



Partner Program

Overview



celona

Celona Frequency Partner Program

The Celona Frequency Partner Program is strategically designed to deliver compelling value across the entire ecosystem—partners, customers, and Celona itself—driving mutual growth and long-term success in the private 5G market.

Value to Partners:

The Frequency Partner Program is designed to align with industry standards while incentivizing partners to build sustainable, repeatable practices with Celona. It fosters trust between Celona and partner sales teams, rewards long-term co-investment, and drives high-margin growth in the rapidly expanding Private 5G market. The program accelerates sales and technical enablement for ready-to-scale partners while creating pathways for emerging partners to leverage the expertise of the broader ecosystem.

“ Celona’s expanded partner program comes at a pivotal time, as enterprise demand for private 5G is accelerating rapidly. The new tiered structure, advanced training resources, and global distribution will help us deliver cutting-edge private wireless solutions to our strategic customers. ”

— Joel Mora, Senior Global Account Manager, GDT .

Value to customers:

The program ensures the highest level of customer success throughout the lifecycle by connecting them with top-performing partners. It embraces the philosophy that customers should be able to work with the same trusted partners who support the rest of their infrastructure, removing barriers to Private 5G adoption.

Value to Celona:

For Celona, the Frequency Program serves as a force multiplier—expanding the reach of our sales, engineering, and support functions through trusted partner collaboration. It also fuels pipeline growth by empowering partners to lead customer discovery efforts and uncover new opportunities for private 5G transformation.

Together, this program creates a foundation for shared success, empowering every stakeholder in the Celona ecosystem to lead the future of enterprise connectivity.

Celona Frequency Partner Program framework

Tiered Structure for Scalable Growth

The Celona Frequency Partner Program is built on a robust, inclusive tiered framework designed to support both resellers and managed service providers (MSPs). Partners can progress through four levels—Silver, Gold, Platinum, and Global—each representing a deeper level of capability and commitment. This structure sets clear customer expectations, provides a transparent growth path for partners, and ensures a strong support system for those earlier in their private 5G journey. By aligning benefits and responsibilities with each tier, the program encourages continuous advancement and rewards long-term collaboration.

 Silver	 Gold	 Platinum	 Global
Designed for Starting a private 5G practice	Designed for Building a private 5G practice	Designed for Established private 5G practice	Designed for Global private 5G practice
Discounts \$	Discounts \$\$	Discounts \$\$	Discounts \$\$
Benefits Eligibility for <ul style="list-style-type: none"> Pricing discounts (\$) Partner Portal access 	Benefits Silver benefits + eligibility for: <ul style="list-style-type: none"> Specialization badges Marketing incentives Partner advisory council Dedicated account teams 	Benefits Gold benefits + eligibility for: <ul style="list-style-type: none"> Early access to products Celona engineering access Beta testing Entry to VAD Tier 	Benefits Eligibility based on needs <ul style="list-style-type: none"> Gold or Platinum benefits Other benefits apply
Eligibility <ul style="list-style-type: none"> Partner program T&Cs Work with a VAD 	Eligibility <ul style="list-style-type: none"> TCV Expectation: \$\$ Building Celona expertise Operational lab Sales/Tech Freq certification 	Eligibility <ul style="list-style-type: none"> TCV Expectation: \$\$\$ Proven Celona expertise Operational lab Sales/Tech Freq certifications 	Eligibility <ul style="list-style-type: none"> Global presence Other criteria may apply CEO approval

Specialization Badges for Differentiation

To further elevate partner expertise, the program offers specialization badges in key focus areas such as Security and Managed Services. These badges are available to partners at the Gold tier and above, highlighting technical proficiency and proven capabilities in specific technologies or geographies. Specialization not only showcases a partner's ability to deliver specialized solutions but also enables customers to identify the right partner for complex deployments with confidence. These recognitions drive differentiation in the market and reinforce Celona's commitment to quality and trust across its partner ecosystem.



Managed Services

Designed for

Celona security specialists

Benefits

- Competitive differentiation
- Higher margin services — security assessment, design

Eligibility

- Gold tier or higher
- Demonstrated security practice
- Security Freq certification



Security

Designed for

Celona MSP specialists

Benefits

- Competitive differentiation
- Higher margin services

Eligibility

- Gold tier or higher
- Demonstrated MSP practice
- MSP Freq certification

Summary

The Celona Frequency Partner Program is more than a framework—it's a growth engine for the entire ecosystem. By aligning incentives, fostering trust, and enabling both emerging and advanced partners, it delivers exceptional value to customers and expands Celona's market reach. With a clear tiered structure, targeted specializations, and a commitment to quality, the program empowers every stakeholder to accelerate Private 5G adoption and shape the future of enterprise connectivity.

