



Ekinops Launches Channel Partner Program in EMEA and APAC

Enables partners to deliver highly profitable and differentiating optical transport and network access services and solutions

Paris 1 July, 2019 - EKinops (Euronext Paris - FR0011466069 – EKI), a leading supplier of optical transport equipment and router solutions, today announces the launch of the Ekinops Channel Partner Program (ECP). The program has been designed to support value-added resellers (VARs) and system integrators to differentiate in the market by providing them with the opportunity to build, sell and deliver solutions tailored to their customer needs, while still benefitting from the Ekinops' extensive knowledge, resources and expertise.

Ekinops is seeking to expand partnerships across Europe, Middle East and Africa and Asia to serve carrier service providers, as well as corporate enterprises. By joining forces with Ekinops, channel partners will have access to the entire Ekinops portfolio of open and fully interoperable transport and access solutions. Because of the size, flexibility and vendor agnostic nature of its products, Ekinops removes vendor lock-in and empowers its partners to create their own competitive and profitable services to meet increasing demand for seamless, open networks.

Ekinops already counts several of the world's largest communication service providers, over-the-top (OTT) managed service providers, cable MSOs, data center providers and mobile service providers as customers. The ECP marks the next stage in Ekinops' continued growth strategy.

"The ECP offers more than a traditional channel program," comments **Frank Dedobbeleer, Group Sales Vice-President EMEA & APAC at Ekinops**. *"We're not simply looking for resellers but true value-add partners who want to take the disruptive path and provide an alternative to the incumbents. Ekinops offers the ideal WAN Edge technologies and optical transport solutions to support a channel that is looking to differentiate in the market. Unlike larger vendors, Ekinops' range of affordable solutions are completely flexible to end-customer needs and adaptable to local requirements.*

"For Access partners, our software-based networks functions bring the incomparable benefits of being available in both pCPE and uCPE formats. This will allow our partners to present future-proof solutions to their customers. Partners reselling our optical transport solution will have access to a wide range of services to deliver the planning, building, operation and support of optical networks.

"At their core, our solutions provide quality and ease of integration, without vendor lock-in."

Recognizing that business partners may have multiple go-to-market business models, the ECP is purpose-built to embrace and support each partner's unique model.



Ekinops channel partnerships are based on three levels:

- Silver for partners who provide entry level services on Ekinops products. They will receive access to the partner portal, webinars and sales collaterals.
- Gold for technically trained partners providing advanced services on Ekinops products and solutions. Gold partners will be given advanced ECPP benefits including qualified leads and joint marketing activities.
- Platinum for the most accomplished partners offering solution and services based on the Ekinops product portfolio. Platinum partners will have access to all ECPP benefits including support for sales, communication and marketing activities and executive sponsorship.

All channel partners will have access to sales, marketing, communication and technical support. To be chosen to join the ECPP, partners must show commercial and technical capabilities on Ekinops products and provide a business plan.

To find out more and to apply to be an Ekinops channel partner, visit the new [channel portal](#).

Contact

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About Ekinops

Ekinops is a leading provider of open and fully interoperable Layer 1, 2 and 3 solutions to service providers around the world. Our programmable and highly scalable solutions enable the fast, flexible and cost-effective deployment of new services for both high-speed, high-capacity optical transport as well as virtualization-enabled managed enterprise services.

Our product portfolio consists of two highly complementary product sets. One, marketed under the Ekinops 360 brand name, provides a single, fully integrated platform for metro, regional, and long-haul applications. The other, marketed under the OneAccess brand name, provides a wide choice of physical and virtualized deployment options for Layer 2 and Layer 3 network functions.

As service providers embrace SDN and NFV deployment models, Ekinops' solutions enable them to deploy today in the knowledge that they can seamlessly migrate to an open virtualized delivery model at a time of their choosing.

A global organization, with operations in 4 continents; Ekinops (EKI) - a public company traded on the Euronext Paris exchange - is headquartered in Lannion, France, and Ekinops Corp., a wholly-owned subsidiary, is incorporated in the USA.



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For more information, visit www.ekinops.com