

RAKwireless Announces Its VAR Program

Shenzhen, April 3rd, 2019, RAKwireless (RAK), a leading global LoRaWAN™ building block provider, announces launching its new Value-Added Reseller (VAR) program which enhances its channel partners' ability to go to market.



Building upon the success of previous years and its commitment to the channel's continued success, RAK is announcing a new VAR program for its partners, available immediately. With this new offering, RAK will now go to market with three distinct engagement levels available through its VAR program – Bronze, Silver and Gold, with corresponding offers based on the level of partner engagement.

“It's essential to our business for our channels delivering more value to their customers, and customers can expect better solution overall, transforming from IoT Prototype to Commercial solution.” said Ken Yu, CEO of RAK. “Resellers increase their competitiveness through the access to RAK building blocks offers, resulting in greater overall customer satisfaction. Reaction to this program has been very positive at all levels of the value chain.”

“The VAR program is designed for partners that work their clients to identify, recommend, and implement the right point of what end customer need.”, said Kinson Chan, COO of RAK. “With this VAR program, it helps to simplify the process, speed up the delivery time and lower the cost of the final LoRaWAN solution.”

RAK is rapidly expanding globally by recruiting new channels and partners after successfully launching its 5 new LoRaWAN building block products in Amsterdam last month and WisDM gateway management system yesterday in IOT Asia Singapore. It is targeting to have VAR partners in every region of the world, helping and delivering LoRaWAN solution through this program.

You can register at the following site
<https://apply.rakwireless.com/>

About RAKwireless:

RAKwireless is the pioneer in providing innovative and diverse cellular and LoRaWAN™ connectivity solutions for IoT edge devices. RAK creates the industry leading market-oriented and easy-to-use lego-like IoT building blocks of the highest quality for sensor, compute and connectivity to accelerate diverse IoT applications from prototype to commercial. For more information, visit RAK's website at <http://www.rakwireless.com>.

For generic enquiries, please contact info@rakwireless.com

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