Connections that matter.
Welcome to InterLink

The best partner programs focus on what matters most to partners. After listening to your feedback, we’ve learned that what matters most to you is simplicity and profitability. Which is why we’ve redesigned the program with clearer partner benefits that pave the way for greater business profit and growth.

Going forward, our partner commitment will be focused on Education and Enablement, ensuring you have everything available to build and grow your business. Through learning opportunities, effective sales, marketing support, and in-depth training we provide all the knowledge and tools needed to sell, market, deploy, and transform your Linksys business and expand your customer base.

The support doesn’t stop there. In the same way we’re committed to product innovation, we’re committed to you as your business and needs grow. Through InterLink we’ll offer support, answers, and experience at every step along the way.

We look forward to you being part of InterLink.

John Minasyan
General Manager, Commercial Business Unit

Linksys
InterLink is a **partner-first** network.

Being a partner offers many **financial and practical benefits**, all geared toward meeting your needs and challenges to enable and **grow business profitably**.

Partner feedback overwhelmingly called for simplicity and clarity. So, we’ve trimmed the filler and boosted the benefits.

A perfect partner experience helps you **attract and service more customers**, faster, better, and with the same high-quality support you get with our premium products.
Simple as 1-2-3

1. Set-up
Making it easier than ever to register deals and track them.

2. Support
Direct paths to success via our Partner Portal, your distributor or your partner account manager.

3. Sales
Technical training on our products, dedicated sales, and marketing support, plus help generating sales leads – all the sales expertise and insight you need to get you further, faster.
Clear as 1-2-3

1. Collaboration
Combining your expertise with our comprehensive support and strong brand reputation is a winning formula.

2. Consistency
Trusted partnerships that are built on enabling you to consistently achieve benefits and meet expectations.

3. Channel
Sharing success in the business-to-business channel – a partnership built on the fundamental belief that we can achieve more together.
InterLink rewards capability and competency as well as performance. For simplicity, we’ve created a 3-tier partner structure:

- **InterLink Network Partner**: The best level to start the relationship with great benefits.
- **InterLink Elite Partner**: A higher commitment to enjoy additional benefits and rewards.
- **InterLink Premier Partner**: A proven Linksys expert with exclusive benefits and advantages.
Get HomeWRK Certified

HomeWRK is our world-leading partnership with Fortinet that delivers cybersecurity and network security to some of the world's largest enterprises, service providers, and government organizations.

You can get HomeWRK Certified regardless of your partner level. HomeWRK Certified benefits are separate. Once qualified, you can take advantage of exclusive HomeWRK benefits.
Empower & Unlock Opportunities

**Education**
We’re committed to sharing every bit and byte of knowledge and insight across products, sales, and marketing. Education is the best way to ensure you’re equipped with the most effective means and opportunities for taking our products to market.

Partners have the same level of access to learning opportunities as Linksys people. Sharing our expertise, insight, and success is what sets us both apart from the competition.

Get to know our go-to-market strategy, value proposition, key features, and benefits—putting you in a great position to talk to your customers about the power of Linksys products.

Here’s ways to engage in easy, interactive learning that boosts your skills:
- Training modules
- Online courses
- Events
- Videos
Empower & Unlock Opportunities

Enablement

Once you have the knowledge, it’s time to tune into your markets and prospects.

In combination with education, we complement knowledge with proven, practical ways to market, sell and deploy Linksys—offering you the tools for success.

Starting couldn’t be easier. Use the resources, content, and support to go to market, secure sales, and support your growing Linksys customer base.

Including:

- Co-brandable marketing campaigns and collateral
- Comprehensive resource library
- Sales and marketing planning
- Lead generation
- Dedicated comms
- Customer proof-of-concept (POC) units

We enable you in your go-to-market efforts with:

- Resource library
- Access to Business Planning
- Demo units/NFRs
- Pricing/quoting
- Deal registration
- Incentives & rewards
Engagement

InterLink is all about creating success through making connections: between you and us, and between you and your customers. In order to ensure these connections are as productive as possible we have developed a number of ways to help keep you engaged. It is really important that we maintain and build positive, two-way communication so that we can all make the most of your partnership with us through InterLink.

InterLink Partner Engagement includes numerous options for you:

- Regular communication
- Events and live/video calls
- Access to dedicated Linksys Sales, Marketing and Technical people to help you build, develop and close more business
- Direct contact with your Linksys Account Manager*
- Access to Linksys Senior Leaders to assist with your overall development*
- Partner Council: Regular feedback forums to keep us updated on what you really want and need to make your experience as positive and successful as possible.

*Dependent on your partner tier.
Benefits & Requirements

Our Partner Network structure grants you access to core benefits:
- Varying levels of discount
- Deal registration
- Sales, marketing and technical support
- Partner portal access.

It’s vital you get rewarded for doing the right things.

See InterLink Requirements & Benefits document for the detailed list.
As an approved InterLink partner, you have 24/7 access to our Partner Portal, which provides technical training and support, sales enablement tools including marketing campaigns and collateral, product information and go-to-market (GTM) plans, and deal/lead registration. To get started, go to the portal homepage partners.linksys.com to register your work email address and get your password.
How to join

Becoming an InterLink partner has never been easier. Immediately build and recognize revenue within 30 days. Simply visit www.linksys.com/partners. Fill out the form, and we’ll be in touch within 24 hours. OR contact our team at: partners@linksys.com
What is InterLink?
InterLink is a new Linksys Partner Network that provides simplicity in resources, support, and exclusive benefits for maximum business growth.

What are the Benefits?
Exclusive Discounts & Promos
Higher Education Programs & Training
Sales, Marketing, & Technical Support
Executive Business Management & Events
Partner Portal Access

Why Join?
InterLink addresses the new changes in the way we work and what we need.

We’ve created efficiency and success by focusing on simplicity and profitability.