

# 2026 Education Promotion – EMEA

## Overview

For our EMEA partners, this is a comprehensive special pricing offering for primary, secondary, and higher education customers. The promotion is structured to encourage multiple Partner bids on education opportunities and increase the likelihood of RUCKUS wins. Partners that demonstrate the greatest value for an opportunity have the best chance of being awarded the highest discounts, while still allowing all partners the pricing they need to be competitive.



### Promo details

- Promo Codes: **RKS-0439 Bidder, RKS-0440 Driver**
- Eligible GEO: EMEA
- Eligible Countries: All
- Eligible Customer industry/vertical: Primary, secondary, and higher education customer opportunities
- Duration: January 1, 2026 to September 30, 2026

### Requirements

- Deal registration is required.
- When submitting a deal registration, Partners should specify the value they add to the opportunity.
- If approved, the discount level (Bidder or Driver) will be assigned to the distributor by RUCKUS.
- If the Partner is not qualified for either Bidder or Driver, standard pricing can still be used.

## Eligible Products

2026 EMEA Education Discount Offer	
Product Categories	
Wireless	Wi-Fi Product Group A (H670, R670, R676sn, R770, T670, T670sn)
	Wi-Fi Product Group B (R350, R370, R575)
	Wi-Fi Product Group C (T350, T750)
	Wi-Fi Product Group D (H350, H550, R550, R650, R750, R850)
	AP License - or - (LE9 SZ AP License + Support) Bundle
	Wireless Accessories
Wired	ICX®8100 & ICX8100-X
	ICX8200
	ICX8200 Pro AV Switches
	ICX7500 & ICX7850
	ICX License - or - (LE9 SZ ICX License + Support) Bundle
	Wired Accessories
	Power Cords
Optics	
Controllers	RUCKUS SmartZone™ hardware, SmartEdge
	vSZ, LE9 vSZ Controller Bundle, SZ RTU Licenses, IOT Controller/Module
Subscriptions	Analytics SZ bundle (CLD BNDL SKUs)
	RUCKUS One® Essential: CLD-ESNT-APSW-RECx
	RUCKUS One® Professional: CLD-PROF-APSW-RECx 1/3/5 and CLD-PROF-APSW-MSP 1/3/5

## Driver Criteria

“Driver” status and related discounting are available if the Partner and the Partner’s opportunity meet all of the following criteria as determined by RUCKUS:

- A. The registered deal is for a single opportunity for the sale of RUCKUS hardware, software, and/or services.
- B. The Deal Registration application is submitted at least 15 calendar days prior to Partner placing purchase order on distribution.
- C. The Partner must submit the deal with complete and accurate deal information (as determined by RUCKUS) such as:
  - Comprehensive End User information such as: company name, registered address, contact name
  - Project Information (such as description, size, etc.)
  - Products (RUCKUS wired and/or wireless by SKU)
- D. Approved Driver status has not already been given to another Partner.
- E. Evidence, where requested, and to RUCKUS’ satisfaction, of pre-sale efforts related to the deal (for example meeting with the End User’s decision makers), qualifying the deal and/or determining project scope and requirements.
- F. The Partner must be in good standing as determined by RUCKUS.

## Terms and conditions

- This document is for informational purposes only and does not constitute an offer from RUCKUS.
- End user must be an education industry customer – in primary, secondary, or higher education.
- EDU bundle SKUs are excluded from this promotion, as they are already discounted for education customers.
- Deal registration is required.
- This promotion is limited to shipment dates between January 1, 2026 to September 30, 2026.
- This promotion may not be combined with any other RUCKUS promotion, program, special pricing, or MDDO.
- This promotion is subject to change and/or termination by RUCKUS for any reason without notice.
- Only eligible SKUs are given the promotional discount.
- RUCKUS reserves the right to withhold, and/or charge back, any and all benefits if Partner is not in compliance with any part of its partner agreement, or if Distributor’s account is not in good standing. The RUCKUS Big Dogs Partner Program is subject to change or cancellation at RUCKUS’ sole discretion. Additional terms and conditions apply.

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