

## MESSAGING BRIEF

NETGEAR® Insight Pro



### RESELLERS/MSP PLAY ONLY

#### Build your Network Management Services business with NETGEAR Insight Pro

NETGEAR Partners, wouldn't it be great if:

- You could remotely deploy and configure network devices in multiple client sites from a single interface?
- Your techs could spend less time travelling onsite for low value tasks?
- You could solve your client's network issues before they call?

#### **VAR message:**

In today's world, to truly be successful we have to embrace recurring revenue streams in addition to the traditional hardware resell and support services.

NETGEAR wants to help our Value-added Reseller (VAR) partners grow their business and stay competitive against the larger MSPs, while they retain the core product sales they have built their business on. NETGEAR Insight management solution was designed to help VARs make the move to adding recurring Services revenue very quickly, and with little-to-no out of pocket expense.

Through the Insight management platform, VARs can configure, monitor, remotely access and trouble shoot their customers' Insight Managed switches, wireless access, and network attached storage from a central dashboard.

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With Insight Pro, NETGEAR is partnering with VARs in this recurring revenue journey.

With NETGEAR Insight Pro, VARs can:

Quickly and easily add a managed services offering based on the Insight family of cloud managed devices to supplement their traditional HW and services sales.

- Ensure the lowest TCO while quickly growing and diversifying their business into Services.
- Effortlessly scale their Services operation as they grow.
- Instantly get access to great operations & support teams from NETGEAR Business.

### **MSP message:**

Managed Service Providers (MSP) have created a successful Services business, but it can be challenging and costly (in time and money) to continue to expand their customer portfolio. With the Insight family of cloud managed solutions, MSPs can easily and quickly add Network Management across switches, Access Points and Storage devices, under the same umbrella, simplifying greatly small business networking management.

MSPs can now deliver end-to-end installation, and remote monitoring and management services based on the Insight platform – everything from devices registration to setup/configuration, remote monitoring, and ongoing firmware management and even support escalation.

Insight empowers MSP with speed and scale – faster, easier deployment, monitoring and management of customers' networks means MSPs can take on more customers and scale their business.

NETGEAR Insight Pro comes with multi-tenancy functionality within a single Insight Pro account. Through partitioned views based on User Role and access privileges, Insight Pro enables managing multiple customers from within a single Insight Pro account.

MSPs can also divide the workload across multiple users with Insight Pro's "multiple user role and rights assignment", allowing them to balance the workload. In addition to this, they can proactively monitor network performance across their customers' networks from anywhere and any device.

These solutions were designed for the SMB market, are easy to package, manage and are very economical. They can quickly gain new customers trust by monitoring and proactively troubleshooting their network infrastructure, quickly becoming their go-to IT resource. They will become the partner that their customers will rely on, trust and stay loyal to.

### **INSIGHT PRO**

Insight Pro is an exclusive offering that is dedicated to NETGEAR VAR and MSP partners. Through multi-tenant, multi-user capabilities for easy management of multiple customers under one

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umbrella and packed with features they need to grow their business and add value to their customers. All of this is provided at the lowest TCO on the market, allowing our partners to bake in their margin and still provide their customers with a very economical offering.

MSPs and VARs can now deliver end-to-end network management services based entirely on the Insight platform. Everything from initial devices registration to setup/configuration, remote monitoring, ongoing firmware management and even support escalation.

NETGEAR Insight Pro provides multi-tenancy management within a single Insight Pro account, providing partitioned views based on the user role and access privileges. This enables very easy management of multiple customers and even multiple sites for each customer, from within a single Insight Pro account.

VARs and MSPs can also divide the workload across multiple users with Insight Pro's "multiple user role and rights assignment", allowing them to better balance the workload and maximize ROI. In addition to this, they can proactively monitor network performance across their customers' networks from anywhere and any device.

The NETGEAR Insight™ Pro solution is a revolutionary new way to very quickly discover, configure, and continuously monitor and manage their clients' networks of select NETGEAR Wi-Fi access points, switches and storage devices. Insight is an industry first – offering plug-and-play set up and management of multiple small business networks from a single account within our mobile app or Cloud Portal.

Insight changes the equation with its simplified multi-tenant, multi-users, multi-location configuration and cloud-based remote access, Empowering VARs and MSPs to manage their clients' devices from anywhere and develop "Management as a Service" solutions for recurring revenue.

NETGEAR Insight Pro is a subscription-based solution that can be purchased through traditional VAR and MSP distribution channels. There are various packs offered to support a range of device deployments. Pack offers can be split across any number of their customers. Volume and duration-based pricing is available for 1, 3 and 5 year terms. The VARs or MSPs can easily manage their subscriptions and account from the Cloud Portal with indications on credits in use, credits available and a detailed view of allocated devices per organization.

Insight Pro is a multi-tenant solution that includes 3 levels of users, each with their own pre-defined rights and responsibilities:

- Owner: person owning the hardware devices and the end-customer
- Admin: The primary person managing the Insight Pro account and who can purchase Insight Pro subscriptions, create sub-accounts, users and assigns user rights.

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- **Manager** : The team member who is assigned to manage devices within the rights assigned by the Admin (can only add/delete and manage specific devices, has Read/Write access on device configuration)

Here is a table that outlines the rights that can be allocated to each type of tenant.

Rights/Responsibility	Owner(s)	Admin	User(s)
Create device owner accounts in mynetgear.com	X		
Confirm device ownership in mynetgear.com	X		
Add/Delete Admin for Insight Pro account	X		
Confirm Admin for Insight Pro account	X		
Allow Admin to Purchase Insight Pro Subscriptions	X		
Establish and confirm Customer Sub-Account Owner	X		
Purchase Insight Pro		X	
Create Sub-Accounts		X	
Create/Delete Insight Pro Users		X	
Assign User Rights (including Notifications policy)		X	
Add Devices to Accounts and Sub-Accounts		X	X
Assign Users to Specific Accounts and Devices		X	
Monitor & Manage Devices		X	X
Configure Devices		X	X
Create & Deploy Config Templates		X	X
Update Device Firmware		X	X
Push Security Patches		X	X

Insight users, depending on their roles, can also access a comprehensive dashboard on Insight Pro that provides:

- Real-time network status across all their customers' sites
- Real-time device status for each of their customer's organization, even across multiple locations, and the devices they manage
- Historical data on device and network performance for up to 30 days
- Data exportation for easy reporting to customer in order to improve their overall customer experience

This information is available at many levels: per organization, per account, across multiple networks, per device, per location, etc.

Data is also fully segregated between clients in order to ensure customer data and network security.

MSP now have the flexibility to offer customized services to their customers, depending on their customer's needs and resources.

### The NETGEAR Insight Pro advantage

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## NETGEAR® Insight Pro

Insight provides a platform for MSP and VARs to build and grow their Services business providing customized services – from basic remote monitoring to comprehensive Networking-as-a-Service.

With NETGEAR Insight, Resellers and Managed Service Providers can setup, manage, and monitor their clients' Insight Managed networks from anywhere, anytime, and from any device.

They can register new NETGEAR Insight Managed devices, configure, check status, view dashboards, power cycle PoE devices and even update firmware remotely. For businesses with multiple sites or locations, Insight gives you the ability to manage multiple locations separately from the app or the Cloud Portal.

Insight Pro features include:

- End-to-end delivery of services from devices registration, setup/configuration, remote monitoring to firmware updates and support escalation.
- Segregated Multi-tenancy within a single Insight Pro account enabling partitioned views based on the User Role and access privileges
- Ability to manage multiple customers, even each with multiple locations, within a single Insight Pro account
- Remote management across multiple customers and sites
- Ability for MSP and VAR teams to use a single Insight Pro account with ability to assign different roles and access levels to each team member.
- Proactive monitoring of customer's network performance from anywhere, and any device.

Build your Network Management Services business with NETGEAR Insight Pro.

### Category Name

Cloud Management/Network device management

### Product Name

NETGEAR Insight Pro



## Packaging PDP Product Name

NETGEAR Insight Pro

## App version

NETGEAR Insight 5.0

## Headline/Banner Headline (15 words)

Build your Network Management Services with NETGEAR Insight Pro. Remotely manage your customers' Insight managed wireless access points, switches and network storage, under a central dashboard.

## Long Form Copy/One Liner (25 words)

Build your Network Management Services business with NETGEAR Insight Pro through simplified, feature-rich monitoring and management of your customers' Insight managed wireless access points, switches and network storage, all under a central dashboard.

## Long-Form Copy (30-50 words)

Build your Network Management Services business with NETGEAR Insight Pro through simplified, feature-rich monitoring and management of your customers' Insight managed wireless access points, switches and network storage, all under a central dashboard. It offers multi-client management capabilities within a single account, enabling segregated views based on the User Role and access privileges.

## Long-Form Copy (50-100 words)

**Build your Network Management Services business with NETGEAR Insight Pro**

**Manage your customers' networks remotely from a central dashboard with the Insight Pro Cloud-based management solution**

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## NETGEAR® Insight Pro

NETGEAR Insight Pro offers simplified, feature-rich monitoring and management of your customers' Insight managed wireless access points, switches and network storage. It offers multi-client management capabilities within a single account, enabling segregated views based on the user role and access privileges. NETGEAR Insight Pro enables Managed Service Providers and Resellers to deliver out of the box end-to-end network management based on the Insight platform as you're able to manage: Device registration, setup/configuration, remote monitoring, troubleshooting, firmware updates and support escalation.... From any screen, anywhere.

### Key Features (in order of priority, max 20)

#### **INSIGHT PRO FEATURES**

- Manage your customers' networks remotely from a central dashboard with the Insight Pro Cloud-based management solution
- Remote monitoring and management of Insight managed switches, wireless access points and network storage from a single interface
- End-to-end delivery of services from devices registration, setup/configuration, remote monitoring to firmware updates and support escalation.
- Multi-tenancy capabilities from within a single Insight Pro account enabling segregated views based on the User Role and access privileges
- Remote management across multiple customers even with multiple customer sites
- Proactive monitoring of customer's network performance from anywhere, and any device
- Dashboards with real-time status and 30-day history of network devices performance
- Rapid remote deployment. Just scan at your office, ship to the client and then set up and monitor from anywhere
- In-app access to NETGEAR Support for easy access to Help

#### **NETGEAR INSIGHT CORE FEATURES (included with Insight Pro)**

- + NETGEAR Insight app
- + NETGEAR Insight Cloud Portal
- + Multi-site/location management of Insight Managed devices from a single-pane-of-glass
- + Device Discovery with network scan
- + Device Scan by QR or Bar Code via Insight mobile app
- + One-Tap Device Registration

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- + Single Sign On (SSO)
- + Email Alerts
- + Push Notifications
- + Firmware Update Scheduler
- + Support for Multiple Locations
- + Cross Device Support (Access Points, Switches and NAS)
- + One-tap/click Add Device to Network
- + Data History
- + Two-factor authentication
- + In-app access to NETGEAR support
- + Customizable Dashboard
  - Account-Level View
  - Locations-Level View
  - Device-Level View

### NETGEAR INSIGHT WIRELESS FEATURES (included with Insight Pro)

- + SSID Setup (Up to 8 SSIDs)
- + Frequency band Selection
- + VLAN Creation and Association with SSID
- + WiFi Security:
  - WPA/WPA2 - PSK & Enterprise
  - URL Filtering
  - MAC ACL
- + Custom Captive Portal Creation
- + Visibility into WiFi Clients
- + WiFi Auto Radio Management
- + Fast Roaming
- + Facebook WiFi

### NETGEAR INSIGHT SWITCH FEATURES (included with Insight Pro)

- + Advanced L2 switch features setup and management
- + Create isolated segments for Point-of-Sale, Guest Internet, VoIP, Video
- + Internal IP setup for LAN
- + Group Port Wizard for easy port configuration even across multiple devices
- + VLAN creation, setup and management
- + Traffic prioritization (QoS) including Video and VoIP
- + Port trunking (LACP/LAG) management
- + Traffic tagging/untagging
- + Advanced per-port PoE management
- + Enable/disable PoE and traffic per port
- + IP Filtering
- + Duplex Mode: Auto, Half, Full
- + Jumbo frame support/frame size selector

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- + Per port speed selection
- + Switch Diagnostics
- + STP/RSTP Enable/Disable per port
- + Static routing
- + Enhanced PoE controls for easier setup and management
- + PoE scheduler

### NETGEAR INSIGHT NETWORK STORAGE FEATURES (included with Insight Pro)

- + Status Check
- + NAS discovery, monitor, reboot
- + NAS Setting: IP Address
- + NAS Monitoring:
  - System & CPU Temperature
  - Fan Speed
- + NAS Usage Stats:
  - By Volume and By (User) Shares
  - RAID Level
  - Disk Status

### Additional features

- Non-Insight managed device registration
- Central device management enabling the creation of standardized device configurations
- Schedule updates for configurations push, firmware and patch updates
- Portal co-branding with MSP logo inclusion
- Seamless upgrades from Insight Basic or Premium to Insight Pro
- Bulk purchase of device management licenses from Distributors with volume and multi-year discounts

### Audience

- VARS and MSPs servicing these small businesses:
  - Restaurants, cafés, bars.
  - Small local hotel/motels, short-term and long-term rental apartments – general property management
  - Small Retail: boutiques, hair/beauty/massage salons, cleaners/laundromat, auto-shops, etc.
  - Small medical practices: dental, orthodontics, dermatologists, physical therapists, specialists, etc.

- Small Services: Accounting, legal, financial, tax, design, architecture, programming, etc.
- Satellite/Branch offices of larger businesses and organizations
- Any micro/small business

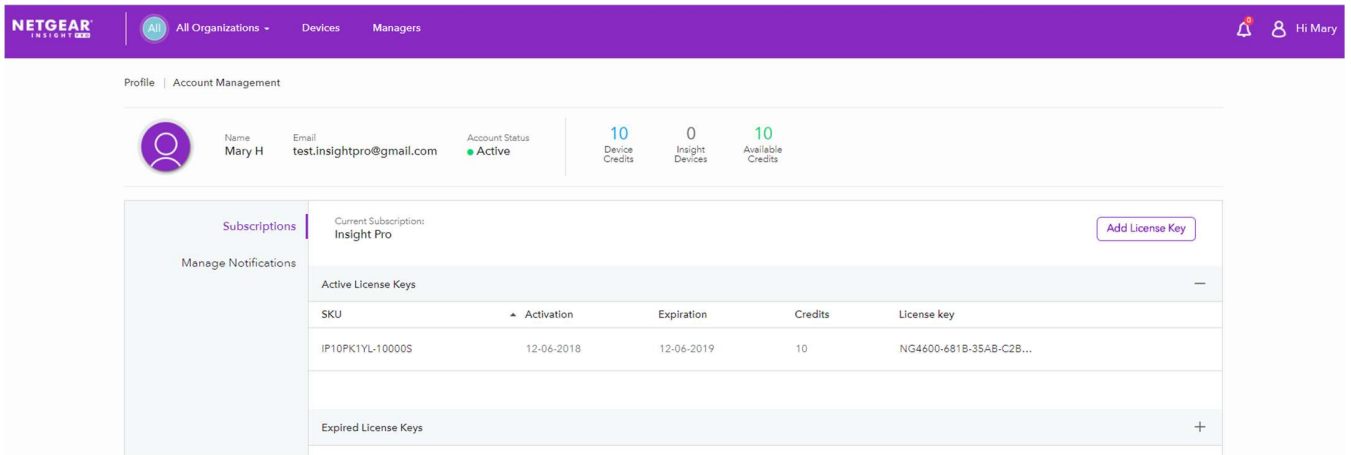
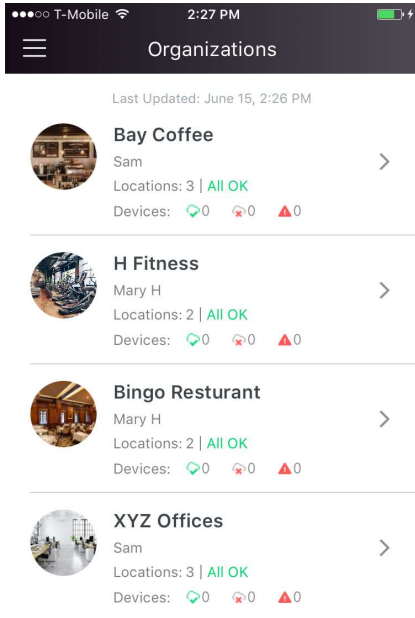
## Top 5 benefits (Up to 5)

- Build your Network Management Services with NETGEAR Insight Pro and become your clients trusted network partner
- Remote monitoring and management of Insight managed switches, wireless access points and network storage from a central dashboard
- Reduce low value site visits through remote management of your clients devices and rapid remote deployment
- Flexible Management as a Service model with the ability to set up various levels of hardware ownership and user responsibilities
- Lowest TCO of the market with no additional management hardware to purchase and no hidden costs


## Additional USPs:

- Visibility & Control of your clients networks from a single interface
- Quick and simple installation and deployment
- Create and manage multiple user accounts from within a single Insight Pro account
- Multi-Location Management
- Prioritized access to NETGEAR Support and product cases
- 5-year NBD hardware warranty, NBD replacement, 90 day phone/chat support on devices

## Insight Pro Screenshots



Organization



Add New Organization

**Organization Information**


Name of Organization / Business\*  
Bingo Coffee

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Pick Existing Owner  
Select an owner

OR

Owner Name Sami	Email Address
Phone Number	Business Phone Number

Logo  
 [Choose a file...](#)

Organization Policy ⓘ



Add New Organization

There are no organizations in your account.

[Add Organization](#)

+ Q ⋮

**NETGEAR**  
Account Sign-Up

**Business Information**

Account Type [?](#)

Managed Service Provider  Small Business Owner

Business Name\*

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Primary Address of Business\*

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City\*

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State\*

Zip Code\*

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Country\*

Choose Country ▼

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Business Phone Number\*

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Send me promotional discounts and other product information.

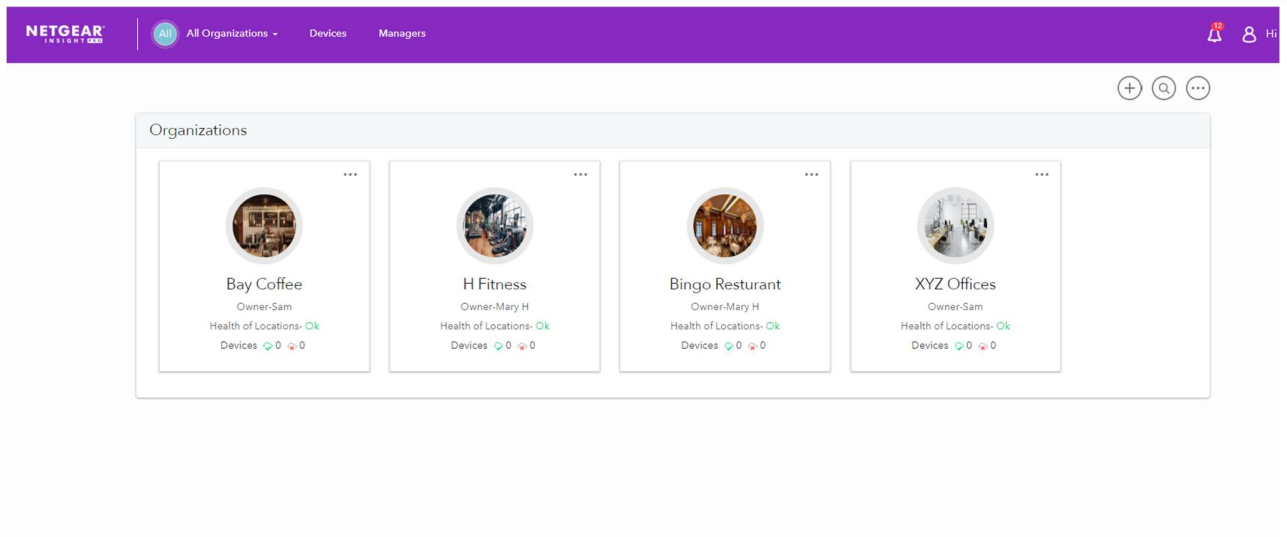
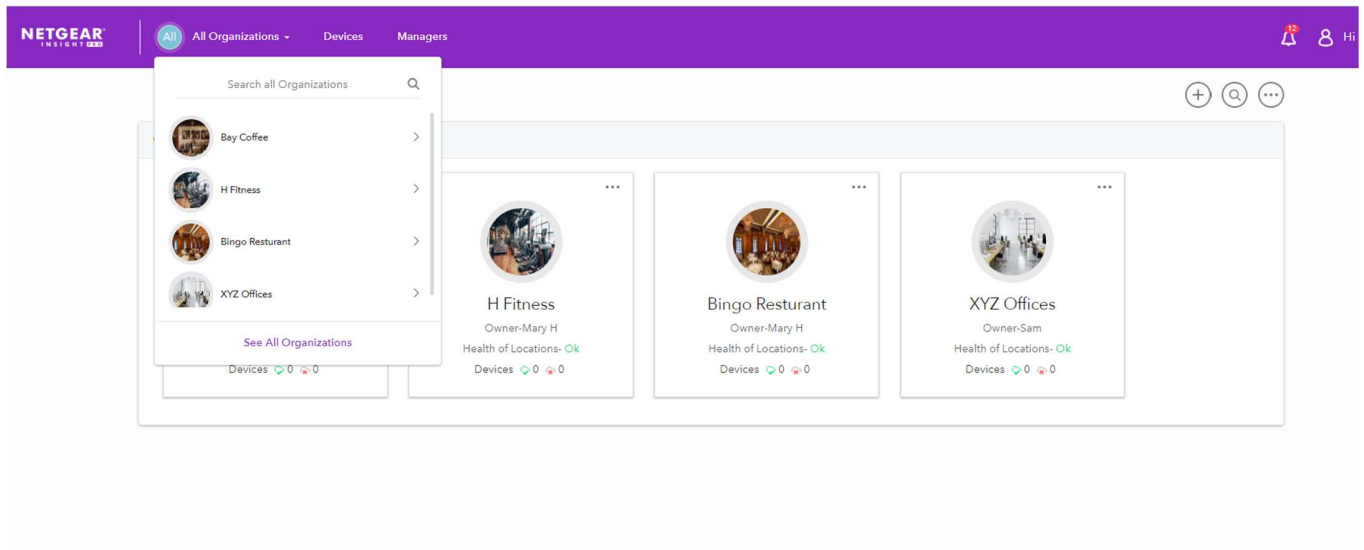
By Signing up, I agree to the [Terms and Conditions](#).

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