



Manufacturer Positioning & Solution Alignment Policy

Core Positioning Statement

RocNet will **position the optimal solution** for our customer, based on the customer's technical and commercial requirements, regardless of which OEM partner the solution comes from. RocNet acts in the customer's best interest while maintaining transparent, ethical, and collaborative OEM relationships.

The Value of RocNet

RocNet Supply is a value-added distributor delivering engineered solutions, professional services, and supply-chain efficiency to telecom, service provider, enterprise, and infrastructure customers. RocNet serves as a trusted advisor across multiple OEM platforms and strives to identify and support solutions that address needs and delight our customers.

Sales & Engagement Behavior

Solution Positioning Approach

Solutions are positioned based on technical fit, commercial requirements, operational impact, and customer-specific needs. Strategic OEM alignment never overrides customer requirements. Multiple solutions may be evaluated when appropriate.

RocNet sales and engineering teams will:

- Engage OEM partners early when their solutions align to customer needs
- Communicate openly when multi-vendor evaluations are required
- Protect incumbent OEM relationships through transparency and professionalism
- Operate in a consulting role when customers require solution comparison
- Fully comply with all OEM NDAs and confidentiality obligations

RocNet will never misrepresent capabilities, suppress superior solutions, or prioritize OEM interests over customer outcomes.

OEM Partnerships

RocNet builds long-term OEM relationships based on integrity, collaboration, innovation, and shared accountability for customer success. Greater alignment with an OEM may include:

- Exclusive or preferred representation in defined product areas
- Protected project registration programs
- Joint marketing and demand-generation initiatives
- Strategic use of RocNet integration, staging, or logistics services

These alignments are intended to **strengthen collaboration and execution**, not restrict customer choice.

OEM-Introduced Opportunities

RocNet cherishes OEM-introduced opportunities and will exhaust all reasonable technical, commercial, and organizational resources to collaboratively position the OEM's solution. Alternative OEMs are introduced only if requested by the customer or if requirements cannot be met, with full transparency to the originating OEM.

Ethical Standard

RocNet associates act with sound judgment, transparency, and customer-first integrity to protect RocNet's reputation and deliver sustainable growth.