Insight Pro

MSP Services Platform

Product Drill-Down

Q4 2018

NETGEAR BUSINESS



Small Business Growing Networking Needs Create New Complexity

- Growing number of devices in small business networks
- BYOD
- Waiting Rooms with Free Guest WiFi
- Network Isolation for security and privacy
- Remote access for 24/7 world
- IoT





Resellers Impacted Over the Last Decade

OPPORTUNITY

Even as SMB Networking Needs to Grow ...

CHALLENGE

... Hard to compete against tide of Online retailers and Customer Taste for DIY











Walmart.com

bol.com[®]



To continue to grow, VARs need to:

- Make up for lost hardware margins revenue
- Build Services that can be easily replicated without taxing their Tech Team
- Add processes and efficiencies
- Apply revenue model that works for Small Biz
- Easily add new ones easily, while retaining old ones

What they need is:

A cloud-based device and network management platform that provides:

- 1. REMOTE ACCESS
- 2. AUTOMATION
- 3. CENTRALIZED VISIBILITY CONTROL

to eliminate manual repetitious device management tasks and support non-linear growth.

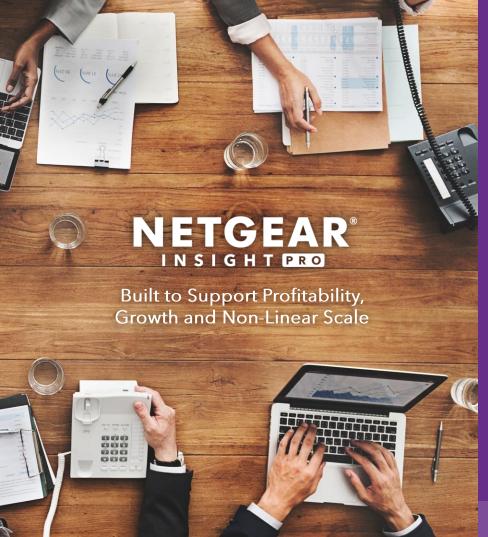


Introducing NETGEAR Insight Pro

NETGEAR®

- In-built automation for Non-Linear Profitable Growth
- Support for Efficiencies & Economies of Scale
- Remote access for Geographic Expansion
- Focus on value delivery to end-customers





Insight Pro is the VAR/MSP Platform for Annual Recurring Revenue

A cloud-based remote solution to simplify network management and device ...

- REGISTRATION
- INSTALLATION
- CONFIGURATION
- MONITORING
- MANAGEMENT
- TROUBLESHOOTING

... for your customers' networks from anywhere.

Automation. Efficiencies. Scalability.

FUNCTION	TRADITIONAL VAR	MSP USING INSIGHT PRO	
Device Registration	~15 minutes per device	1-2 seconds	
Device Setup & Configuration	1-3 hours per device	<10 minutes	
Firmware Updates	~15 minutes per device	0 minutes - No Touch Required	
Remote Monitoring	N/A Or security risk with complex access via open ports	24/7 anytime, anywhere	
Troubleshooting	2+ hours	<5 minutes	
Remote Support	1+ hour	24/7 access from mobile app	



Built for Win-Win Results

FOR SMB END-CUSTOMER

- Lowered Cost
- Improved Hassle-Free Service
- Reliable Network & Internet Connectivity
- Higher Satisfaction

FOR MSP/SERVICE PROVIDER

- Steady Recurring Income
- Improved Margins/Profitability
- Happy Customers
- Higher Customer Retention
- Increased opportunity for adding new customers



Example SMB Deployment K-12 Schools

38 Access Points

10 Switches

2 RNAS

Devices: 50

Average Cost of HW: \$200

ONSITE IT

- Cost of Hardware: \$10,000
 - Annualized over 3 years: \$3,333
- Annual Salary for Half-time IT Tech: \$100,000
 - 9-5 Availability
 - Limited after hours and weekends
- Downtime: frequent for several hours minimum
- 3-year TCO: \$310,000

NETWORKING-AS-A SERVICE

- Monthly Subscription Fee: \$40/device
- Annual Service Subscription: \$24,000
- Hardware, Installation + Management (Insight) costs included in Service Subscription
- 24/7 Monitoring & Support
- Proactive issue resolution.
- 3-year TCO: \$72,000
- 3-Year Savings: \$238,000



Example SMB Deployment Senior Communities

100 Access Points

20 Switches

10 RNAS

Total Devices: 130

Average Cost of HW: \$200

ONSITE IT

- Cost of Hardware: ~\$26,000
 - Annualized (3 years) ~\$8,667
- Salary for 1.5 (part-time) IT Tech: \$300,000
- 9-5 IT Support Availability
 - Limited after hours and weekends
- Downtime: frequent for several hours minimum
- 3-year TCO: \$926,000

NETWORKING-AS-A SERVICE

- Monthly Subscription per Device: \$40
- Annual Service Subscription Fee: ~\$62,400
- Hardware, Installation + Management (Insight) costs included in Service Subscription
- 24/7 Monitoring & Support
- Proactive issue resolution
- 3-year TCO: \$187,200
- 3-Year Savings: 738,800



Example SMB Deployment Retail Chain

1400 Access Points

200 Switches

50 RNAS

Devices: 1650

Average Cost of HW: \$200

ONSITE IT

- Cost of Hardware: ~\$330,000
 - Annualized (3 years) ~\$110,000
- Annual Salary for 7 IT Tech: \$1,400,000
- 9-5 IT Support Availability
 - · Limited after hours and weekends
- Downtime: frequent for several hours minimum
- 3-year TCO: \$4,530,000

NETWORKING-AS-A SERVICE

- Monthly Subscription per Device: \$40
- Annual Service Subscription Fee: ~\$792,000
- Hardware, Installation + Management (Insight) costs included in Service Subscription
- 24/7 Monitoring & Support
- Proactive issue resolution
- 3-year TCO: \$2,376,000
- 3-Year Savings: 2,154,000





A Win-Win Model

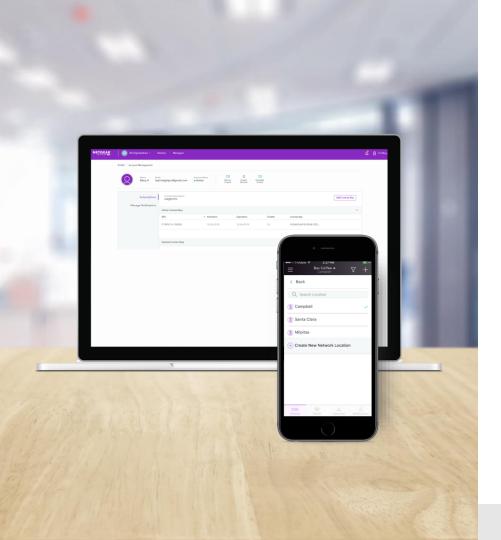
					SM	B END-	CUSTOM	ER VIEW	
				Traditional Own	ership M	odel			Networking-as-a-Service Model
Loaded FTE	No of Tech	Annual Salary/Pay	3-Year Salaries	Avg. HW Cost	# of Devices	Cost of HW	Annualized	3-Yr TCO	Monthly Subscription* Monthly Annual 3-Year TCO 3-Year Savings s Total 3-Year TCO 3-Year Savings
\$200,000	0.5	\$ 100,000.00	\$ 300,000.00	\$200.00	50	\$ 10,000.00	\$ 3,333.33	\$ 310,000.00	\$ 40.00 \$ 2,000.00 \$ 24,000.00 \$ 72,000.00 \$ 238,000.00
4	1.5	\$ 300,000.00	\$ 900,000.00		130	\$ 26,000.00	\$ 8,666.67	\$ 926,000.00	\$ 5,200.00 \$ 62,400.00 \$ 187,200.00 \$ 738,800.00
		\$ 1,400,000.00	\$ 4,200,000.00		1,650	\$ 330,000.00	\$ 110,000.00	\$ 4,530,000.00	\$ 66,000.00 \$ 792,000.00 \$ 2,376,000.00 \$ 2,154,000.0
		* .,,						<i>ψ</i> 1/000/000100	* Monthly Subscription includes HW, installation, Management (including Insight Pro)
						N	ISP VIEW		
Loaded FTE	No of Tech	Annual Salary/Pay	3-Year Salaries	Avg. HW Cost**	# of Devices	Cost of HW	3-Year Cost of Insight	Annual COGS	Monthly Subscription Subscription S Total Subscription 3-Year Revenue Profits
\$ 200,000	0.05	\$ 10,000.00	\$ 30,000.00	\$ 170.00	50	\$ 8,500.00	\$ 1,875.00	\$ 13,458.33	\$ 40.00 \$ 2,000.00 \$ 24,000.00 \$ 72,000.00 \$ 10,541.6
					S	MB FND	- CUSTOM	FR VIFW	
				Traditional Own					Networking-as-a-Service Model
				T	#of	is (estimated 1570			Monthly Monthly
Loaded FTE	No of Tech	Annual Salary/Pay	3-Year Salaries	Avg. HW Cost	Devices	Cost of HW	Annualized	3-Yr TCO	Subscription* Subscription Annual Subscription 3-Year TCO 3-Year Saving
\$200,000	0.5	\$ 100,000.00	\$ 300,000.00	\$200.00	50	\$ 10,000.00	\$ 3,333.33	\$ 310,000.00	\$ 50.00 \$ 2,500.00 \$ 30,000.00 \$ 90,000.00 \$ 220,000
	1.5	\$ 300,000.00 \$ 1.400.000.00	\$ 900,000.00 \$ 4,200,000.00		130 1,650	\$ 26,000.00 \$ 330,000.00	\$ 8,666.67 \$ 110,000.00	\$ 926,000.00 \$ 4,530,000.00	\$ 6,500.00 \$ 78,000.00 \$ 234,000.00 \$ 692,000 \$ 82,500.00 \$ 990,000.00 \$ 2,970,000.00 \$ 1,560,000
	,	\$ 1,400,000.00	\$ 1,200,000.00		1,050	\$ 330,000.00	ÿ 110,000.00	\$ 4,530,000.00	* Monthly Subscription includes HW, installation, Management (including Insight Pro)
									worthly subscription includes rive, installation, wanagement (including insight Pro)
							MSP VIEW		
Loaded FTE	No of Tech	Annual Salary/Pay	3-Year Salaries	Avg. HW Cost**	# of Devices	Cost of HW	3-Year Cost of Insight	Annual COGS	Monthly Subscriptions Annual Gross Subscription Total Annual Subscription 3-Year Revenue Profits
\$ 200,000	0.05	\$ 10,000.00	\$ 30,000.00	\$ 170.00	50	\$ 8,500.00	\$ 1,875.00	\$ 13,458.33	\$ 50.00 \$ 2,500.00 \$ 30,000.00 \$ 90,000.00 \$ 16,541
	0.15	\$ 30,000.00 \$ 600,000.00	\$ 90,000.00 \$ 1,800,000.00	Avg Insight 3-Year per Device Fee \$ 37.50	130 1650	\$ 22,100.00 \$ 280,500.00	\$ 4,875.00 \$ 61,875.00	\$ 38,991.67 \$ 714,125.00	\$ 6,500.00 \$ 78,000.00 \$ 234,000.00 \$ 39,008 \$ 82,500.00 \$ 990,000.00 \$ 2,970,000.00 \$ 275,875
	,	- 000,000.00	- 1,000,000.00	÷ 37.30	2000	+ -00,500.00	+ 01,073.00	y ,1-,125.00	\$ 52,500.00 \$ 530,000.00 \$ 2,570,000.00 \$ 273,073



Insight Pro

- Platform for Recurring Revenue Services
- Cloud-based Remote Access for Centralized Visibility & Control
- Built-in Automation for Scale and Efficiencies
- Low TCO for High Margins
- Supports Customer Satisfaction and Retention





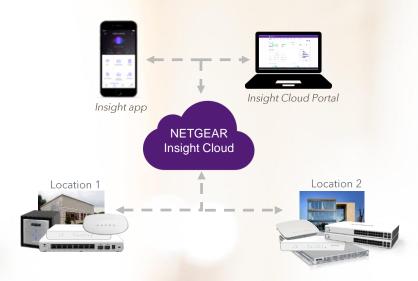
Platform Built for Growth

- Multi-Tenancy/Multi-Account framework
 - Supports multiple customer organizations in one Insight Pro account
 - Multi-Tenancy for customer data privacy and partitioning
- Centrally monitor and manage across all your customers' networks
- Multi-User Roles
 - Role-based access rights and views
 - Include Customer/Owner Role
- Access through the Cloud Portal or mobile app



The Insight Ecosystem

- Insight remote management platform with central dashboard for multiple customer organizations, multiple locations, multiple devices
- Insight Managed switches, Wireless APs, VPN Routers, network storage under one umbrella
- Feature-rich and affordable devices
- Industry-leading Support, RMA and warranty



Discovery, setup, remote monitoring and management of Insight Managed Switches, Wireless Access Points, VPN Routers and Network Storage



NETGEAR Insight Pro Benefits

- End-to-end service delivery
 - Registration, setup/configs, remote monitoring, firmware management, support escalation
- Divide workload across multiple customer network management
 - Multiple user roles role and rights assignment
- Build a profitable recurring revenue Services business
 - Leverage Insight's low TCO
- Scale your business on Insight's cloud-based platform
 - Easy to add customers and grow



Insight Pro Drill-Down

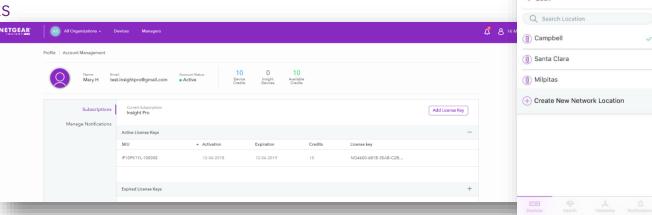


Platform Built for Growth

- + Multi-Tenancy/Multi-Account framework
 - Supports multiple customer organizations in one Insight Pro account
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- + Centrally monitor and manage across all your customers' networks

- + Multi-User Roles
 - Role-based access rights and views
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- + Access through the Cloud Portal or mobile app

Bay Coffee -



Roles in Insight Pro - 3 Levels of Users

The Admin

The primary person managing the Insight

Pro account

The Manager

The team member assigned to manage specific devices of specific customer organizations with Read/Write access to device configuration



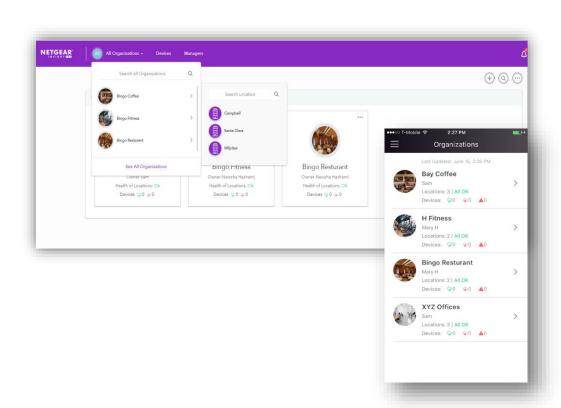
The Owner

The small business owner and endcustomer owning the hardware devices



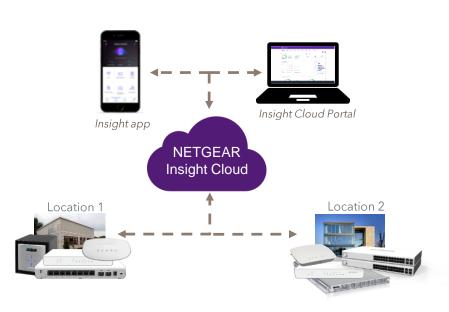
Multiple Customer Organization and Locations in Single Insight Pro Account

- Admin Account management
- Create multiple organizations
- Create multiple locations for each organization
- Configure, monitor and manage devices from anywhere, anytime
- Receive real-time notifications and start troubleshooting





The Insight Ecosystem



Discovery, setup, remote monitoring and management of Insight Managed Switches, Wireless Access Points, VPN Routers and Network Storage

- + Insight remote management platform with central dashboard for multiple customer organizations, multiple locations, multiple devices
- + Insight Managed switches, Wireless APs, VPN Routers, network storage under one umbrella

+ Feature-rich and affordable devices

+ Industry-leading Support, RMA and warranty



Plus All Insight Premium Features

- Web Portal and Mobile app (iOS & Android)
- · Cloud-based: Deliver increased operational efficiency, productivity, agility and flexibility
- Remote Access from anywhere
- Unified Management & Visibility: Across your full network and devices
- Discovery of all Insight Managed devices and Plus and Pro devices
- Simple Network Creation: Holistic unified view
- Management of Insight Access Points, VPN Routers and Switches, and ReadyNAS

✓ Access Points

- Insight Access Points setup and configurations
- SSID setup & configuration
- Custom Captive Portal
- WiFi Auto-Radio Resource Management Insight Basic & Insight Premium
- WiFi Security: MAC ACL Insight Basic & Insight Premium
- Device Monitoring and Notifications
- WiFi Fast Roaming
- NEW: Facebook WiFi



✓ Switches

- Setup and Configuration for Insight switches
- Port Configuration Wizard
- VLAN setup
- SRP/RSTP Enable/Disable per port Insight Basic & Insight Premium
- L3 Static Routing
- New: Support for large port count switches GC752X & GC752XP
- New: Enhanced PoE Settings
- New: Advance PoE Scheduling



Insight Pro - Scope of SMB Device Management

NETGEAR Insight	Setup	Manage	Monitor	Discover	Register
Insight Access Points	$\sqrt{}$	V	\checkmark	$\sqrt{}$	V
Insight Switches	$\sqrt{}$	V	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$
Insight Instant VPN Router	$\sqrt{}$	V	\checkmark	$\sqrt{}$	$\sqrt{}$
Orbi Pro	$\sqrt{}$	V	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$
ReadyNAS (except 100-series)		V	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$
Smart Managed Plus Switches			$\sqrt{}$	$\sqrt{}$	$\sqrt{}$
Smart Managed Pro Switches			$\sqrt{}$	$\sqrt{}$	$\sqrt{}$
WAC 700 Series				$\sqrt{}$	$\sqrt{}$
WAC 100 Series					$\sqrt{}$
Fully managed Switches					V
Unmanaged Switches					$\sqrt{}$
ReadyNAS 100 Series					$\sqrt{}$

What's New in Insight 5.1

+ Hardware: New Insight Instant VPN Router BR500 with Instant VPN, Firewall and Router capabilities

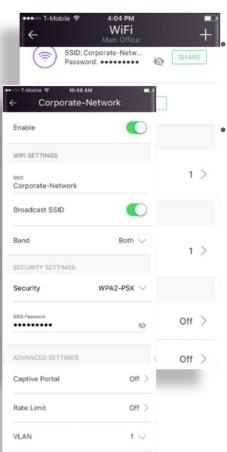
Full set up, monitoring and management of Orbi Pro Kit, Add-on satellite, Outdoor Satellite

+ Subscriptions: In Insight 5.1, both Insight Basic and Insight Premium subscriptions can be purchased on the Insight online (website) payments portal. On Android phones, there is a direct access to the web portal (using embedded web portal, not in-app purchase).



Insight Management Features for Access Points (1/3)

- Multiple SSID/Passphrase Creation
- Band Selection: 2.4GHz, 5Ghz or both
- WiFi Security
 - WPA2-PSK
 - WPA/WPA2-PSK
 - WPA2-Enterprise
 - URL filtering
 - MAC ACL Whitelist
- Captive Portal: Enable/Disable
 - Display Custom Message
 - Redirect URL
 - Session Timeout Selection 30 minutes to 24 hours
 - Captive Portal Logo (with Default Logo provided)
- Facebook WiFi allows creation of WiFi Captive Portal to promote your business and simplify login
- Rate Limit: Enable/Disable
 - Set Upload Unit Selection and Rate
 - Set Download Unit Selection and Rate



VLAN Setup for Created SSID

- Management VLAN
- •Video VLAN

• Device Diagnostics:

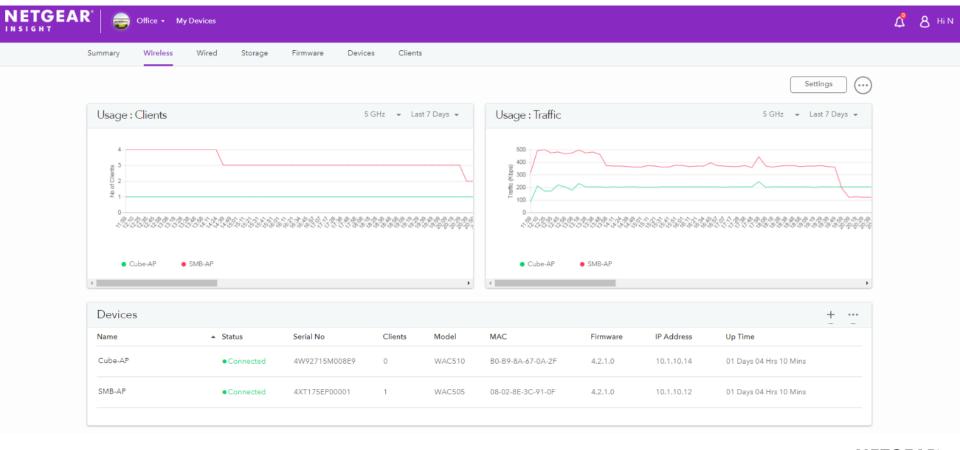
- •IP address of the AP
- •Graphs of wireless traffic
- Status
- •Name
- Mac address
- Country/Region
- •Firmware version
- Serial number
- •Uptime





NOTE: Web Portal features are only available on Insight Premium

Insight Management Features for Access Points (2/3)



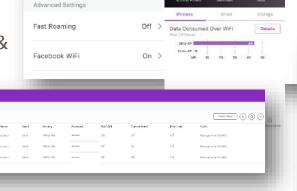


Insight Features for Access Points (3/3)



(Automatic selection of best channel and power for 2.4 GHz and 5 GHz Radio Frequencies)

- Facebook WiFi allows creation of WiFi Captive Portal to promote your business and simplify login
- Radio and WiFi channels (2.4GHz & 5 GHz)
 - WiFi Channel
 - Channel width
 - Output Power
- Fast Roaming
 - Enables Access Points to quickly verify roaming clients.

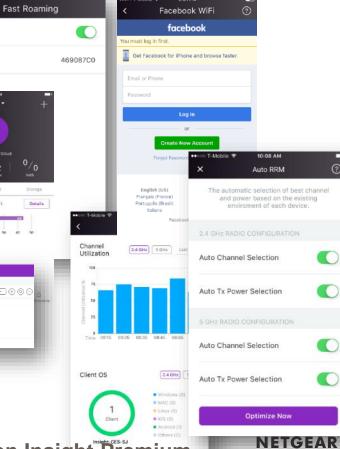


1 >

Enable

Mobility ID

Office *



NOTE: Web Portal features are only available on Insight Premium

WiFi

WiFi Clients

Auto RRM

RADIO SETTINGS

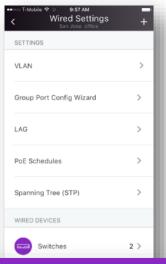
SECURITY

URL Filtering

Insight Management Features for Switches (1/4)

VLAN Management

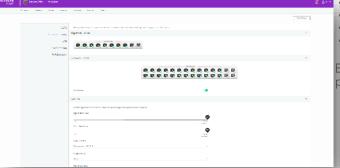
- Management VLAN, Voice VLAN, Video VLAN, Guest and Custom VLANs
- Video Optimization (IGMP Snooping): Enable/Disable
- Traffic Prioritization Setup
- VLAN Ports Selection (with visual ports selector)
- Associated SSID
- Link Aggregation Groups (LAGs)
- MAC Authentication: On/Off
- IP Filtering: Off/Allow Mode/Block Mode for created IP Address/Network Mask



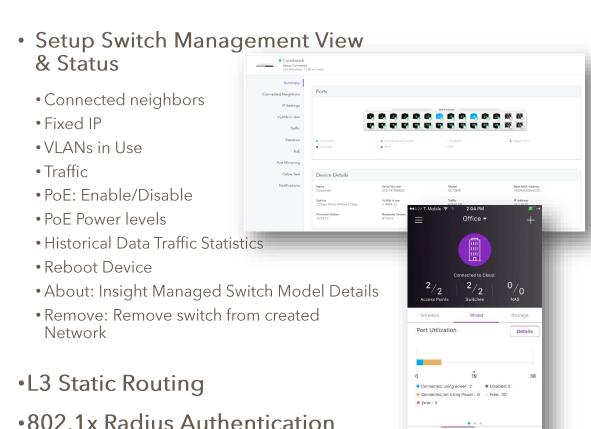
Group Port Configuration Wizard

- Enables setting and changing settings on multiple ports at a time:
- Select Ports for Configuration via Wizard (with visual ports selector)
- PoE enable/disable/power levels
- Rate Limit:
 - Set Egress Rate Limit
 - Set Storm Control Rate
- Select Default VLAN for Ports (PVID):
- Duplex Mode: Auto, Half, Full
- Max Frame Size Selector
- Port Speed Selector:
- Auto
 - 10 Mbps
 - 100 Mbps
 - 1000 Mbps

Enhanced PoE controls (Power management for PoE ports)



Insight Management Features for Switches (2/4)



- LAG Set Up: Combine Ethernet links into a single logical link
 - •Set LAG Name
 - •Enable/Disable LAG
 - •Static LAG: Enable/Disable
 - •Select Ports for LAG (with visual port selector)
- Device Diagnostics and Management
 - Port Mirroring
 - •Cable Test
 - Share Diagnostics
 - •Reload Configuration: last saved configuration on Insight cloud

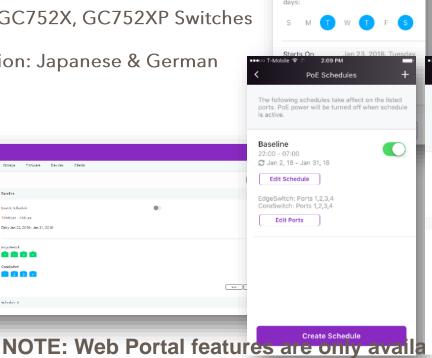
Insight 5.1 - Premium Features for Switches (3/4)

- PoE Scheduling
 - Creating PoE Schedules in different times, Days and weeks
 - Pick switch ports for different PoE Schedules
- Support GC752X, GC752XP Switches

Localization: Japanese & German

Dally Jan 02, 2010 - Jan 31, 2010

Spanning Irea PoE Schodules



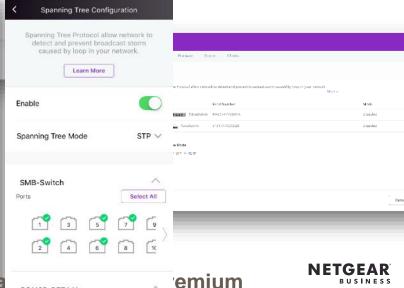
Create PoE Schedule

Recurs every week on the selected

All Day

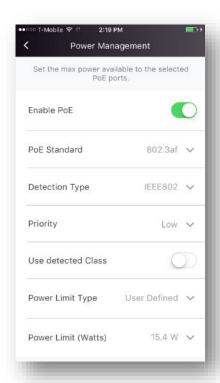
RECURRANCE

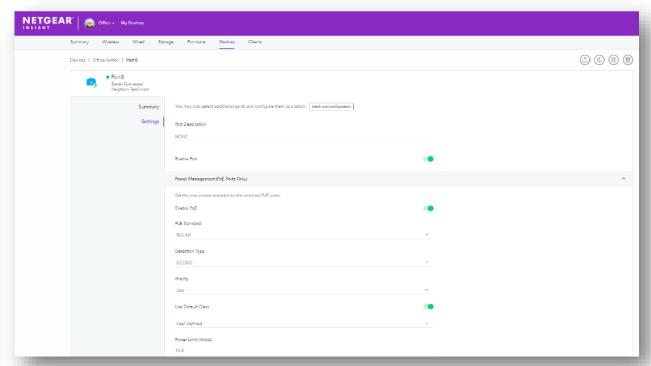
- Spanning Tree Configuration (STP) per port
 - STP allows network to detects and prevents broadcast storm caused by loop
 - Choosing spanning tree mode: Disable, STP, RSTP



Insight management - Features for Switches (4/4)

• Enhanced PoE controls, Power management for PoE ports Configure/set different settings for PoE ports based on their network design and devices





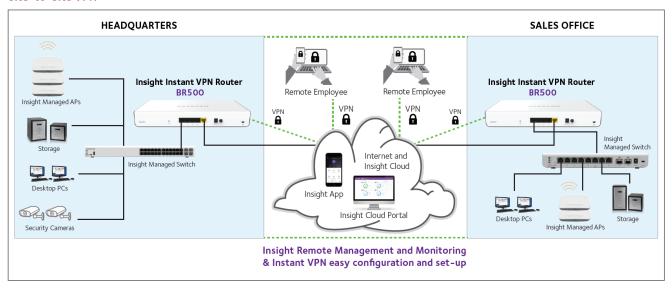


Insight management - Features for VPN Router (1/2)

Instant VPN Router - BR500

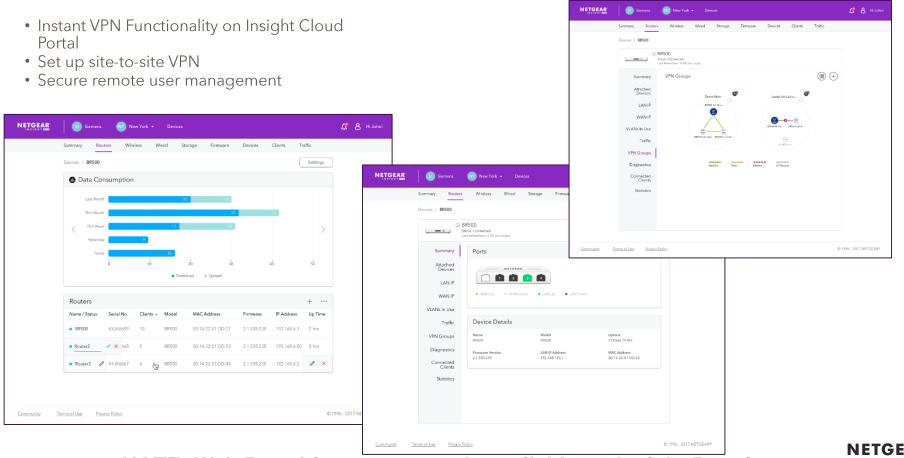
- Configure up to 3 Site-to-Site secure connections
- A VPN group consisting of a single Instant VPN router can handle 10 remote Users
- Each additional Instant VPN router can offer up to 10 additional remote users.

Site-to-Site VPN





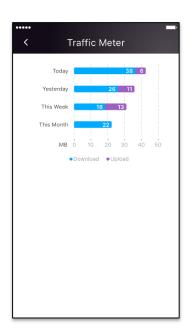
Insight Management feature for VPN Router (2/2)

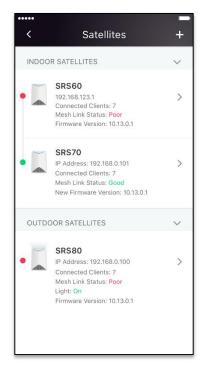


NOTE: Web Portal features are only available on Insight Premium

Insight management - Features for Orbi Pro (1/2)

- Set up and configure Orbi Pro Router and Indoor/ Outdoor satellite
- Define Orbi Pro device mode: router or access point
- Create multiple SSIDs
- Connect, monitor multiple clients
- Monitor Traffic
- LAN / WAN IP
- Share Diagnostics
- Factory reset / Reboot/ Remove

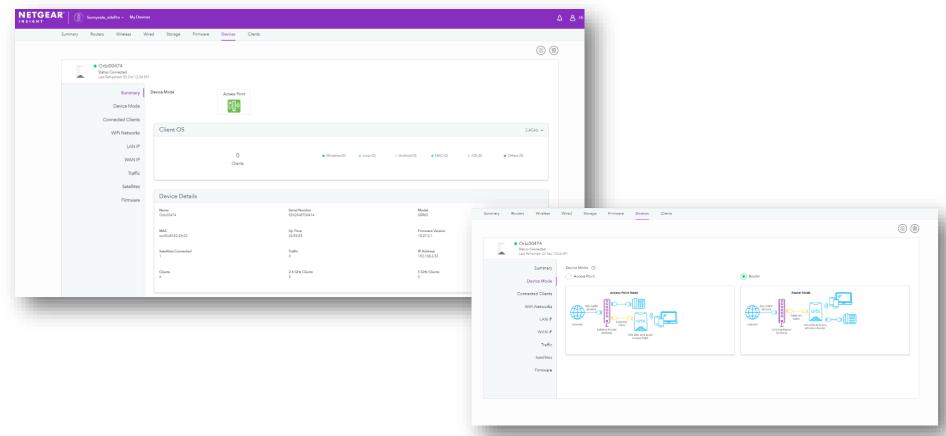






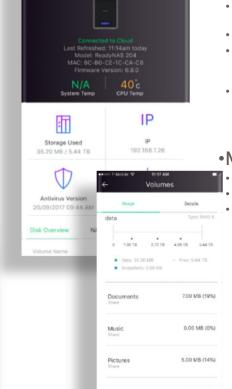


Insight management - Features for Orbi Pro (2/2)



Insight Management Features for ReadyNAS

- Status Check: Online/Offline
- Bluetooth Pairing
- ReadyNAS Devices Status
 - Temperature System and CPU
 - Device Usage By Volumes and by Shares (User created Folders)
 - RAID Level (per RAID Standard)
 - Details on Disk Status
 - · Model, serial number, firmware version
 - Capacity, spindle speed, ATA (disk communications) errors, hardware interface
 - Disk location and state



NAS /

- Security (A/V) Status Enable/Disable
 - Secure Diagnostic Mode for Technical Support -Enable/Disable
 - Firmware Update
 - Monitoring:
 - System & CPU Temperature
 - Fan Speed
 - Reboot device
 - Manage NAS Network Settings
 - IP Addresses
 - Interface MTU (Maximum Transfer Unit)
 - Interface bandwidth





NOTE: Web Portal features are only available on Insight Premium

NETGEAR Insight Pro Summary



- + End-to-end service delivery
 - Registration, setup/configs, remote monitoring, firmware management, support escalation
- + Divide workload across multiple customer network management
 - Multiple user roles role and rights assignment



- + Build a profitable recurring revenue Services business
 - Leverage Insight's low TCO
- + Scale your business on Insight's cloud-based platform



Thank you.

Build your Managed Service business with Insight Pro.





