

Promotion Announcement

Fluke Networks H2 Campaigns & Promos

July 27, 2021

This is an announcement for the campaigns & promotions that Fluke will offer specifically for Fluke Networks sales channels, from Sept 1st until Dec 15th, 2021

Campaigns & Promo's:

1. We are Ready for PoE. Are you?
2. Fiber Optic Testers that make everyone an expert
3. Trade-in an old copper or fiber certification tester and get up to €2,500 discount

1. We are ready for PoE. Are you?

Campaign applicable for	EU-27, UK, MEA-T, RU
Copper Trade-In offer applicable for	EU-27, UK, MEA-T (not available in RU)




Campaign: We are Ready for PoE. Are you?

Fluke Networks is ready for the PoE market, with a range of products for various PoE testing & troubleshooting tasks.

With our **MS-PoE**, you can cut through the confusion of your PoE installation by providing swift and simple PoE verification. The tester detects the available PoE class (0-8) provided by the connected switch in accordance with the latest PoE standards and displays the voltage from passive PoE sources. With the brand new **LinkIQ**, you can simplify PoE installation and troubleshooting – it displays the pairs where power is provided, including the different power levels and pairs for dual-signature implementations and LinkIQ will also actually place a load on the connection to ensure that the advertised power is being delivered by the switch across the cabling infrastructure.

With the **DSX Cable Analyzers**, you can certify the (field terminated) modular plug terminated link (MPTL) that typically connects the PoE device to the network. On top of that you can execute “+PoE” tests that trigger a complete set of resistance measurements that ensure proper PoE operation is possible on the link.

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We are ready for PoE. Are you?

Upgrade and get up to €2,500 savings.

Certify that Networks Comply with the Standards Requirements for PoE and Upgrade Your Old Cable Tester to a DSX CableAnalyzer™ today!

Fluke Networks is ready for the PoE market, with a range of products for various PoE testing & troubleshooting tasks. With our 80 PoE, you can cut through the confusion of your PoE installation by providing swift and simple PoE verification. The tester detects the available PoE class & is provided by the connected switch in accordance with the latest PoE standards and displays the voltage from passive PoE sources. With the brand new LinkIQ you can simplify PoE installation and troubleshooting - it displays the ports where power is provided, including the different power levels and pairs for dual signature implementations and LinkIQ will also actively place a load on the connection to ensure that the advertised power is being delivered by the switch across the cabling infrastructure. With the DSX Cable Analyzers, you can verify the (old terminated) modules (plug terminated) or (MTP) that specially connects the PoE device to the network. On top of that you can execute "OHF" tests that trigger a complete set of resistance measurements that ensure proper PoE conditions available on the link.

Now is good time to upgrade your old tester.
For a limited time, Fluke Networks is offering up to €2500 trade-in discount including options with gold support!

It's easy as . . .

1. Place a purchase order for a version of one of the mentioned "T" models (i.e. DSX2-5000/T, DSX2-5000QI/T, DSX2-8000/T, DSX2-8000QI/T, DSX2-5000QI/DT, DSX2-5000QI/DT/T) with your preferred purchasing location. When ordering one of the "T" models, you'll get the tester at a promotional price (list price less the trade-in discount) offering you instant gratification.
2. Go to www.flukedirect.com immediately after receiving your new cable tester to print the shipping document and label for your old tester. **IMPORTANT:** The shipping document contains a unique ID which we track your shipment once it arrives in our warehouse. Customers outside the European Union should ship their tester with the DDP Out Shipping Document to their distributor.
3. If the old tester is not returned within 30 days after the shipment date of the new tester, Fluke Networks will invoice your distributor the amount of the trade-in offer which the distributor will invoice you.

Trade-in conditions that are being offered must meet a certain number of criteria before being shared and can be subject to change without notice. While you wish that you can, although the original equipment manufacturer will be responsible for the return of the old tester, the old tester will be returned to the distributor for the purchase price.

If all requirements are not met within 30 days after the day that Fluke Networks should have received your distributor trade-in document, it will be treated as a return of the old tester. The customer is responsible for shipping the purchase to Fluke Networks or, outside the European Union, to their distributor. The distributor will arrange transportation of the equipment.

This offer is valid in the countries indicated in the original conditions. While the use and distribution of promotional materials and other general conditions are regulated by DSX2-5000QI/TM, DSX2-8000/TM, DSX2-5000QI/DTM and DSX2-5000QI/DTM.

This trade-in promotion may not be used in combination with other promotional special offers.

To find out more about this special offer, take the offer to subject to the original conditions. Contact your distributor for more information.

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Copper/Kits Trade-in Closing Offer

Now is good time to upgrade your old copper certification tester.

For a limited time, Fluke Networks is offering up to €2500 trade-in discount on an old copper certification tester.

You can get up to €2,000 trade-in discount on a new DSX2-5000/T and DSX2-8000/T, when you return an old Copper cable tester. Alternatively, if you return a copper certification tester including the optical loss testing module, your trade-in discount on our DSX2-5000QI INT/T will be up to €2,500. You can also trade in against versions including Gold Support.

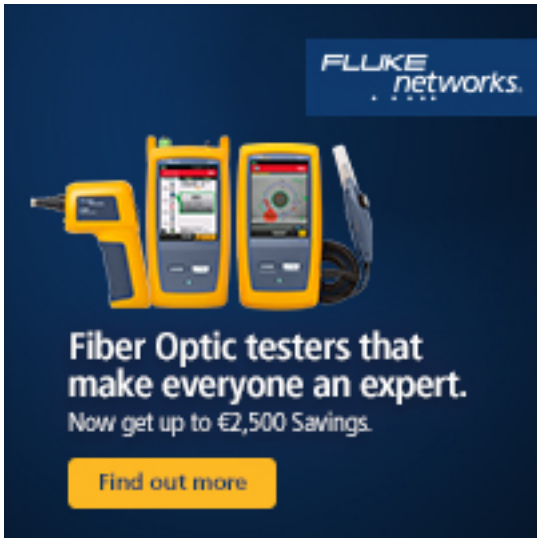
The /T promo models are at a promotional price (list price less trade-in discount), so you will receive your new tester immediately at a discounted price.

After that, the only thing left for you to do is return the old testers on time (see the terms & conditions for more information).

All marketing campaign materials, produced in all key languages, are available on [BOX](#).

Fiber Optic Testers that make everyone an expert.

Campaign applicable for	EU-27, UK, MEA-T, RU
Fiber Trade-In offer applicable for	EU-27, UK, MEA-T, (not available in RU)



Fiber Optic testers that make everyone an expert.

Now get up to €2,500 Savings.

[Find out more](#)

Campaign: Fiber optic testers that make everyone an expert

Do you want to become a fiber optic expert?

Fiber optics cabling is the core of today's datacom networks. Today, the need for higher data transmission capacity continues to grow as network applications grow and expand. As network speeds and bandwidth demands increase, distance, and loss limitations have decreased, making fiber optic cabling certification testing more important than ever. Fiber is a reliable and cost-effective transmission medium, but due to the need for precise alignment of very small fibers, problems ranging from end-face contamination to link damage can occur. Regardless, narrowing down the source(s) of failure is often a time-consuming and resource-intensive task.

Fluke Networks offers an industry-leading portfolio of innovative fiber optic cable test and certification solutions, that are used worldwide because of their ease-of-use, accuracy, and durability.

Now, you easily can become an expert, with the range of

	<p>field-tough fiber optic testers to inspect, clean, verify, certify, and troubleshoot fiber optic cable networks easier, faster, and safe.</p>
	<p>Fiber Kits Trade-in closing offer</p> <p>Now is good time to upgrade your old fiber certification tester.</p> <p>For a limited time, Fluke Networks is offering up to € 2500 trade-in discount on an old fiber certification tester.</p> <p>You can get up to €2,000 trade-in discount on a new OFP2-100-Q INT/T and CFP2-100-Q INT/T, when you return an old fiber certification tester. Alternatively, if you return a copper certification tester including the optical loss testing module, your trade-in discount on our DSX2-5000QI INT/T will be up to €2,500. You can also trade in against versions including Gold Support.</p> <p>The /T promo models are at a promotional price (list price less trade-in discount), so you will receive your new tester immediately at a discounted price.</p> <p>After that, the only thing left for you to do is return the old testers on time (see the terms & conditions for more information).</p>

All marketing campaign materials, produced in all key languages, are available on [BOX](#).

2. Trade-in Promotion

Both customers interested in buying a copper or a fiber certification tester can trade-in any copper twisted pair or fiber certification tester, any make, any model. We will work again with the familiar /T models. Trade-in value will be €1500, €2000 or €2500 pending model (incl. other currencies). Our systems will be open for stocking orders on August 30th, 2021, but keep in mind that the promotion only launches on September 1st, 2021.

Launch Packs

Several Attractively prices launch packs will be available to distributors in the fiscal month of September. You can choose from 3 different launch packs:

- **Starter Pack**
 - 2 DSX2-5000/T
 - DSX2-5000
- **Mix Pack**
 - 1 DSX2-5000/T & 1 DSX2-8000/T
 - DSX2-8000
- **Premium Pack**
 - 2 DSX2-8000/T
 - DSX2-8000

For these launch packs, following rules apply:

- 3% Extra-discount on net price!
- No changes allowed / No Stock Rotation
- Channels can order several packs!
- Open for Orders: From Aug 30th till Sep 30th

Beware: /T models promotional prices as shown above are the reduced promo prices, list prices minus the trade-in discount values given per currency.

How does it work?

Logistics will be identical to those of the last /T promotion we ran, with a very high emphasis on the fact that old testers need to be returned by customers WITH THE FORM GENERATED BY DSXDEAL.COM to SBJ (within the European Union) or their distributor (in UK, Norway, Switzerland, Middle East, Africa, Turkey). While the /T offers instant gratification to customer due to the lower list price compared to the regular list price of the testers, we need to make absolutely sure that old equipment is taken out of the field.

Beware: Customers that buy one of the /T models will be excluded from the “Buy a Fluke Get a Free Fluke” campaign. It’s up to the customer to decide if they want to benefit from the trade-in or prefer to get a free Fluke product. If they choose the latter, they should not buy a /T model, but a “regular” one. /T Logistical Process

1. Customer places a purchase order for a /T model with their preferred participating distributor. By ordering a “/T” the customer orders the instrument at the promotional price (list price less trade-in discount) offering them instant gratification. The regular distribution discounts will be applied on the /T list prices when orders are processed.
2. Distributors, DAMs and marketing materials invite customers to go to www.dsxdeal.com immediately after receiving their new DSX to print the shipping document and label to return their old tester. IMPORTANT: The shipping document contains a unique ID with which we track shipments of old testers once they arrive in our warehouse. Customers outside the European Union should ship their tester with the DSXDeal shipping document to their distributor. These shipping documents should then be forwarded by the distributor via email to Fluke (ehv-marcom@fluke.com) as evidence that old testers have been returned.
3. If an old tester is not returned within 30 days after the shipment date of the new DSX to the customer, Fluke will invoice the distributor the amount of the trade-in after which the distributor should invoice the customer.

The trade-in promos in this announcement are subject to the following terms and conditions:

1. Discounts are incorporated in the prices of the DSX2-5000/T, DSX2-5000/GLD INT/T, DSX2-8000/T, DSX2-8000/GLD INT/T, OFP2-100-Q INT/T, OFP2-100Q/GLD INT/T, CFP2-100-Q INT/T, CFP2-100-Q/GLD INT/T, DSX2-5000QI INT/T and DSX2-5000QI/G INT/T model numbers and cannot be claimed when purchasing any other Fluke Networks product.
2. Trade-in instruments that are being returned must have a similar functionality as those being purchased and can be of any make, any model. We only accept trade-in units that turn on, although the returned instrument may be defective. In case of disputes, Fluke Networks Marketing will determine if a returned tester will be considered functionally similar to the purchased product.
3. If old instruments are not returned within 30 days after the day that the distributor shipped a new /T model to a customer, invoicing will occur of the already granted trade-in discount.
4. The customer is responsible for shipping the old testers to Fluke Networks or, outside the European Union, to their distributor. The distributor will then arrange local recycling of the old equipment.
5. This offer is valid in the European Union, Norway, Switzerland, UK, Middle East, Africa, Turkey through participating distributors only, on purchases made between September 1st, 2021 and December 15th, 2021.
6. This trade-in promotion may not be used or combined with any other promotion or special discount offer.
7. To the full extent allowed by applicable law, this offer is subject to change without notice.

What can you do to benefit from this promotion?

Channels with a Versiv “PAP” status are expected to pro-actively roll out and communicate these campaigns & promotions using the following “basic” tactics:

- Take advantage of the September Launch Packs and buy at least one
 - Prepare your initial order for the /T models and launch packs
- Plan at least two outbound email campaigns (preferable at launch and in November)
 - Start preparing the outbound communications on your websites and to your own databases, so you can be ready for a fast start when the campaign launches on September 1st, 2021
 - The use of multiple “countdown” mailers towards the end of the trade-in offer is highly recommended
- Train both Inside & Field Sales Teams on the campaigns and all its promotions
- Organize and execute at least one of the webinars that has been made available in support of the campaigns
- Communicate the promotion whenever you speak to an end-user on the phone, F2F or via web chat
- Engage with our campaigns by clicking/sharing content on social media about the promotion
- Pro-actively communicate the promotions on your website, include the promotion in your e-mail communications and on media platforms you are present.