Q4 2021
Partner Power Pack

NETGEAR®
BUSINESS

NETGEAR
25 YEARS
OF INNOVATION

Welcome to the Q4 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

Secure, private and easy network connection with NETGEAR Insight Business VPN

With the growth of work-from-home and small businesses having more than one location, the physical network borders, often referred to as the network perimeter of many small businesses has dissolved. Now that employees are working remotely or in different locations and the company network is distributed, it is harder to control and protect. This is why small-medium businesses (SMBs) seek more efficient ways to connect everyone and everything. In turn, this has led to a growing interest in virtual private networks (VPN), which traditionally are difficult to set up and not efficient for IT Managers, VARs and MSPs to manage and support when off-site issues arise.

Introducing the NETGEAR Insight Business VPN, the latest add-on service to our award-winning remote cloud management solution, NETGEAR Insight. Business VPN is a simple, instant and efficient way to extend an SMB's network to multiple locations, including WFH employees.

NETGEAR Insight Business VPN Features:

- Easy VPN set up through SSID: Once NETGEAR Insight Business VPN is configured, the end user does not have to do anything (no VPN client, 2FA). Just get connected to the existing office SSID and you are on the VPN
- Corporate SSID from home: Connect to the predefined corporate SSID on the Orbi Pro for the employee to be automatically connected to the company VPN, while the rest of the home network traffic is connected to other WiFi SSIDs
- SSID setup support for secure end-device access: Authenticate each end/client device that accesses the SSID through Business VPN. The Admin can authenticate users via both RADIUS integration (if they have the setup) as well as use pre-shared key (WPA2/3 Personal mode) plus MAC ACL
- Create/delete VPN group: Easily administer VPN access on a group level and reduce setup time
- User management: Network management and configurations can be handled easily by administering VPN access on a group level, managing VPN access for users or business sites, and more
- Data analytics and reporting: Receive reports on VPN downtime, VPN access history and more
- Notifications & Alerts: Receive notifications and alerts on Business VPN downtime, new user access and more

Turn your WiFi to Full Power

With WiFi 6 your network has better performance, coverage and capacity.

At the forefront of innovation and cutting-edge solutions for more than 25 years, NETGEAR provides ground-breaking network solutions including a suite of WiFi 6 products – giving you access to the most advanced WiFi on the planet.

WiFi 6. The most powerful WiFi ever

4x
more capacity

40%
increase in data throughput

100%
backwards compatibility

Why businesses are moving to WiFi 6

Best WiFi speed	Connect more devices	Improved coverage	Future proofing	Compatibility
Battery efficiency	Seamless roaming	Faster backone with 2.5G	High density iot	Safer network

Let a networking professional tell you why:

3rd party WiFi 6
Total Cost of Ownership (TCO)

Download

Download

Try NETGEAR's WiFi 6 products FREE of charge

The NETGEAR® Product Evaluation Program enables authorized partners to demo select NETGEAR products for $0 cost, risk free for 30 days! Should you choose to keep it, you can purchase at a significantly reduced price!

What are you waiting for? Acquire A-grade full warranty, resalable demo inventory (not NFR) to support your development efforts, customer evaluations, and facilitate product sales with zero risk!

You are more than our customer, you are a business partner, submit your request today to get your Eval unit:

Submit

New Products in Q4

WAX202

The NETGEAR WiFi 6 AX1800 Dual Band Wireless Access Point (AP) delivers 802.11ax high performance wireless connectivity for working from home, small businesses, or college students 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 WAX202 WiFi 6 Access Point provides standalone configuration with easy setup for a reliable, 802.11ax high performance, and cost effective wireless solution. The Essential Access Points are not managed by Insight and don't require a subscription.

WAX206

The NETGEAR WiFi 6 AX3200 Dual Band Wireless Access Point (AP) delivers 802.11ax high performance wireless connectivity for home office, home-based businesses, and small shops or offices. The WAX206 supports dual band concurrent WiFi operations at 2.4GHz and 5GHz with a combined throughput of 3.2Gbps (800Mbps at 2.4GHz and 2400Mbps at 5GHz). The WAX206 WiFi 6 Access Point provides standalone configuration with easy setup for a reliable, 802.11ax high performance, and cost effective wireless solution. The Essential Access Points are not managed by Insight and don't require a subscription.

WAX630

The WAX630 is the industry's highest performance WiFi 6 access point for small and medium size businesses. The access point is a tri-band 4x4 design delivering up to 6Gbps total WiFi throughput, supported by a 2.5Gbps Power-over-Ethernet port. The WAX630 is an industry leader of performance and cost effectiveness in its product class.

	WAX202	WAX206	WAX630
Typical deployment	Work from home, dorm room	Work from home, home-based business	Small to mid-size customers for ease of deployment
Wireless standard	802.11ax	802.11ax	802.11a/g/n/ac/ax
Wireless band	Dual band	Dual band	Tri-band
Max number of concurrent clients (standalone)	64	128	100 (+250 managed)
Number of ethernet ports	3+1 (LAN, WAN)	4+1 (LAN, WAN)	2
PoE			✔
Mounting options	Desk standable	Desk standable	Ceiling/wall mount
Number of SSIDs	3	3	8
Management	Local Management	Local Management	Remote Management through NETGEAR Insight

Compare wireless system features

Essentials
- Instant setup
- Single room
- WiFi extension
- Dual band
- Great price/performance
- Separate guest access
- Standalone operation

Mesh Systems
- Whole home or office coverage
- Mesh wire-free installation
- Home office/micro business
- Dedicated backhaul
- Great performance
- Remote management
- Easy installation

High-performance Cloud / Dual band
- Local or remote management
- Wired installation with PoE
- Small and medium businesses
- Advanced WiFi with roaming, load balancing
- Performance and coverage
- Multiple AP deployments

Ultra-performance Cloud / Tri band
- Heavy traffic
- Wired installation with PoE
- Mesh capability for wire-free installation
- Medium to large businesses
- Remote cloud management
- Advanced WiFi with roaming, load balancing
- High performance and extended coverage
- High number of concurrent users

Why do I need Essentials WiFi Access Points?
- Get immediate WiFi for your home office or shop
- Get the best price/performance ratio
- Connect your home devices for faster speed (TV, gaming console, Roku, PC, NAS, etc.)
- Limited IT knowledge needed
- Energy efficiency (low consumption, fanless)

Why move up to Mesh Systems?
- Need to cover a larger space
- Need more concurrent devices
- Need remote management

Why do I need a Mesh Systems?
- High-density WiFi supporting up to 600 client devices
- Easy expansion of your existing WiFi network across another room or even another building with a single Ethernet cable connection
- Wire-free installation
- Fast roaming between APs for a seamless connection
- Easy management, intuitive smart phone app
- Remote management and monitoring
- Great performance on 3 bands
- Advanced WiFi roaming and load balancing throughout the office for always-on connectivity
- the Essential Access Points are not managed by Insight and don't require a subscription

Welcome to the new world of work

The business world has moved beyond just working-from-home to work-from-anywhere. While some businesses and employees will return to the traditional workplace, others will continue to work remotely, and many will combine both models. According to research carried out by McKinsey, 9 out of 10 business executives envision a hybrid model going forward. So hybrid working is here to stay.

This is why it is essential to create a flexible foundation that keeps users connected regardless of where they are working: at home, in the office, on the road, in an Airbnb, even an RV in the middle of nowhere. Essential to providing a seamless, consistent experience anywhere and everywhere is excellent network connectivity. NETGEAR is here to help businesses achieve that

experience with reliable, high-performance access to all kinds of networks.

It's time for businesses to modernize the workplace – wherever that may be.

Hybrid workplace benefits

There are multiple benefits of allowing employees to choose how and where they are based on any day. For a business, reduced dedicated workspaces may lead to cost savings. It can also be easier to attract a wider pool of talent and have greater workplace diversity (for instance, offering employment to staff who have dependents to look after that would make commuting to a place of work difficult). Some people find they are more productive when working remotely.

Of course, not everyone wants to work from home, plus there are some clear advantages to being in the same physical place as others. Human beings are social by nature, and it is still hard to completely replicate face-to-face engagement digitally. This is why hybrid work models are emerging, supporting the preferences of different workers, and blending the best of both on-site and remote locations.

According to research by McKinsey, the majority of executives surveyed expect that (for all roles that are not essential to perform on-site), employees will be on-site between 21 and 80 percent of the time, or one to four days per week.

Hybrid workplace challenges

However, adopting hybrid workplaces brings challenges, including ensuring everyone has the right experience regardless of location, can be productive, and connect with people meaningfully. McKinsey's research also found that the firms that experienced the most productivity gains during the pandemic supported and encouraged 'small moments of engagement' with their employees, covering coaching, mentorship, idea sharing, and co-working.

Achieving all this is mainly cultural, but it also needs to be underpinned by a proper communications framework that is flexible, reliable and fits each environment, user, and moment in time. Plus, security and privacy are, of course, essential.

The hybridized workplace depends on robust, flexible, and safe connectivity.

Work-anywhere in practice

Many businesses are just beginning to explore their future work strategies, but here are a few example use cases:

Healthcare
For instance, a senior dermatologist working from two clinics, at home, and offering video consultations.

Schools
May need to support both classrooms and remote students and provide a consistent experience across them all.

Law firms
With a combination of in-person and remote employees and clients, secure collaboration and documentation across all environments and participants is a requirement.

Workplace freedom
A salesperson can choose not just where and when to work while still delivering excellent customer service: at home, in the office, even from an Airstream out in the wilds.

What successful work-from-anywhere needs

Flexibility
Able to provide the same seamless experience everywhere.

Reliability
Connectivity that is dependable.

Scalability
Able to keep up with demand and changing needs.

Security
Features that keep people and data safe everywhere.

Suitability
Designed for a small business and budget-friendly.

With the right approach, hybrid working improves people's work and enables businesses to succeed.

WiFi 6, Power over Ethernet (PoE), and the ability to create individual WiFi networks within the same system, so different people in the same household can keep their incoming and outgoing information and communication separate.

Alternatively, the Orbi Pro WiFi 6 range provides comprehensive whole-home DIY WiFi, powerful and flexible enough to support multiple users at home, whether working or during downtime, even keep smart home systems connected. Cover up to 18,000 square feet, with the option of multi-gig Ethernet, through two Ethernet ports on each unit.

The classic Orbi Pro WiFi 6 and Orbi Pro WiFi 6 Mini make it easy to create separate-sub networks (SSIDs) from one system, so different users can have their private WiFi network. New for Fall 2021 is the addition of Business VPN, so that home users can directly connect to the office WiFi system with effortless, one-step connectivity.

In the office

Experience, a complete portfolio of high-performance WiFi 6 Access Points, and network switches can be web-managed locally or remotely with our award-winning Cloud management solution NETGEAR Insight.

Our Insight Managed WiFi 6 Access Points portfolio ranges from indoor to outdoor dual-band devices to the top-of-the-line Tri-band Mesh PoE++ WiFi 6 Access Point for high-density environments.

Our range of Ethernet network switches has a model to suit just about every SMB requirement, from simple plug-and-play unmanaged switches, to a choice of managed switches, with features including QoS and VLAN support, traffic prioritization, cost-effective port expansion, space-saving design, and Power over Ethernet (PoE).

A Consumer Electronics Show (CES) Innovation Award winner, NETGEAR Insight, is a simple and intuitive way to configure and manage business networks, all from the cloud. Via a web browser or the smartphone app, instantly discover and add devices to a network, then monitor, control, and make changes remotely.

When away or traveling

The NETGEAR M1 mobile hotspot supports up to 1Gbps access speeds and connects up to 20 devices at once. It is ideal for small teams working in-person or temporary workspaces and can even be used for visitor WiFi access. Connect to the cellular network of choice. The Nighthawk M5 Mobile Router takes the performance of a mobile hotspot even further, with 3Gbps speeds and support for 5G, to provide the best possible Internet connection. The M1 and M5 are also compatible with Insight, NETGEAR's cloud management portal to set up, control, and manage networks remotely.

Explore the new world of work – find out more about how NETGEAR can help.

Learn more

Essentials Line of Wireless Access Points

NETGEAR's Business Essentials product portfolio of wireless Access Points delivers high-performance & security with low-cost ideally suited for small, standalone, single-site locations. This line-up of wireless access points is ideal for customers who do not require remote management yet need an intuitive user interface to manage the WiFi Access Points locally. The Essentials range of models provides an excellent choice for many applications and includes the latest WiFi 6 standard for the ultimate in performance and coverage.

Learn more

WiFi Mesh Systems

NETGEAR Business WiFi mesh systems, including the Orbi Pro, Orbi Pro WiFi 6, and Orbi Pro WiFi 6 Mini, provide affordable seamless and high-speed WiFi using the latest WiFi 6 technology to ensure that your company, employees, and customers are efficiently connected. The Orbi Pro product line provides speeds up to 6Gbps and scalable mesh coverage with a total of up 18,000 sq. ft. The Orbi Pro mesh systems offer enhanced security and network separation and can be remotely managed from anywhere with NETGEAR Insight. Eliminating the unnecessary IT costs and time consumption, Orbi Pro, Orbi Pro WiFi 6, and Orbi Pro WiFi 6 Mini are easy to install.

Learn more

Mobile Hot Spots

The Nighthawk Mobile Router Hotspots are the ultimate portable mobile router packed with all the tools you need to stay connected while on the go. The Nighthawk Mobile Hotspots are capable of up to 1Gbps and 1.2Gbps data transfer and connecting up to 32 WiFi devices. The Nighthawk M1 and M5 Mobile Router Hotspots are also NETGEAR Insight Managed. NETGEAR Insight Pro, NETGEAR Nighthawk M1, and M5 Mobile Router Hotspots can be remotely onboarded, configured with operator-specific cellular profiles and organization policies, and continue to be monitored and managed.

Learn more

Latest Revision Sept/2021

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, unstoppable 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 an AV 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 mesh 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

Wireless Access Points

Affordable, easy-to-install, high-speed WiFi keeps employees and customers connected with a wide selection of coverage and speed to fit any budget.

Learn more

NETGEAR BUSINESS

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 when they register and close an approved Deal. Registration discount applies only to $5K+ deals.

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 the need to maintain employee's productivity at a high level. NETGEAR has launced 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

Q3 Rebate
Latest NETGEAR promotions.

Click here

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.

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.

Download

WED OCTOBER 20, 11AM PDT
Orbi Pro WiFi 6 Mini, SXK30, for the Small Business

Register

WED NOVEMBER 3, 11AM PST
Insight 6.3 Update: Introducing Insight Business VPN

Register

WED NOVEMBER 17, 11AM PST
Back to Basics, the Most Effective WiFi Solution for a Micro-Business

Register

WED DECEMBER 15, 11AM PST
Top Tips for AV over IP Network Design

Register

Collateral, Case Studies & More

Collateral

Key visuals

Get access to ready-made, customizable collateral 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.

Web banners

Partner Portal   **Ready-made, customizable collateral**

NETGEAR Insight

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

Download
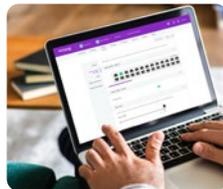
Insight Pro

Watch Video of Saratoga Country Club Implementation

Watch video

Dundas Museum brings history to life with NETGEAR Insight Pro Wireless

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Insight Feature Comparison Chart

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Trinity College Case Study

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Insight Pro VAR Battlecard

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WFH Insight Pro Mobile Hotspot

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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: **Miercom**
- 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

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Vintner Retreat says Bye Bye to Bad WiFi

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AFKgg Gamer Lounge

Video case study

Unboxing

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PoE
PoE Battlecard

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Power adapter for FlexPoE switches

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Ready for surveillance needs

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

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Case Studies & More

ProAV

United Communication Whitepaper

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Check out the new AV Line M4250 switches

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Find out more about our Pro AV Solutions

Find out more

Top Ten Tips for AV over IP Network Design

Find out more

Sell all the AV over IP case studies

See case studies

Find out why NETGEAR is the most recommended switch for AV over IP installations

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Read about the massive American Dream Mall AV over IP case study

Read case study

Compilation of Pro AV Council videos

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Switches

10 Reasons Why Plus Switches

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10 Reasons Smart Pro Switches

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SwitchedOn Thinking Podcast

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Tech Tips: Learn About the New NETGEAR Plus Switches GUI

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Tolly report for M4300 vs Cisco/HP, etc.

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GS316EP Battle Card

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GS316EPP Battle Card

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

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

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Updated Switch Use Case Flyer to find the right switch for Pro AV projects

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See how Insight has changed the game for West Networks

Read the case study

SMB

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

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Education

Learn more

Healthcare with Small/Medium/Large deployments

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Public sector deployments

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

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Wireless

Technical whitepaper | NETGEAR WiFi 6 TCO.

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Vertical Flyer: Wireless for Education

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Vertical Flyer: Wireless & Healthcare

Download

Star Motors & Orbi Pro WiFi 6

Read case study

Wireless Access Points

The WAX630 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 case study

Read AirBridge case study

The newest member of our Pro AV product line up

Learn more

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 a simple, profile-based AV GUI to make setup and configuration a snap.

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, a simple AV-oriented 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

Top 10 Reasons Customers Love the 4250 Series

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 simplified 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.

Simply send an email to ProAVDesign@netgear.com with your project requirements to get started

Discover the 10 reasons our customers love NETGEAR M4300 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	2010	2011	2014	2017	2017	2018	2019	2020	2021
First Smart Switch	First Lightly Managed Plus Switch	First 10G Smart Switch	Flexible Mounting Click Switch	First Fully Cloud Managed Switches and WiFi	First DIY WiFi Mesh Solution for Business	Pro AV modular 96-port 10G 24-port 40G Switch	High-density WiFi with Cloud Management	Orbi Pro WiFi 6	Orbi Pro Mini WiFi 6

Brand Promise

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

Industry-leading innovation	**Easy to use**	**Modern & affordable**	**Industry-leading efficient networking**

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

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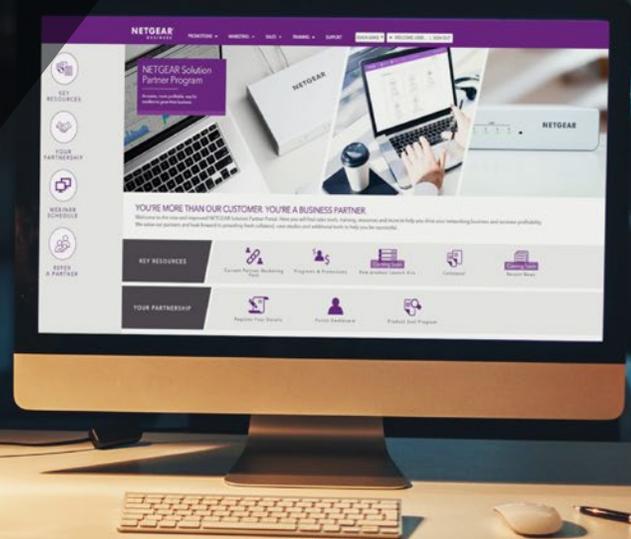
Earn a Gift Card or VISA Prepaid card!
Simply log on to our Channel Partner Site and participate in NETGEAR's Channel Activities

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
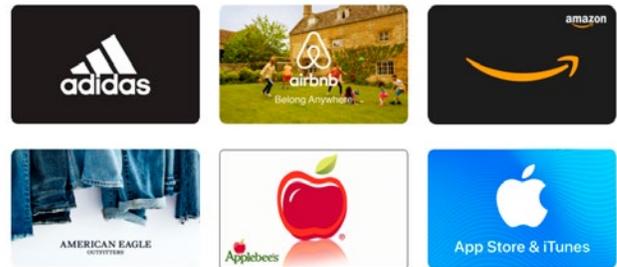
For more information:

Call 1.866.480.2112 option 2 to speak with your Sales Rep. Partner Portal: powershift.netgear.com