



Partner Success Program

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CommPartners Connect Partner Success Program Overview

At CommPartners Connect, our wholesale reseller Partners are essential to our business mission and our ability to serve SMB/E customers. All CommPartners Connect hosted IP communications products and services are sold through our channel partners.

In order to achieve our mission of becoming the leading wholesale provider of hosted IP communications to the SMB/E market, we have put together a comprehensive program designed to enable our reseller Partners to be as productive and successful as possible. We believe that building long-term, mutually beneficial partnerships are key ingredients to customer satisfaction, increased sales and profitability.

As a reflection of our commitment, CommPartners Connect offers a wholesale Partner reseller program that delivers the tools and programs necessary to lead in this market, and enhance our partners' abilities to better serve their customer base and grow their business.

I. Partnership Categories

- Authorized Partner
- Select Partner
- Premier Partner
- Elite Partner

Authorized Partners: Entry level CommPartners Connect Wholesale Authorized Partners combine their product and technical knowledge, marketing, sales and customer focus with CommPartners nationwide IP network coverage and hosted applications to deliver quality solutions to the SMB/E market. They have business capabilities that have met CommPartners Connect qualification standards essential to the successful deployment of hosted IP PBX, IP Trunking and related services. Monthly total revenue requirement for hosted services is up to \$9,999 per month.

Select Partners: Select Partners have demonstrated their commitment to their hosted services business and have proven their ability to sell, provision and support hosted IP PBX, IPTrunking, and related services to their customers. Select Partner authorization is at the discretion of CommPartners Connect, with monthly total revenue requirement for hosted services of \$10,000 - \$19,999 per month.

Premier Partners: Premier Partners are appointed by CommPartners based on a number of requirements and commitments. Our Premier Partners have demonstrated a higher level of commitment to expand and grow their hosted services business. They have also demonstrated their capability to successfully sell and support all hosted services products, including hosted IP PBX,

IPTrunking, hosted Contact Center products, and other related services and have a monthly total revenue requirement for hosted services of \$20,000 - \$39,999 per month.

Elite Partners: Elite Partners are appointed by CommPartners based on a number of requirements and commitments and have demonstrated the highest level of commitment to expand and grow their hosted services business. They have also demonstrated their capability to successfully sell and support all hosted services products, including hosted IP PBX, IPTrunking, hosted Contact Center products, and other related services and have a monthly total revenue requirement for hosted services of \$40,000 or more per month. Elite level is effective on April 1, 2010.

II. Partner Requirements

We require from all levels of partnership certain skills, experience, and demonstrated performance commensurate with their level of partnership. These include:

- Expertise in selling and supporting hosted IP communications, data/IT services, telephony services and related equipment to the SMB/E market
- Focus on selling and/or consulting with SMB/E organizations for the sale of IP communications solutions
- Certain minimal sales, support and technical resources

III. CommPartners Connect Partner Benefits

Partners invest a substantial amount of their resources to sales, marketing and support of their hosted IP communications business provided by CommPartners Connect. To support those efforts, CommPartners Connect offers a number of resources to help our partners provide solutions to their customers in as efficient and profitable way as possible.

Authorized Partners: *The following resources are available to our Authorized Partners:*

- **Private Label/White Label Platform** - The CommPartners Connect Partner Success program enables our Partners to become next generation IP communications service providers. Our Partners own the relationship with the end user customer, set margins, bill and collect revenue under their own brand, and build equity in their IP communications business.
- **Hosted IP PBX, IPTrunking and Related Products** - Authorized Partners are able to resell a robust suite of hosted IP communications solutions for the SMB/E market including hosted IP PBX, IPTrunking, Access Products, Toll Free, International Long Distance, and a full range of ala carte services.

- ***Billing/OSS*** - The CommPartners Connect Management Services (CMS) operational support system and billing platform has over 10 years of use in telephony operations. The event oriented database enables customizable partner billing and reporting capabilities with both wholesale and retail billing modules. CMS supports billing and settlement for hosted IP communications services, interconnect services and domestic and international long distance calling.
- ***Training*** – All Partners are required to have representatives participate in product, sales and technical training related to CommPartners Connect hosted IP communications solutions and CommPartners Connect Management Services (CMS). Additional training is offered as new products and updates are released from time to time. All training material is available through the CommPartners Connect Partner Resource Center website.
- ***Network Control Center (NCC) 24 x 7 Support Services*** - The CommPartners Connect NCC provides 24 x 7 Tier 2 and Tier 3 technical support to all of our wholesale partners related to CommPartners Connect network services and hosted applications.
- ***Sales and Marketing Support*** - CommPartners Connect offers Partners the ability to co-brand and obtain collateral, advertisements and online marketing campaigns that support their sales and marketing efforts. Standard literature and marketing pieces are freely available for all Partner levels on the web in PDF and Word document formats. While our Partners “own” the relationship with their end user customers, CommPartners Connect focuses on a “team selling approach” whenever appropriate. This is based on the assumption that “solution sales”, multi-site and national account opportunities may require a level of sales and technical expertise that would require involvement from the CommPartners Connect sales and sales engineering team and, when necessary, Executive team.
- ***Marketing Support/Sales Leads*** - CommPartners Connect wholesale Partners are eligible to receive sales leads generated by CommPartners Connect marketing efforts and strategic relationships. All wholesale Partners have access to product catalogs, sales and marketing tools and a marketing portal where customizable/brandable sales and marketing materials are available.
- ***Secure Partners’ Website for Online Ordering*** - CommPartners Connect Partners have access to our Partner Resource Center (PRC), our secure web portal for order entry, customized marketing tools, training, technical support information, knowledge base and other resources.

- **Partner Notifications** - CommPartners Connect Partners receive targeted Partner Notifications to support sales and support efforts to help increase sales and profitability. Regular emails, Webinars and online teleconferences provide a timely and appropriate mechanism to inform Partners about product releases, equipment certifications, special promotions, sales support, marketing programs and technology updates.
- **Logo Usage** - Using the CommPartners Connect logo brings CommPartners Connect Partners a powerful branding to use in advertising and promotional material. CommPartners Connect Partners are able to differentiate themselves by advertising in conjunction with the IP solutions network company certified as a Competitive Local Exchange Carrier in over 40 states in the continental US and Hawaii. Use of the CommPartners Connect logo is at the option of the wholesale partner.
- **Public Relations Support** - Effective joint Public Relations (PR) can help differentiate Partners in a way that provides true competitive advantage. The CommPartners Connect team works with Partners to develop and distribute joint press releases to national, trade, business, channel and vertical publications or other media outlets as appropriate. We also work with Partners in the creation of case studies, testimonials, whitepapers and other projects that help communicate the benefits of CommPartners Connect IP solutions in the SMB/E market. When required, CommPartners Connect will provide speakers for training, seminars and other marketing events.

Select Partner Enhanced Benefits: *In addition to the resources made available to our Authorized Partners, CommPartners Connect makes the following incremental benefits and resources available to our Select Partners:*

- **5% Discount Off Wholesale Price List** - Select Partners receive a 5% discount off their monthly wholesale invoice on eligible IP PBX, IPTrunking, access products, ala carte services, and Professional Service Fees.
- **Pre-Sales Engineering Support** - Select Partners benefit from periodic site visits and joint customer presentations with CommPartners Connect SE resources that provide pre-sales consultation and assistance. SE staff is available to team with Partners on pre-sales joint customer presentations, solution selling and strategic presentations.
- **Select Partner Priority in Sales Leads** - Our Select partners are given priority in assigning sales leads for hosted communications services received by CommPartners Connect.
- **Specialized Pricing on Multi-site and National Accounts** - Select Partners and CommPartners Connect consult on specialized pricing models for multi-site, national accounts, and other strategic opportunities for the sale of hosted services.

- ***Special Promotional Offerings*** - Special Promotions, incentives and recognitions only available to Partners at the Select level or higher are offered from time-to-time by CommPartners Connect.

Premier Partner Enhanced Benefits: In addition to the resources made available to our Authorized and Select Partners, CommPartners Connect makes the following resources available to our Premier Partners:

- ***10% Discount Off Wholesale Price List*** - Premier Partners receive a 10% discount off their monthly wholesale invoice on eligible IP PBX, IPTrunking, Hosted Contact Center, access products, ala carte services, and Professional Service fees.
- ***Access to Expanded Product Offering*** - CommPartners Connect Premier partners have access to resell the full range of wholesale hosted IP communications solutions to their end user customers including IP PBX, IPTrunking, Hosted Contact Center, new product releases and can participate in new product and applications sales prior to general availability.
- ***Expanded Network Control Center (NCC) Support Services*** - While CommPartners Connect provides 24 x 7 Tier 2 and Tier 3 technical support to all of our wholesale partners, our Premier Partners are provided a dedicated toll free number into our NCC.
- ***Expanded Pre-Sales Engineering (SE) Support Including Dedicated Resources*** - CommPartners Connect provides Premier Partners assigned and dedicated SE resources to provide pre-sales assistance. SE staff is available to team with Partners on pre-sales joint customer presentations, solution selling and strategic presentations.
- ***Premier Partner Priority in Sales Leads*** - Our Premier partners are given the highest priority in assigning sales leads for hosted communications services received by CommPartners Connect.
- ***Premier Partner Presence Opportunities on Corporate Website*** - CommPartners Connect will develop opportunities for Premier Partners to be featured on the company's corporate website with the intent to help build the brand and awareness of our most productive partners and generate additional sales leads targeted to those Premier Partners.
- ***Specialized Pricing on Multi-site, National Accounts and "Specials"*** - Premier Partners and CommPartners Connect consult on specialized pricing models for multi-site, national accounts, and other strategic opportunities for the sale of hosted services.

- **Comfort Letters** - "Comfort Letters" signed by the President or CEO of CommPartners Connect will be available to Premier Partners upon their request for their business purposes.
- **Network Peering** - CommPartners Connect will facilitate peering arrangements whenever appropriate with Premier Partners who have their own network.
- **Special Promotional Offerings for Premier Level Partners** - Special promotions, incentives and recognitions only available to Partners at the Premier level or higher are offered from time-to-time by CommPartners Connect.

Elite Partner Enhanced Benefits: *In addition to the resources made available to our Authorized, Select, and Premier Partners, CommPartners Connect makes the following resources available to our Elite Partners:*

- **15% Discount Off Wholesale Price List** - Elite Partners receive a 15% discount off their monthly wholesale invoice on eligible IP PBX, IPTrunking, Hosted Contact Center, access products, ala carte services, and Professional Service fees.
- **Market Development Fund** - CommPartners Connect has established a MDF program for its hosted IP communications solutions. To be eligible, MRR must be at a minimum of \$40,000 for three (3) consecutive months. Funds available is equal to 1% of annual billings per year, with 50% available the first six months, and other 50% available the next six months. Elite level Partners can use these co-op funds in proportion to monthly recurring revenue to finance certain pre-approved marketing activities such as seminars, exhibitions, advertising, telemarketing, or online campaigns that target end-users.

Elite level is effective April 1, 2010.

IV. Partner Registration Process

Becoming a CommPartners Connect Wholesale Partner is straightforward:

1. **Complete a Partner Profile Application.** CommPartners Connect will review the application for suitability including market segment coverage, technical capabilities and sales skills of the organization. CommPartners Connect will conduct an interview to establish the Partner's market position and capabilities and review the Partner's business plan for their hosted IP communications business. If qualified, CommPartners Connect will provide a Wholesale Partner Agreement (WPA), Non-Disclosure Agreement (NDA), and conduct a credit check. Once approved, CommPartners Connect will provide CMS and Partner Resource Center registration information.

2. **Attend the CommPartners Connect Partner Training Class.** Required for wholesale Partners selling IP PBX and IPTrunking products, this three-day class provides an introduction to CommPartners Connect products and services, ordering, provisioning and support processes, and sales training.

3. **Enjoy the benefits of the CommPartners Connect Wholesale Partner Program!**

V. CommPartners Connect Wholesale Partner Program Summary

To become a CommPartners Connect wholesale Partner at the different Partner levels, a company must meet the following minimum requirements:

	Authorized	Select	Premier	Elite*
Partner Profile Application	◆	◆	◆	◆
Non-Disclosure Agreement	◆	◆	◆	◆
Business Plan Review	◆	◆	◆	◆
Wholesale Partner Agreement	◆	◆	◆	◆
Credit Application	◆	◆	◆	◆
Partner Registration/Training Fee	\$2,500	\$2,500	\$2,500	\$2,500
Successfully Complete CommPartners Connect University Product and Sales Training	◆	◆	◆	◆
Focus on Sales and Support of CommPartners Connect IP Communications Solutions for SMB/E Customers	◆	◆◆	◆◆◆	◆◆◆
Tier 1 End User Support	◆	◆	◆	◆
Generate Sales Forecasts	◆	◆◆	◆◆◆	◆◆◆
Sales Lead Tracking	◆	◆◆	◆◆◆	◆◆◆
Regular Participation in Webinar Training events featuring new products, promotions and operational updates	◆	◆◆	◆◆◆	◆◆◆
Minimum Monthly Total Revenue (TR) Levels	\$0 - \$9,999	\$10,000 - \$19,999	\$20,000- \$39,999	\$40,000+

This table shows the benefits you are eligible to receive based on the partnership level you have established with CommPartners Connect.

	Authorized	Select	Premier	Elite*
Private Label/White Label Wholesale IP Communications Service	◆	◆	◆	◆
Billing/OSS	◆	◆	◆	◆
Training	◆	◆◆	◆◆◆	◆◆◆
24 x 7 Network Control Center (NCC) Support	◆	◆◆	◆◆◆	◆◆◆
Pre-Sales Engineering (SE) Support	◆	◆◆	◆◆◆	◆◆◆
Marketing Support/Sales Leads	◆	◆◆	◆◆◆	◆◆◆
Online Ordering Tools	◆	◆	◆	◆
Secure Partner Website Featuring online Marketing Portal, Tools, Literature, Knowledge Base	◆	◆	◆	◆
Partner Notifications	◆	◆	◆	◆
Logo Usage at Option of Partner	◆	◆	◆	◆
Public Relations Support	◆	◆◆	◆◆◆	◆◆◆
Specialized pricing on multi-site deployments/national accounts		◆◆	◆◆◆	◆◆◆
Comfort Letters			◆◆◆	◆◆◆
Network Peering (when Premier Partner has own Network)			◆◆◆	◆◆◆
Sales Leads	◆	◆◆	◆◆◆	◆◆◆
Feature Opportunities on CommPartners Connect Corporate Website			◆◆◆	◆◆◆
Special Promotional Offers		◆◆	◆◆◆	◆◆◆
Participate in MDF program				1% of eligible revenue
Discount on eligible products on Wholesale Price List*	N/A	5%	10%	15%

Note: In the tables above, symbols correspond as follows:

- ◆ = indicates a requirement or benefit
- ◆◆ and ◆◆◆ = indicate higher levels of requirement or benefit

* Elite level is effective April 1, 2010.

Discount is applied only to eligible products and services. Eligible products and services available for discount include IP PBX (Broadsoft seats, IPSelect Lines and Extensions), IPTrunking Basic, Enhanced Call Center, Call Center

Agent, Call Center Supervisor, hosted Contact Center, IPCallRecord, and related ala carte services.

Products and services not included are broadband access products (PAT-1 and IPDirect) and usage based products including toll free, international long distance, Operator Assistance, Directory Assistance, and overage charges related to all product types. Also not included are all non-recurring charges (NRC's), including Moves, Adds and Changes (MAC's), Professional Services Fees, E-911 surcharge and any applicable taxes and regulatory fees. For a comprehensive list of products eligible for discounts, please see the Partner Resource Center (Document Library > Partner Success Program).

Partners must be current on account and maintain the minimum monthly total revenue level required for the Select, Premium, and Elite Partner Level in order to be eligible for the appropriate discount. No discounts are available at the Authorized Partner Level. Revenue levels are reviewed each month with monthly adjustments if required. New Partner classification assignment will be determined on a case-by-case basis based on size of existing revenue base, organizational readiness, and other factors. Any exceptions to the terms and conditions of the Partner Success Program require the explicit approval of the Vice President of Sales and Marketing.

Contact Information:

CommPartners Connect

8350 S. Durango Drive, Suite 200
Las Vegas, NV 89119
Toll free 877-297-0926
sales@commpartnersconnect.com
www.commpartnersconnect.com