



NEWS RELEASE

# Extreme Introduces Extreme Partner First: Eliminating the Complexity of Traditional Partner Programs

2026-01-20

Simplified deal registration, transparent pricing, and unified rebate structure among new benefits

MORRISVILLE, N.C.--(BUSINESS WIRE)-- **Extreme Networks**, Inc. (Nasdaq: EXTR), a leader in AI-powered automation for networking, today announced that it has launched a new partner program as of January 2026: **Extreme Partner First™**. Designed to eliminate the confusion and delays common in traditional partner programs, Extreme Partner First strengthens partner engagement with a unified rebate structure, quicker deal approvals, clearer pricing and benefits, and AI tools that provide partners with greater confidence to invest, compete, and grow.

Extreme Partner First simplifies deal registration, delivers transparent pricing, offers comprehensive training and certifications, and leverages AI to improve time to revenue and profitability with less friction.

## Key Benefits for Reseller Partners include:

- Consistent, Predictable Profitability: Extreme offers one global, SKU- and volume-based rebate model, eliminating ambiguity and improving margin predictability. Partners are rewarded for success with Extreme Platform ONE™, the industry's first AI-powered networking platform unifying networking, AI, and security.
- Unified Global Deal Framework: Extreme has established a unified global framework for deal registration, enabling partners to pursue and close international deals without friction. With new international partner identification tools and system-enforced protection, as well as a 48-hour target approval for Service Level Agreements (SLAs), it is now easier for partners to pursue, protect, and scale international opportunities.

- Transparent Deal Registration: Deal registration is now modern, simple, and globally consistent. System-enforced partner protection delivers clear ownership and credit, giving partners the confidence to invest, pursue, and protect deals from registration to close.
- Accelerate Deal Closure with AI: Extreme's Partner AI Sales Assistant puts an expert at your fingertips, enabling partners to find critical sales information in seconds. From product and solution insights to relevant case studies and price sheets, it delivers the right content at the right time to accelerate deal closure.
- Role-Based Experience and Automation: Extreme offers personalized dashboards, faster opportunity submissions and approvals, real-time deal visibility, and accelerated rewards access.
- Training and Certifications: To help increase partner expertise and support successful AI-powered network deployments, partners can now earn new combined certifications for installation and troubleshooting, with a specific focus on AI-readiness and use cases within Extreme Platform ONE.

Richard Simmons, Director of Network Solutions, Logicalis, said, "When we work with vendors, our goal is to build long-term partnerships grounded in mutual success and, most importantly, the success of our customers. Extreme's new partner program reflects a clear commitment to that same outcome, reducing unnecessary complexity and delivering a more transparent, predictable, and collaborative experience."

Joe Spencer, Senior Vice President of Global Channels and Strategic Initiatives, Extreme Networks, said, "Extreme's partners are central to how we win in the market. As partners face accelerating technology shifts and rising customer expectations, partner programs must remove friction, not add to it. With Extreme Partner First, we're redefining the partner experience with a unified global deal model, radically simplified deal registration, and AI-powered automation across the lifecycle. Partners get clarity, speed, and protection—so they can operate more efficiently, invest with confidence, and deliver greater value to their customers while building long-term, profitable growth with Extreme."

## Additional Resources

- Become an **Extreme Networks Partner**
- Join the Extreme Partner First **MSP Program**

## About Extreme Networks

Extreme Networks, Inc. (**EXTR**) is a leader in AI-powered cloud networking, focused on delivering simple and secure solutions that help businesses address challenges and enable connections among devices, applications, and users. We push the boundaries of technology, leveraging the powers of artificial intelligence, analytics, and automation. Tens of thousands of customers globally trust our AI-powered cloud networking solutions and industry-leading support to enable businesses to drive value, foster innovation, and overcome extreme challenges. For more information, visit Extreme's website at [www.extremenetworks.com](http://www.extremenetworks.com) or follow us on [LinkedIn](#), [YouTube](#), [X](#),

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Source: Extreme Networks, Inc.