



**Partner Onboarding Guide –  
Accelerate your businesses  
recurring revenue.**

# An Introduction to **RingCentral**<sup>®</sup>

A leader in the 2019 Gartner Magic Quadrant for unified Communications as a Service, Worldwide leadership



Empower your business on a global scale with the #1 cloud communications solution

RingCentral is a leading provider of global enterprise cloud-based unified communications and collaboration solutions for businesses.

More flexible and cost-effective than legacy on-premises systems, RingCentral empowers today's mobile and distributed workforce to communicate, collaborate, and connect from anywhere, on any device.

RingCentral's cloud pbx unifies voice, video conferencing, team messaging and collaboration, online fax and meetings, and integrated contact centre solutions. RingCentral's open platform integrates with leading business apps and enables customers to easily customise business workflows with APIs for voice, messaging, meetings, and fax.

# Truly Unified Communications

Empowers today's mobile and distributed workforces to connect on any device, anywhere, at anytime

## **RingCentral**<sup>®</sup> UCaaS - New ways of working



RingCentral Office is the #1 cloud business communications system that unifies the way businesses of all sizes communicate, collaborate, and connect.

Whether it's voice, fax, team messaging, audio conferencing, video conferencing, or collaboration tools-RingCentral Office connects your business on any device, anywhere.



The RingCentral App is a single, unified experience for all of RingCentral Office's communications and collaboration capabilities.

This unified client brings all models of communication into one place, reducing the time users waste switching between apps and device endpoints.



Contact Centre transforms how you manage customer service. By providing actionable analytics tools, easy-to-use dashboards and omni-channel customer routing.

Contact Centre empowers companies to improve the agent-customer relationship.



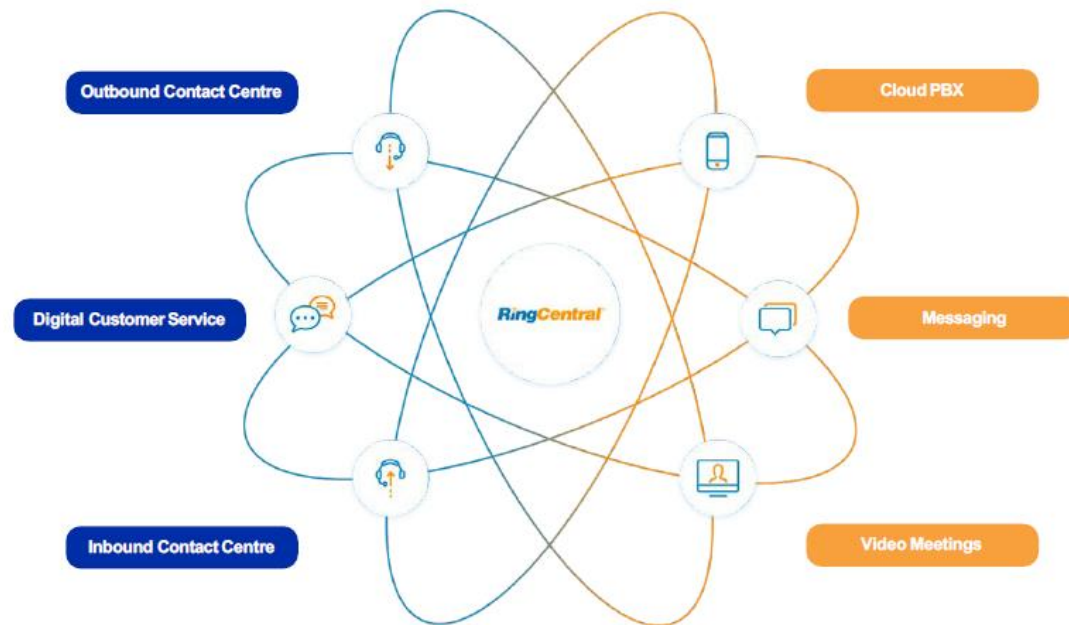
RingCentral Global Office eliminates geographical borders by offering a truly local solution throughout the world.

# UCaaS - New ways of working

- As things like flexible scheduling and remote working become more popular, the freedom to communicate on a range of devices while on-the-go is now a requirement for businesses and employees. Millennials may not even consider a job opportunity if it doesn't offer remote working.
- UCaaS delivers this freedom and functionality, keeping remote workers connected and engaged, sharing knowledge and working together seamlessly on virtually any device, from almost any location. And when employees feel a part of the team, their motivation, productivity and loyalty increases.

## About RingCentral & UCaaS market

- RingCentral's unified communications as a service (UCaaS) solution scales globally, making it easy to administrate across countries from a single platform. With a robust set of open APIs, RingCentral enables businesses to seamlessly embed communications into custom or everyday business applications, improving workflow productivity.
- Businesses worldwide rely on RingCentral to connect their workforces, build relationships with customers, share knowledge, and get work done



## 5 UCaaS benefits you may be missing out on:

1. Minimise expenses
2. Keep your IT organization nimble
3. Save valuable IT resources
4. Stay safe and current with automated software updates
5. Empower your employees

# Why partner with Westcon and RingCentral



## The role of the master agent

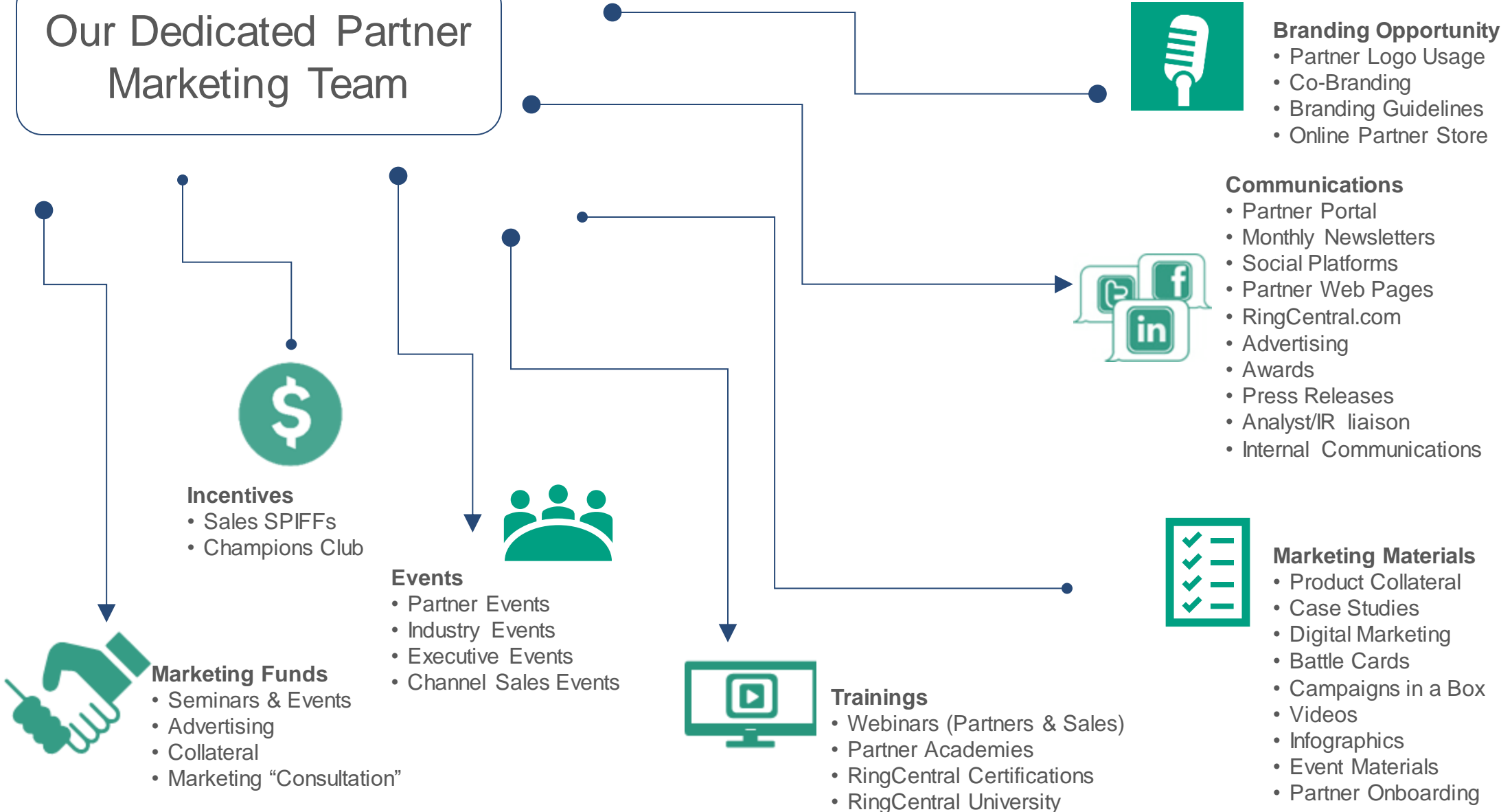
Collaborating with Westcon and RingCentral allows partners to leverage an extended network of product experts, technicians, marketing resources and more. By accessing complimentary technologies such as Connectivity, SD WAN and Security our Partners are able to support their customers entire ecosystem from end to end.

## Award Wining Partner Program

Your dedicated Westcon and RingCentral Partner Account Managers will guide you through the complete on-boarding process from end to end, offering in-depth training on the RingCentral Partner Program, product portfolio, lead registration and more. Working with your business to maximise lead generation activity.

Leverage the RingCentral Partner Programs team explore training opportunities, national and regional events, timely communications, incentives and promotions. The team will help to create and facilitate marketing and lead generation plans with partners and craft campaigns and content that drive user growth and engagement, as well as managing deliverables and relationships.

# Our Dedicated Partner Marketing Team



## Incentives

- Sales SPIFFs
- Champions Club



## Events

- Partner Events
- Industry Events
- Executive Events
- Channel Sales Events



## Marketing Funds

- Seminars & Events
- Advertising
- Collateral
- Marketing "Consultation"



## Trainings

- Webinars (Partners & Sales)
- Partner Academies
- RingCentral Certifications
- RingCentral University



## Branding Opportunity

- Partner Logo Usage
- Co-Branding
- Branding Guidelines
- Online Partner Store



## Communications

- Partner Portal
- Monthly Newsletters
- Social Platforms
- Partner Web Pages
- RingCentral.com
- Advertising
- Awards
- Press Releases
- Analyst/IR liaison
- Internal Communications

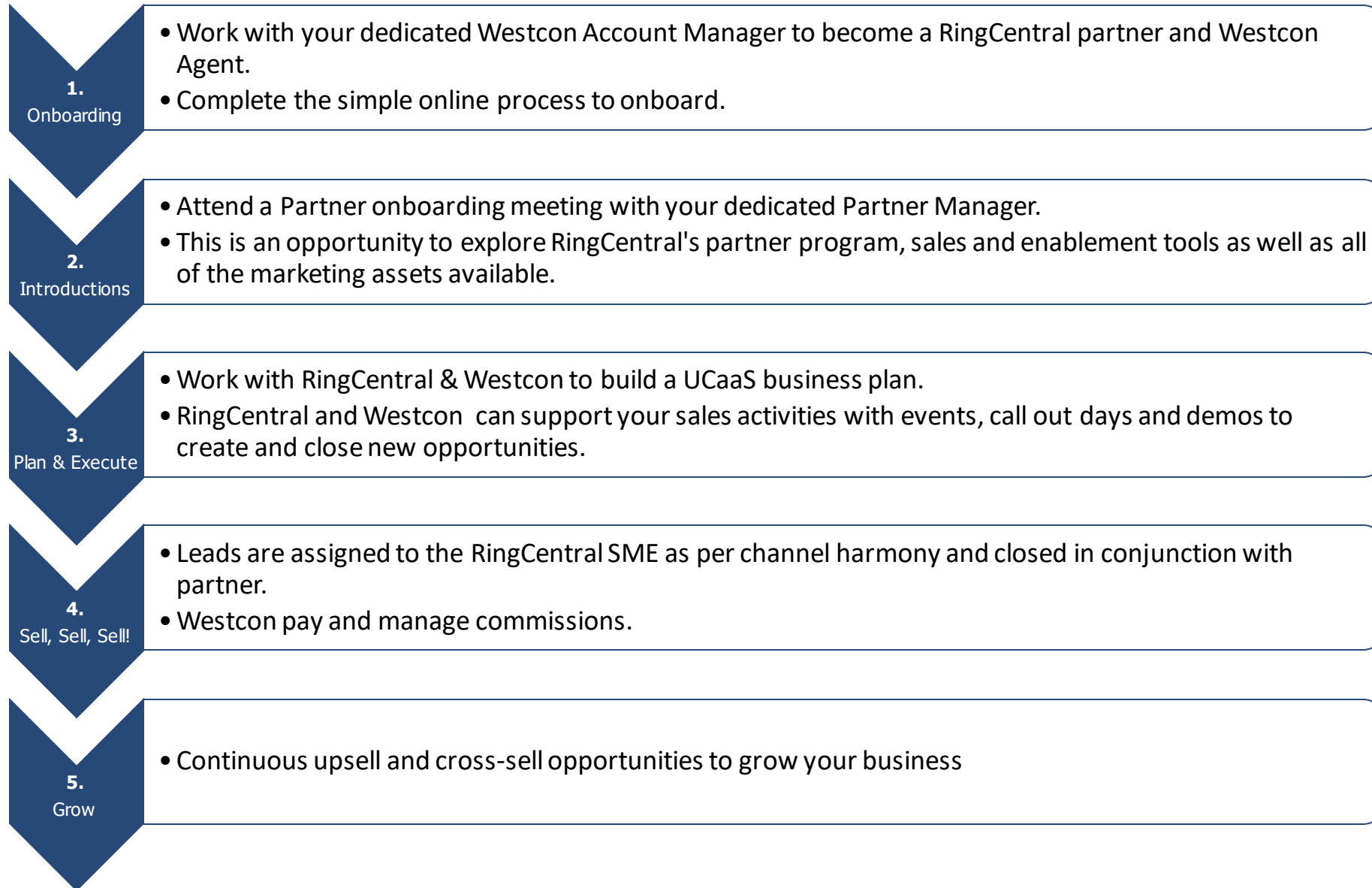


## Marketing Materials

- Product Collateral
- Case Studies
- Digital Marketing
- Battle Cards
- Campaigns in a Box
- Videos
- Infographics
- Event Materials
- Partner Onboarding



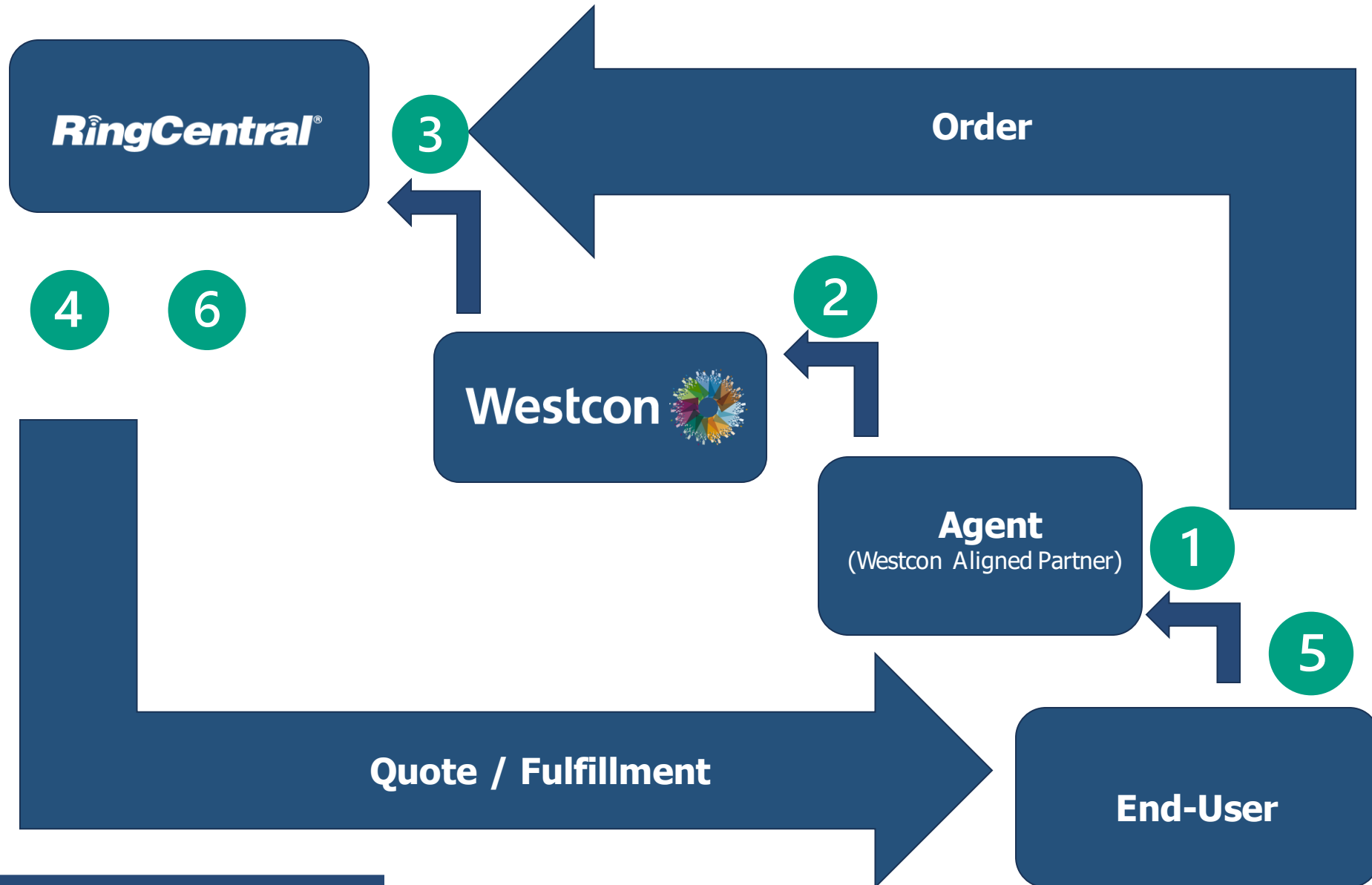
# Onboarding Process



**Westcon & RingCentral**

**Revolutionising the market place by empowering partners to ramp to revenue at speed & ease.**

# Agency Model Transaction Flow



**1.** End-User develops an opportunity and requests details from an aligned partner

**2.** The Westcon aligned partner registers the lead and completes deal registration, tying the opportunity to their business as the agent

**3.** Westcon completes deal registration as the master agent.

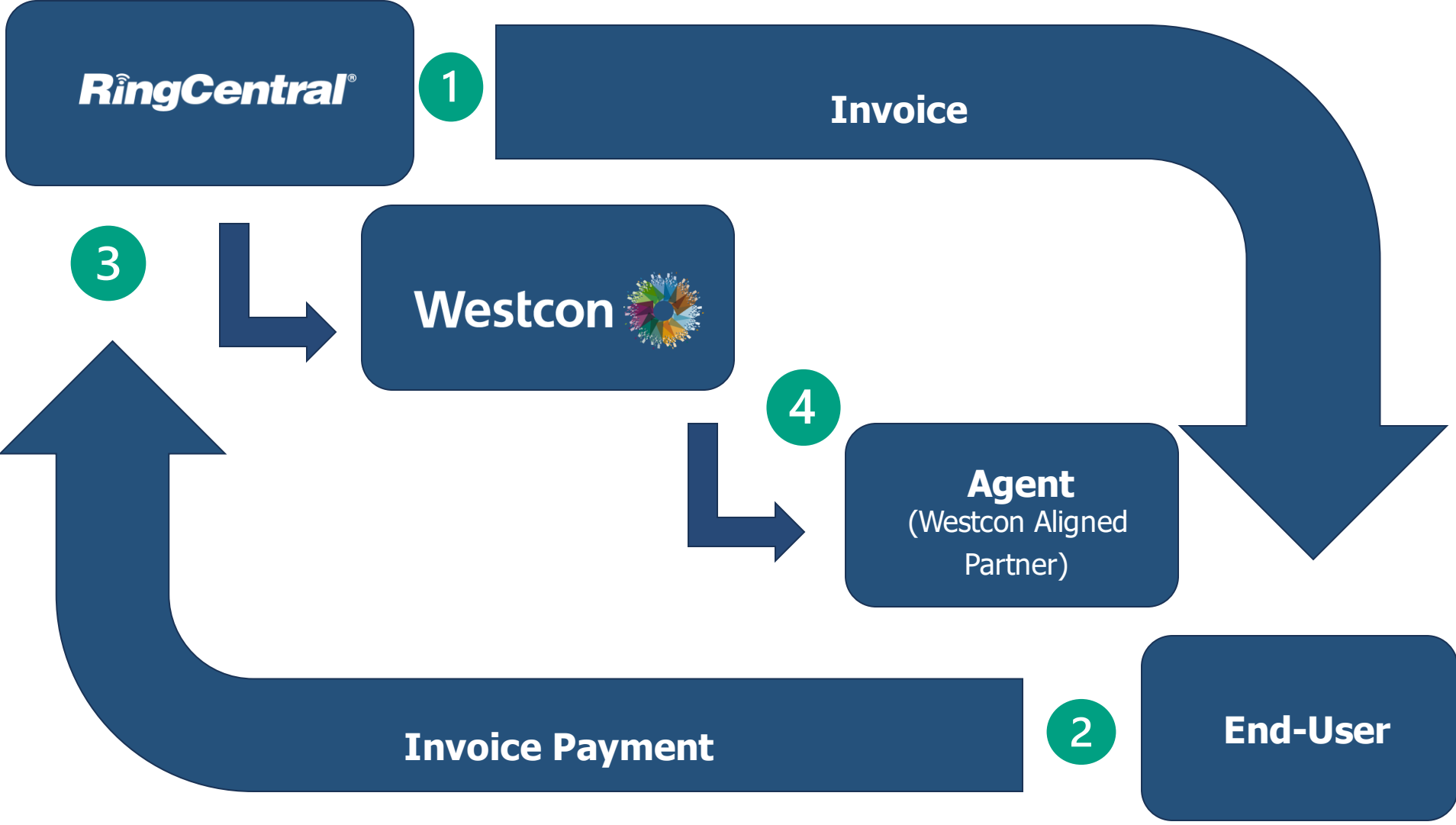
**4.** RingCentral allocates an Account Executive to the lead opportunity who can provide further support, including; a strategy meeting, quote, fulfillment etc. Agents can choose to be involved in the process.

**5.** The end-user confirms the quote and places an order with RingCentral directly

**6.** RingCentral fulfills the order



# Agency Invoice and Payment Flow



**1.** RingCentral invoices the end-user

**2.** The end-user pays the RingCentral invoice directly

**3.** RingCentral pays the master agent, Westcon both the upfront and trailing commission

**4.** The master agent, Westcon will manage the agent upfront and trailing commission.

Commissions are generally paid within 8 weeks and then on a recurring monthly basis for the life of the contract



Contact your Westcon Account Manager  
for further Information.

## About Westcon-Comstor

Westcon-Comstor is a value-added technology distributor of category-leading solutions in Security, Collaboration, Networking and Data Center. We are transforming the technology supply chain through our capabilities in Cloud, Services and Global Deployment.

Westcon-Comstor extends our partners' global reach while providing the local expertise needed to successfully navigate worldwide opportunities. We combine expert technical and market knowledge with industry leading partner enablement programs.

Everything Westcon and RingCentral do is designed to help partners easily grow their business and increase their bottom line. RingCentral strives to be the cloud communications solution of choice among channel partners worldwide, and provide them with the best partner experience and program paired with most innovative solutions in the marketplace.