

APPENDIX E - CONTRACT MANAGEMENT AND PERFORMANCE PLAN – CERAGON RESPONSE

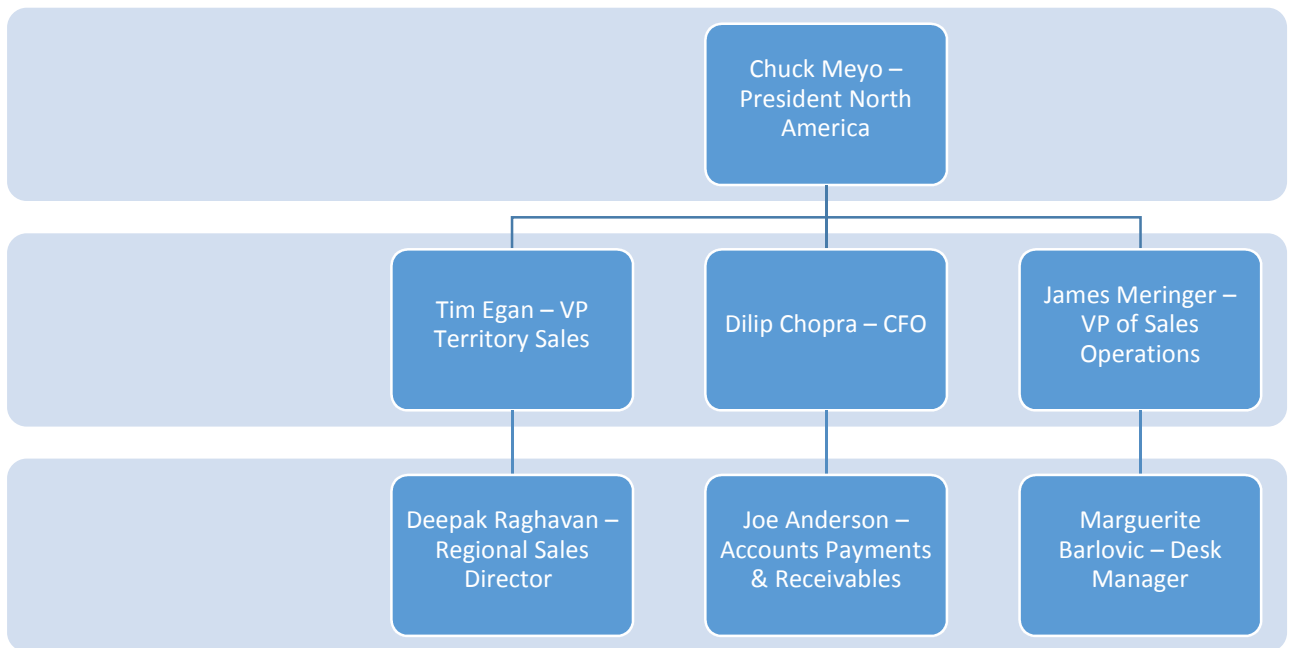
Bidders should provide responses to each of the following issues in an attachment to this Appendix. Restate the issue and provide your complete response. (Reference Section 5.1 Bidder's Contract Management and Performance Plan) Responses will be evaluated and scored in accordance with reference Section 8.1.8 Evaluation of Non-Cost Factors of this Solicitation Document.

The information provided below will apply the Bidder's plan to sell and service communication equipment in the following categories and subcategories:

- Batteries
 - Modular Flooded Lead Acid
 - Modular Valve Regulated Lead Acid
 - Mono-Block Valve Regulated Lead Acid
 - Portable Radio
- Equipment Shelters
 - Ballasted
 - Concrete
 - Fiberglass
 - Framed Light-Weight
 - Outdoor Cabinet
- Furniture, Dispatch Console
- Interoperability Gateway Devices
- Microwave Radios
 - Carrier Grade, Packet Data
 - Carrier Grade, Native Time Division Multiplex (TDM)
 - Network Grade
 - Native IP, Sub 5.9 GHz
 - Native IP, 900 MHz
- Monitoring & Alarm
 - Environmental
 - Radio Network
- Power Systems
 - DC Conversion
 - Fuel Cell
 - Electro-Mechanical Generators
 - Uninterruptable Power Supply (UPS)
 - Uninterruptable Power Supply (UPS)
- Test Equipment
 - Multifunction Radio Test Set
 - Specialized RF Instruments

- Multifunction Radio Test Set
- Towers
 - Accessories & Appurtenances
 - Deployable / Temporary
 - Guyed
 - Guyed, Light
 - Lattice
 - Lattice, Light
 - Monopole
 - Passive Microwave Repeater

1. ***Provide an organizational chart identifying key people to be involved in the performance of the contract in the event of award. Include job titles and a brief description of their proposed job duties for these key people.***



Job Duties Description –

1. **Regional Sales Director – First Point of Contact for NASPO customers to engage with regards to,**
 - a. Equipment and Services Pricing
 - b. Contractual questions
 - c. Roadmap Discussions
 - d. General Customer Service Feedback and Resolution assistance
 - e. Equipment Delivery Lead Time Questions
2. **Desk Manager - First Point of Contact for NASPO customers to engage with regards to,**

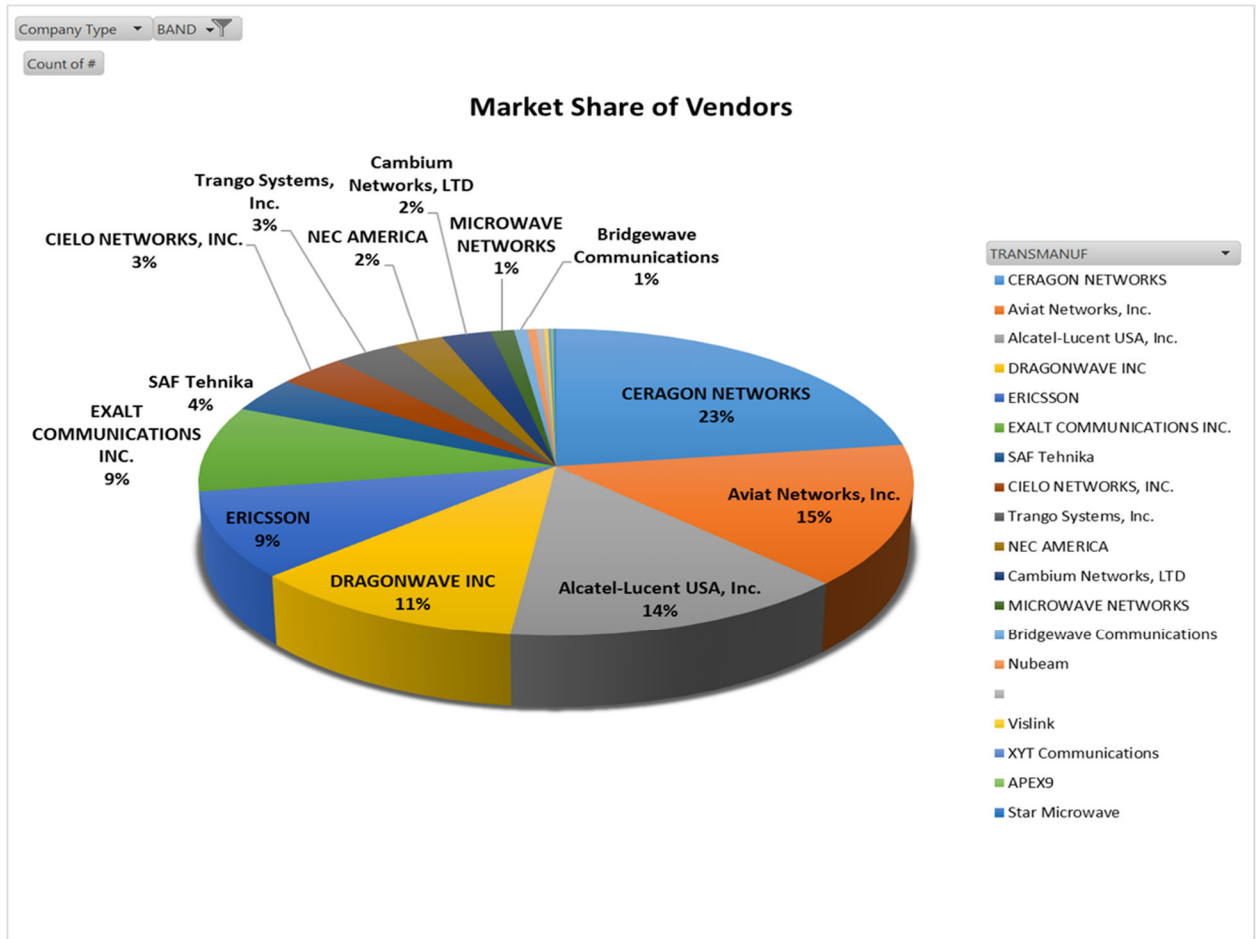
- a. Purchase order entry confirmation notice
 - b. Equipment Delivery tracking against a Purchase Order
 - c. Equipment Repair process management
 - d. Equipment Shipment related issues
 - e. Equipment software license bank updates
3. Accounts Payments & Receivables – First point of contact for NASPO customer to engage with regards to,
- a. Sending in timely payments using the appropriate payment mechanisms
 - b. Discussions pertaining to aging Accounts Receivables
 - c. Reconciliation of Invoices with any pertinent credits/debits

2. Describe company experience and history supplying and servicing the equipment offered.

Since 1996 Ceragon Networks' (NASDAQ: CRNT) solutions use wireless hauling technologies to transfer voice, data and multimedia traffic while maximizing bandwidth efficiency to deliver more capacity over longer distances under any deployment scenario. Based on our extensive global experience, Ceragon delivers turnkey solutions that support service-provider profitability at every stage of the network lifecycle enabling faster time to revenue, cost-effective operation and simple modernization. Additionally, Ceragon is not only the world's innovation leader in microwave technology – we offer a complete suite of services including network planning, design, installation and maintenance.

With over 550,000 long-and short-distance radios installed across 130 countries, Ceragon offers decades of world-class experience and expertise with mobile backhaul. We provide high performance solutions and services to our customers directly and through OEM partnerships.

Specifically in North America, Ceragon was #1 according to 2015 FCC *Prior Coordination Notice* (PCN) Data.



Ceragon supports customers in the following categories across North America through its North American operations and using a network of distribution partners and value added resellers who are Ceragon certified.

- Internet Provider
- Cellular Telephone
- State & Local Government
- Electric and Local Gas Utilities
- Financial/Banking
- Industry & Manufacturing
- Railroads
- Universities and Schools
- Petroleum Exploration and Refining
- Broadcast Television
- Hospitals
- Water Utilities
- Land Mobile, SMR and Radio Common Carriers
- Federal Government

Also describe your plans for:

Collecting and reporting quarterly contract sales to Lead State and NASPO ValuePoint on quarterly basis, and to other Purchasing Entities under the terms of a completed Participating Addendum.

- Ceragon team mentioned above will keep track of the Purchase Orders received as part of the NASPO contract. Ceragon team has access to the NASPO website and will visit the website and update the qtrly contract sales.

Paying quarterly contract administrative fees to NASPO ValuePoint, to Lead State (Washington) for in-state sales, and to other Purchasing Entities who require it under the terms of a completed Participating Addendum.

- As Ceragon team updates the qtrly contract sales, Ceragon team will ensure the appropriate contract administrative fees are paid to the Purchasing Entities.

3. ***Describe your plan to provide contract customers with product and service information and assistance with order development, placement, and tracking. If you plan to utilize a dedicated website in support of the contract, describe the details. Include how you plan to provide customers with telephone assistance with order development and placement. Describe Help Desk services available for initial troubleshooting and possible resolution of the problems or for the initiation of repair or replacement services.***

- Contract customers will first contact the Director of Sales, who will help in the order development process. Once the order is placed, the Purchase Order will be reviewed by the Sales Director and the appropriate Bill of Materials will be verified by the NASPO Desk Manager. After this process the order will be processed and the Customers will be made aware of the available ship dates. Once the Order is shipped, the Desk Manager will notify the Customer of the shipment tracking information.
- Customer' first line of support for initial troubleshooting and possible resolutions of problems will be addressed by calling the toll free number, 1-800-FIBEAIR (3423247).
- Once Ceragon customer support has deemed that the unit needs to be repaired, the customer will contact the Desk Manager to initiate the Repair process and if replacement services is part of the agreement than the appropriate equipment will be replaced per the Service Level Agreement.

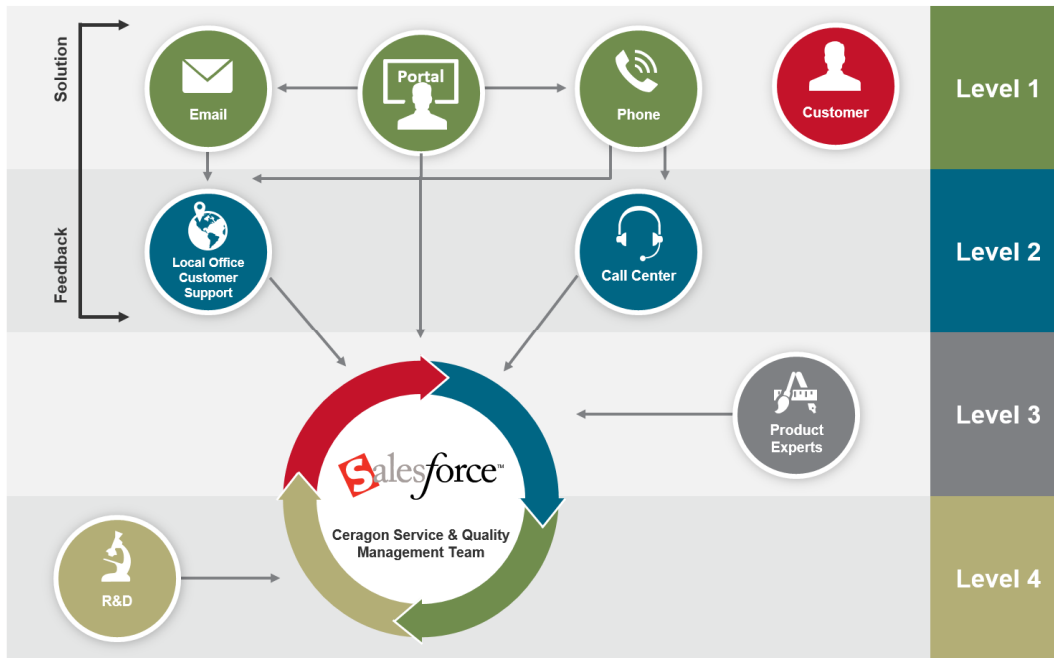
4. **Describe your plan to provide contract customers assistance resolving invoicing and payment issues and problems.**

- All this will be managed by the NASPO Desk Manager.

Describe how customers will be provided support for the following:

- **Equipment configuration and system design.**

CSR – Customer Service Request Flow Process



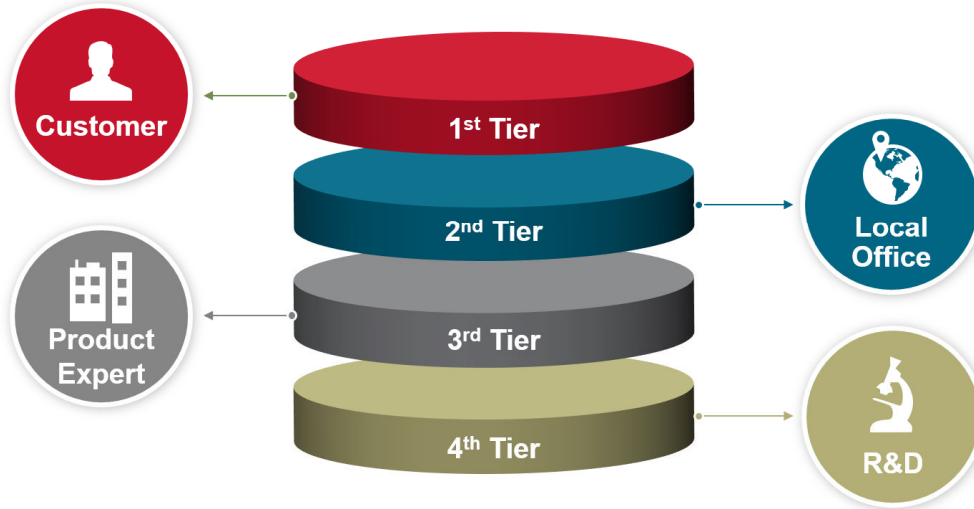
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- **Technical support services.**

Technical Support Methodology & Process Tiers Concept

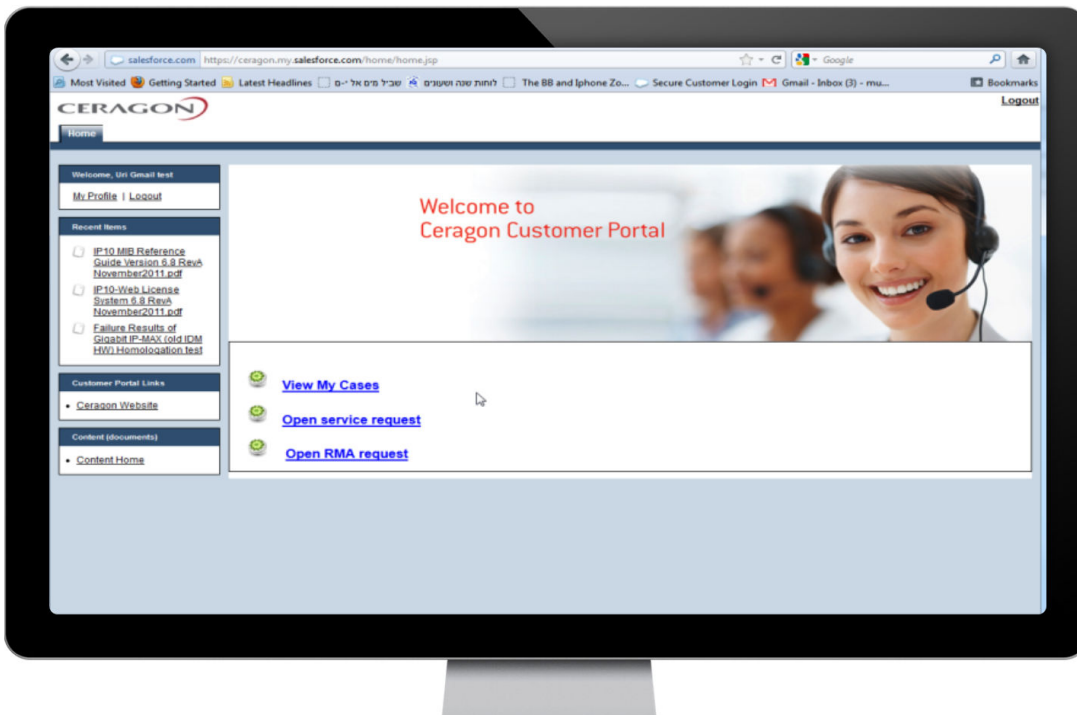
4 Tiers Concepts:



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One Customer Interface to all Service Requests

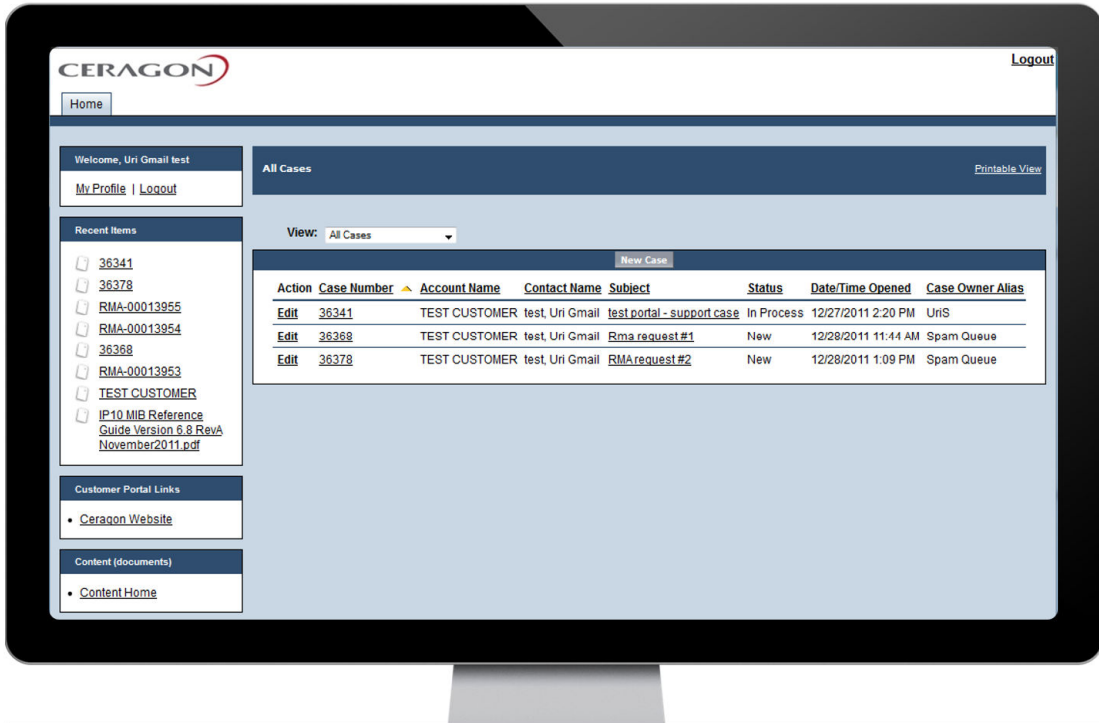


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Ceragon Customer Portal

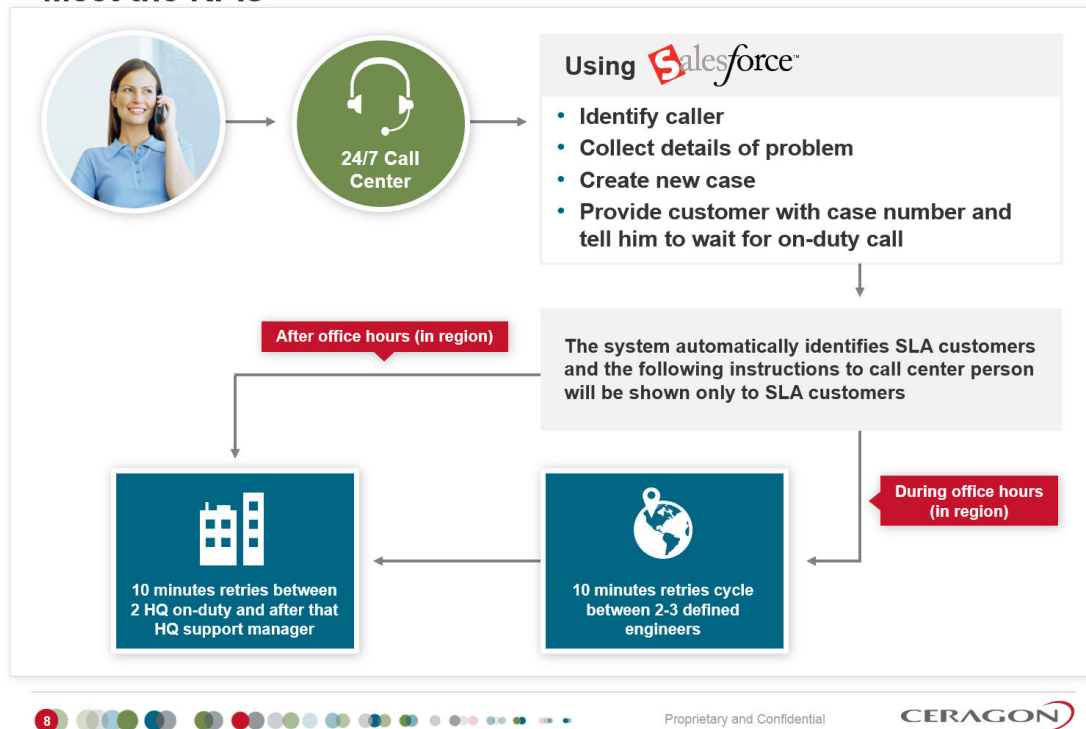
Open CSR & RMA - Visibility of All Cases Status



- Equipment installation services.

Tech Support - 24*7 Call Center Process

Meet the KPIs



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- **Training (no cost training and specialized training available at additional charge).**

Ceragon offers a comprehensive training program that includes standard courses and customized training for all Ceragon and selected 3rd party equipment. In addition, basic SDH, PDH and IP Transmission Network training is offered.

Description of Customer Training services and detailed information regarding training courses can be downloaded from the CSSWEB.

Customized training can be available upon request.

Ceragon courses are primarily designed for technical personnel familiar with PMP (Point-to-Multi-Point) and PTP (Point-to-Point) equipment.

Ceragon offers the following training categories:

- Installation and commissioning
- Operation and maintenance
- System planning
- Network management

The training can be performed:

- on Ceragon's premises
- on Customer's premises
- on sub-supplier's premises

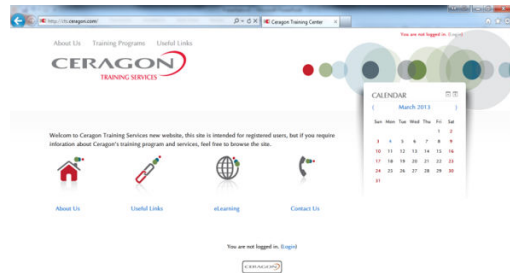
In some cases, Ceragon will also make use of instructors from sub-suppliers. The training comprises both theoretical and practical aspects. The practical training is organized to give

the participants hands-on experience with the test and maintenance routines of the particular type of equipment.

Training - Educational Service

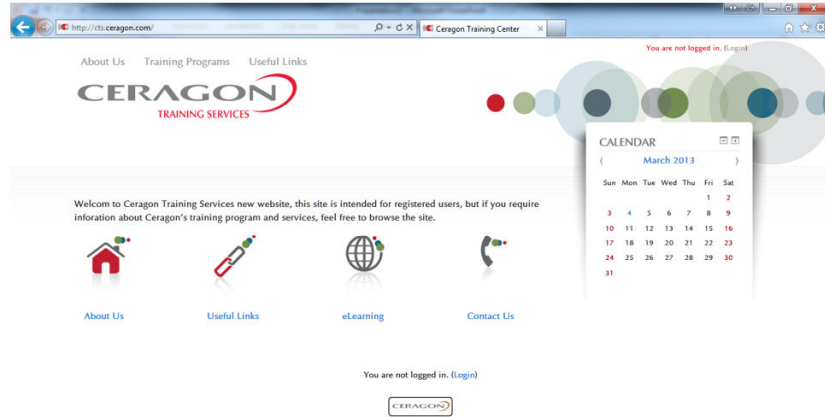
Product, maintenance and technology education

- **Main course modules**
 - Technology
 - Product
 - Installation
 - Commissioning
 - Maintenance
- **Customized training plans**
- **Global training centers**
- **Web-based eLearning**
- **eLAB**



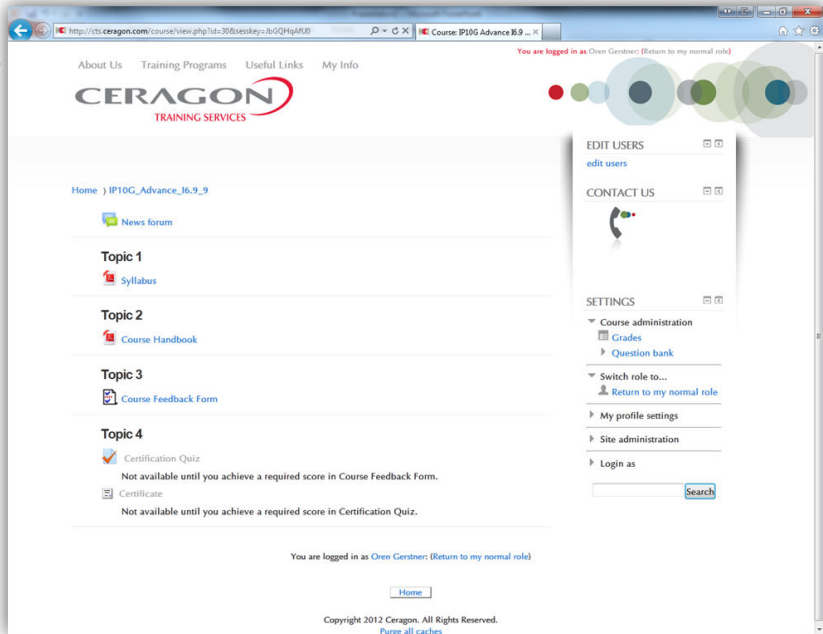
Main Advantage

- Information about our training offering is publicly available
- eLearning – under development
- Online registration for open courses – under development



Course Page

- Every course is opened on training portal
- Each training page includes:
 - Agenda
 - Participant's booklet
 - Online evaluation
 - Online exam



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Please review embedded training catalog for further information on pricing.



Ceragon training
program 2016.pdf

- **Equipment warranty**

CERAGON warrants that the Hardware was manufactured with the highest quality standards and sold to the Customer free from defects in material and workmanship, subject to normal use and service during the Warranty Period.

CERAGON sole obligation under the foregoing warranty, shall be at its option, to repair or replace any component which fails during the warranty period, provided that the Customer has promptly reported such failure to CERAGON in writing prior to the end of the Warranty Period, and that CERAGON, upon inspection, establishes to its satisfaction that the component is in fact defective in materials or workmanship.

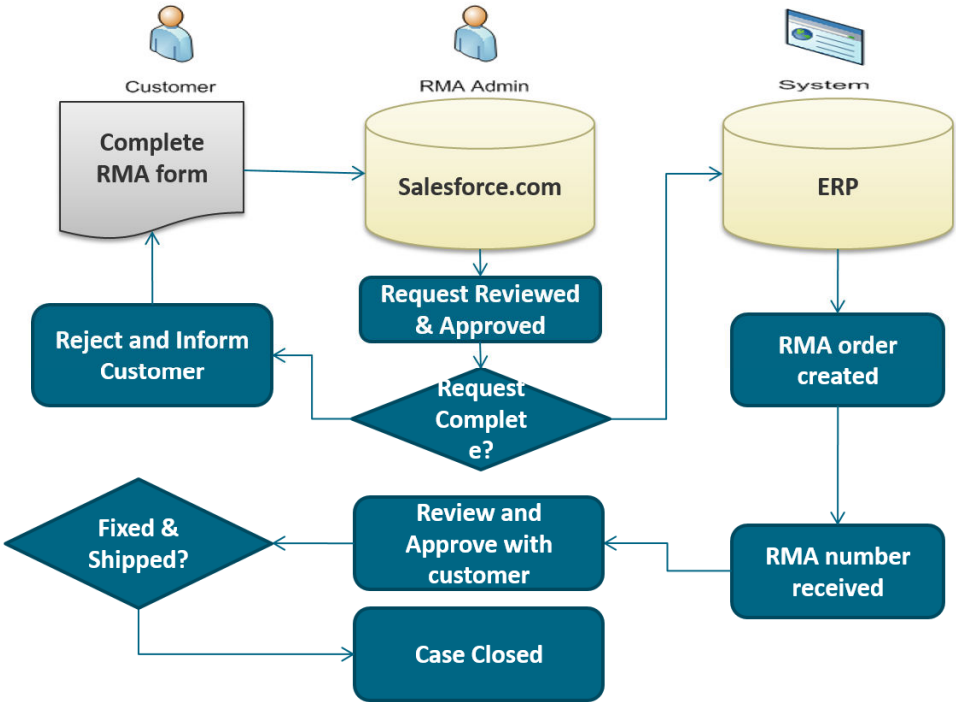
CERAGON warrants that the Hardware will meet the Specifications. At Ceragon option, any defective part shall be returned to Ceragon facilities for inspection and repair, properly packed and with all shipping, insurance, taxes and other expenses to be paid by the shipping party. No parts shall be returned unless Customer first informs CERAGON of the problem and obtains a return authorization number (RMA), which will be furnished by Ceragon Customer Support upon request.

CERAGON shall not be obligated to repair or replace any Equipment or any component of the Equipment if CERAGON reasonably believes that such repair or replacement is necessitated in whole or in part by: normal wear and tear; catastrophe; accident; fault or negligence of the Customer; misuse or abuse; improper or unauthorized connection with any peripheral; external electrical fault; or alteration, modification, installation, service or repair performed otherwise than by CERAGON or with Ceragon permission.

- **Equipment repair after warranty period.**

After having determined that hardware is in need of repair or replacement, Ceragon will work with the customer to effect repair. Customer should use only Ceragon-certified spare parts for replacements. Customer will send the faulty equipment to Ceragon for repair using the Return Material Authorization (RMA) Procedure.

RMA Process



- **RMA KPI - Repair Time – 30 Days from unit arrival to Repair Center.**

