



## BUSINESS PROFILE & APPLICATION

Redline Certified VAR Program

To apply to become a Redline Communications' Certified VAR (RCV), complete this Business Profile & Application form, attaching additional sheets as necessary. **This is a digital form that should be completed by typing your response in the grey boxes only.** Send your completed application by e-mail to [channel\\_management@redlinecommunications.com](mailto:channel_management@redlinecommunications.com)

### SECTION 1 COMPANY AND CONTACT INFORMATION

#### Company Information

Company Name		
Mailing Address		
City	State/Province	Zip/Postal Code
Country		
Company Phone	Company Fax	
Web Site Homepage		
Parent Company (if applicable)	Franchiser (if applicable)	

#### Principal Sales Contact

Primary Contact Name	
Title	
Direct Phone	Fax
Email Address	Alternate Sales Contact Name

#### Principal Technical Contact

Primary Contact Name	
Title	Job Function
Direct Phone	Fax
Email Address	Alternate Technical Contact Name

#### Principal Marketing Contact

Primary Contact Name	
Title	Job Function
Direct Phone	Fax
Email Address	Alternate Marketing Contact Name

#### Principal Accounts Payable Contact

Primary Contact Name	
Title	Job Function
Direct Phone	Fax
Email Address	Alternate Accounts Payable Contact Name

**SECTION 2 BUSINESS AND MARKET INFORMATION**

**Business Profile**

Year Business Founded	# RF Engineers / Technicians	Total Annual Revenues (last fiscal yr) US\$
Total Number of Employees	# Marketing	How much of that revenue was from (%):
# Outside Sales	# Training	Outdoor Wireless hardware sales
# Inside Sales	# Network Specialists	Outdoor Wireless Services
# Technical Support/Help Desk	# Application/sales Engineers	

**Business Description**

Please provide a brief description of your firm's primary business or attach a separate document (or link to one)

**Geographic Focus**

What is your market? Please note the state (s) and or cities where applicable.

**Market Focus**

Please indicate your target vertical markets. Check all that apply.

- |                                     |  |                                     |
|-------------------------------------|--|-------------------------------------|
| <input type="checkbox"/> Corporate  | <input type="checkbox"/> RBOC                  | <input type="checkbox"/> xLEC       |
| <input type="checkbox"/> ISP/WISP   | <input type="checkbox"/> CATV                  | <input type="checkbox"/> Education  |
| <input type="checkbox"/> Government | <input type="checkbox"/> Other (specify) _____ | <input type="checkbox"/> Healthcare |

**Technology**

What are your areas of technology or solution expertise? Check all that apply.

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Wireless WAN/MAN               | <input type="checkbox"/> Wireless LAN           | <input type="checkbox"/> Internet access           |
| <input type="checkbox"/> 5 GHz RF                       | <input type="checkbox"/> 2.4 GHz RF             | <input type="checkbox"/> Inter-office connectivity |
| <input type="checkbox"/> Licensed RF bands              | <input type="checkbox"/> Mobile computing       | <input type="checkbox"/> Networked multimedia      |
| <input type="checkbox"/> Telecommuting/mobile computing | <input type="checkbox"/> Broadband leased lines |  |
| <input type="checkbox"/> Other (specify)                |   |  |

**SECTION 3 Competition**

**Other Partner Programs**

If you currently partner with other companies, please list these companies and specify your partner type.

Company and Program:

Company and Program:

Company and Program:

Company and Program:

Company and Program:

Company and Program:

**Competitive Strategy**

Who are your major competitors and how do you differentiate your company from them?

*This information may be used to minimize potential conflict of interest among partners.*

**SECTION 4 Educational Services**

**Training Programs**

What types of training programs do you offer your customers?

Regularly Scheduled Classes

Yes

No

Custom Training Programs

Yes

No

On-site Training Programs

Yes

No

**SECTION 5 Technical Support**

Technical Support Programs

What types of support and service programs do you offer your customers?

7 x 24

Business Hours

Free Telephone Support	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Paid Telephone Support	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
On-site support	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Technical WWW site	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Next-day RMA Replacement	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

What equipment do you use to support your customers?

Spectrum Analyzer for 5 GHz	<input type="checkbox"/> Own	<input type="checkbox"/> Have access to	<input type="checkbox"/> Don't use
Broadband Transmission Line & Antenna Analyzer	<input type="checkbox"/> Own	<input type="checkbox"/> Have access to	<input type="checkbox"/> Don't use
LAN Diagnostic Hardware/Software	<input type="checkbox"/> Own	<input type="checkbox"/> Have access to	<input type="checkbox"/> Don't use

Technical Services

What services do you offer your customers?

Wired Ethernet Network Design	<input type="checkbox"/> Yes	<input type="checkbox"/> Outsource	<input type="checkbox"/> No
Point-to-Point RF Design	<input type="checkbox"/> Yes	<input type="checkbox"/> Outsource	<input type="checkbox"/> No
Point-to-MultiPoint RF Network Design	<input type="checkbox"/> Yes	<input type="checkbox"/> Outsource	<input type="checkbox"/> No
RF Site Surveys	<input type="checkbox"/> Yes	<input type="checkbox"/> Outsource	<input type="checkbox"/> No
RF Link Path Analysis	<input type="checkbox"/> Yes	<input type="checkbox"/> Outsource	<input type="checkbox"/> No
Radio Frequency Co-ordination	<input type="checkbox"/> Yes	<input type="checkbox"/> Outsource	<input type="checkbox"/> No
Antenna Installation and Aiming	<input type="checkbox"/> Yes	<input type="checkbox"/> Outsource	<input type="checkbox"/> No
Tower Installations	<input type="checkbox"/> Yes	<input type="checkbox"/> Outsource	<input type="checkbox"/> No
Network Integration	<input type="checkbox"/> Yes	<input type="checkbox"/> Outsource	<input type="checkbox"/> No

Employee Certifications

Please indicate any relevant industry certifications your employees hold and maintain. Check all that apply.

- Cisco Network Certification
- Microsoft Network Certification
- Novell Network Certification
- OSHA
- Andrew Certification
- NARTE
- Other (specify)

**SECTION 6**

Redline product  
expected sales

Please estimate how many Redline links you would anticipate selling and installing over the next year.

Current project

If you have a current project for which you need Redline products, please let us know so we can give you assistance with this immediately.

*Number of sites to link*

*Height of each site*

Any further notes or comments?

**SUBMIT Application**

**Applicant's  
Authorized  
Signature**

*By submitting this application, I acknowledge the information provided to be accurate and I understand that any misrepresentation(s) made in this application may be reason for termination of any agreement, which is based upon the information in this application.*

Signature	Date
Title	Phone

PLEASE E-MAIL YOUR APPLICATION TO  
[channel\\_management@redlinecommunications.com](mailto:channel_management@redlinecommunications.com)