Turbocharge Your Services Business

SMB Product Marketing

Q4 2018

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BUSINESS

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INSIGHT PRO

NETGEAR Business

SMB Networking and Innovation throughout the years

First Smart Switch

First 10G Smart Switch

First App Managed Access Point

First DIY WiFi Mesh Solution for Business

2003

2010

2011

2014

2017

2017

2017

2018

First Lightly Managed Plus Switch

Flexible Mounting Click Switch

First Fully Autonomous Cloud Management Switch
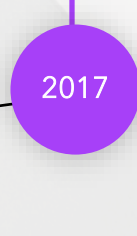
Pro AV 96p 10G Modular Switch

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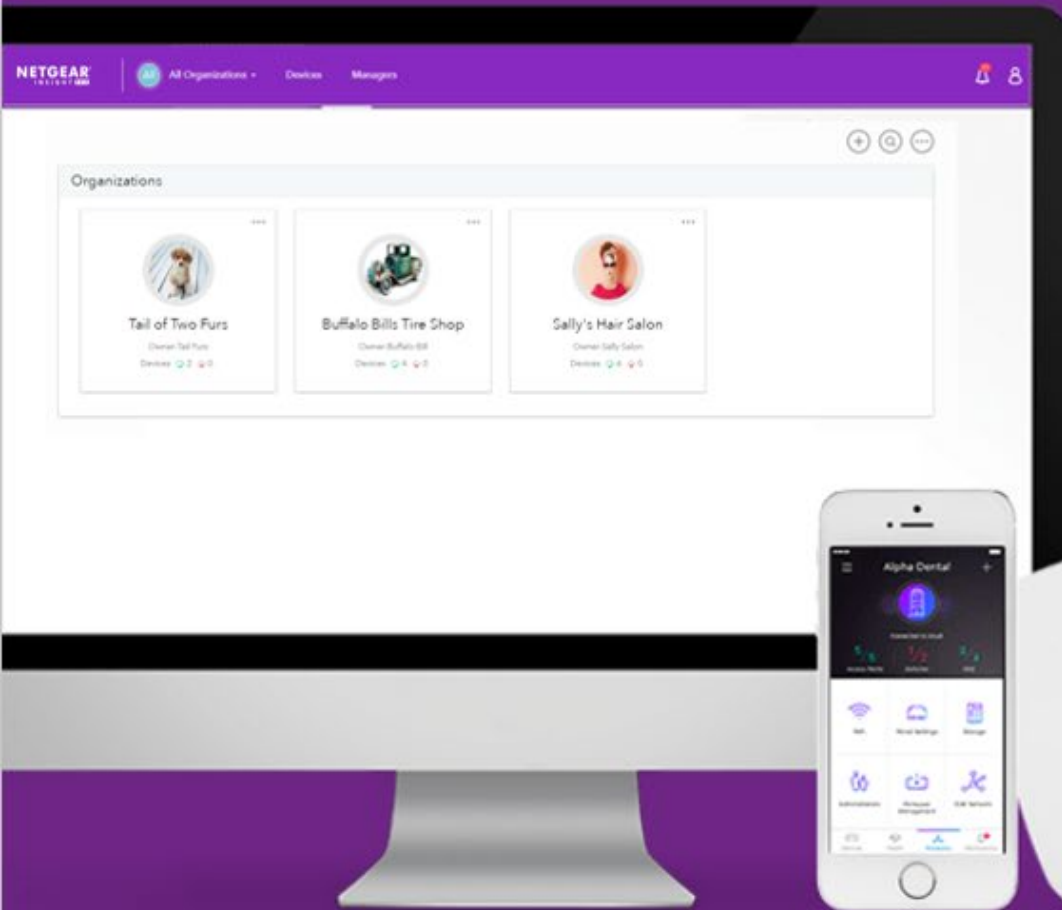**BUSINESS**

Growing Networking Complexity in SMB

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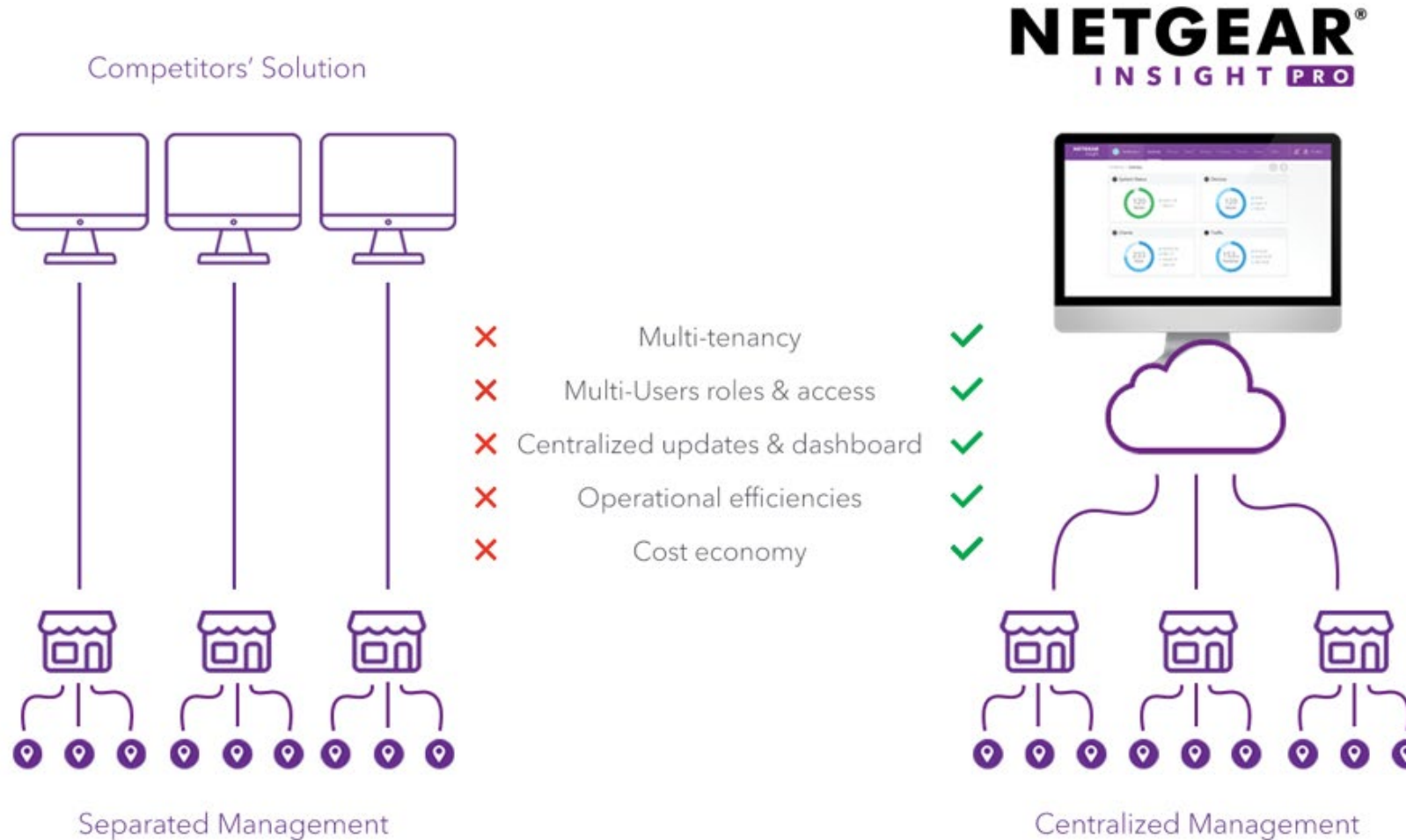- Remote access for 24/7 world
- IoT

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Introducing NETGEAR Insight Pro
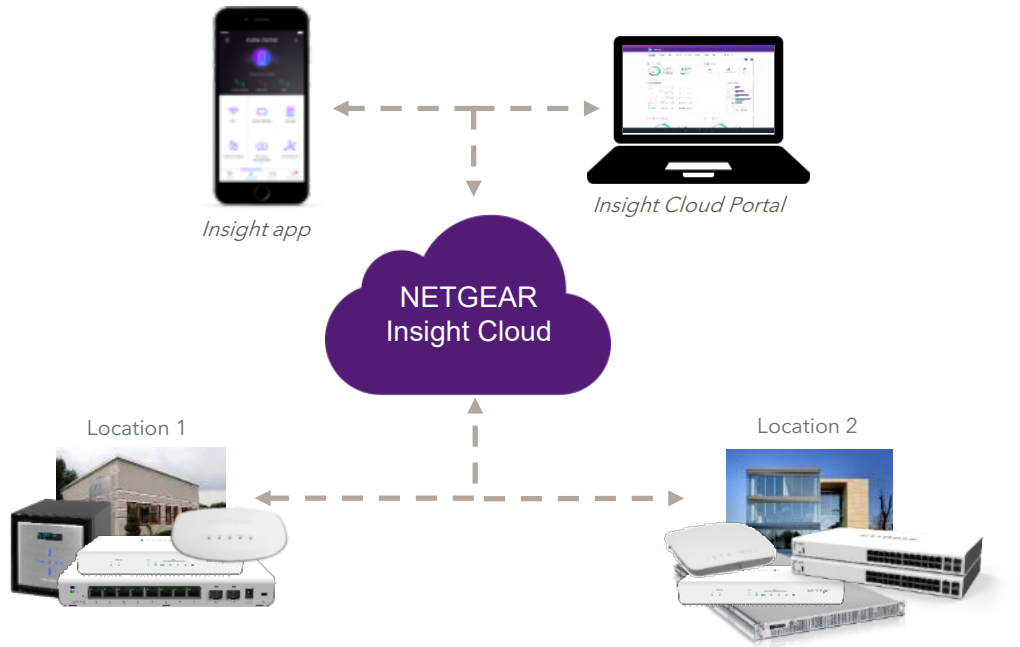## Expanding margins with recurring service revenue

Fully integrated cloud managed devices that do not require additional hardware, software or servers to be managed remotely.

Insight Pro – Multi-tenant – Multi-roles – Multi-location

Competitors' Solution

NETGEAR® INSIGHT PRO

	Feature	
✗	Multi-tenancy	✓
✗	Multi-Users roles & access	✓
✗	Centralized updates & dashboard	✓
✗	Operational efficiencies	✓
✗	Cost economy	✓

Separated Management

Centralized Management

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NETGEAR Insight - A comprehensive ecosystem

Insight app

Insight Cloud Portal

NETGEAR
Insight Cloud

Location 1

Location 2

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

+ True Cloud management – no additional hardware
needed

+ Central dashboard for Insight Managed switches,
wireless APs, network storage, VPN Routers

+ Direct in-app access to Support, community,
knowledge base, videos

NETGEAR®
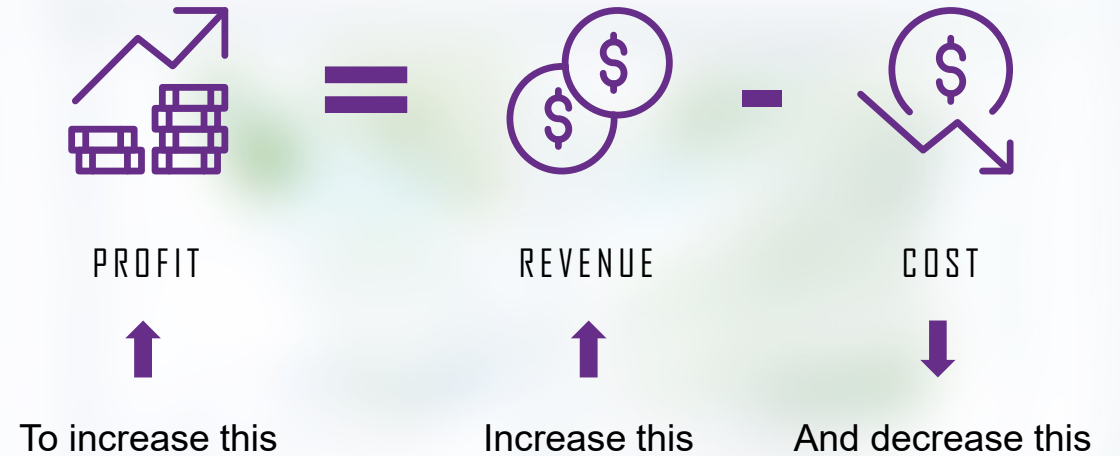BUSINESS

Insight Pro: Network Management Features & Automation

- Multi-Tenancy , Multi-locations account
- Multi-Role: Admin, IT manager, owner
- Flexible methods for device setup
- Automatic weekly/monthly reports
- Real time email - app notifications
- 2-Factor Authentication
- Firmware scheduler, PoE scheduling
- Remote Troubleshooting
- Per device subscription bundles

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Insight Pro Value for you

- Recurring Revenue to *raise profitability*

- Leverage Cloud to *reduce investment*

- Automate & replicate tasks to *increase efficiency* and *scale your business*

- Proactive monitoring to *improve customers satisfaction* and *customer retention*

PROFIT = REVENUE - COST

To increase this   Increase this   And decrease this

Insight Pro - Rated Best by Tolly Group!

NETGEAR® INSIGHT PRO

THE BOTTOM LINE

NETGEAR Insight Pro provides:

1. Solution architecture designed for multi-customer, multi-location businesses
2. Simple and flexible device setup
3. Multi-role management and monitoring
4. Highly functional cloud portal
5. Full-fledged management via mobile app
6. Controller-free site solution

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www.netgear.com/insight