- | | |
|---------------------------------------|-----------------------|
| • New Company Acct | 50 points |
| • Every referrals (Company) | 25 points |
| • Each Project (Deal Reg.) registered | 10 points |
| • Case Study submissions | 5 points |
| • Participate in training | 5 points |
| • Participate in webinars | 2 points |
| • Submitting surveys | 2 points |
| • Register for trade shows | 1 point |
| • Reading News Update | 1 point per email |
| • Daily log-in | 1 point (max) per day |



For more information:

Call 1.866.480.2112 option 2 to speak with your Sales Rep.

Partner Portal: powershift.netgear.com