



GENBAND™

**PARTNER
ADVANTAGE**

**SMARTER TOGETHER
STRONGER TOGETHER
SUCCESSFUL TOGETHER**

A MESSAGE FROM OUR CEO



Thank you for your interest in GENBAND's Partner Advantage Program.

In today's hyper-competitive telecommunications environment, it is critical that you team with the right communications solutions provider. GENBAND is a global leader in real time communications software solutions for service providers, enterprises, independent software vendors, systems integrators and developers in over 80 countries. Its market-leading **Network Modernization, Unified Communications, Mobility and Embedded Communications** solutions enable customers to quickly capitalize on growing market segments and introduce differentiating products, applications and services.

GENBAND's Global Partner Advantage Program is designed to bring tremendous benefits to our reseller and service partners by providing you with discounts, training, sales and co-marketing support. We support you in capitalizing on your unique strengths and provide you with critical tools for success. We work carefully with our partners to determine the right relationship, solutions and best go-to-market strategy.

Our world-class support program includes:

- Sales and customer support training
- Marketing materials
- Order management procedures
- Access to our partner portal

GENBAND's rapid global growth has been attributed to our vision, focus, and smart go-to-market strategy. Partnerships remain essential to our continued success and we are committed to being a trusted business partner to each and every member of the GENBAND Partner Advantage Program.

Again, thank you for your interest in becoming part of our family of channel partners. I am confident you will find that our program and the people who stand behind it demonstrate our commitment to the ongoing success of your business and your customers. We look forward to partnering with you and your team.

A handwritten signature in dark ink, reading "David Walsh". The signature is fluid and cursive, with a large initial "D".

David Walsh
President, CEO and Chairman
GENBAND

Welcome to GENBAND's Partner Advantage Program

GENBAND's Partner Advantage Program offers our business partners unique solutions designed for both the enterprise and consumer market segments. Our channel partner strategy makes it easy to do business with GENBAND by providing the framework for tiered-partner designations along with comprehensive education, training, marketing promotions and incentives. Our main objective is to help you build long-term, profitable relationships with your customers.

GENBAND makes it easy to market and support our market-leading solutions through a world-class partner support platform along with personal service from our experienced team of dedicated professionals, all available to ensure the success of our global partner network.

Innovative solutions for your customers

Partner Advantage allows you to meet all of your customers' Unified Communications and collaboration needs with a proven, carrier-class GENBAND solution.

We continually invest in best-in-class promotional, marketing and incentive programs, in addition to other resources that are all designed to assist our business partners in selling our solutions. Because our goal is to ensure success, we have designed the program to accommodate geographic market differences, allowing for a great deal of flexibility.

GENBAND continues to deliver the industry's most innovative Unified Communications and collaboration solutions.

Educate – motivate – reward

GENBAND's Partner Advantage Program offers tremendous benefits to our business partners and service provider customers through innovative solutions for their end customers and providing critical support to ensure success and growth.

Our Partner Advantage team works closely with GENBAND's partners to ensure they have easy access to:

- Sales training – how to target, sell and close
- Technical training – how to implement and support GENBAND solutions
- Ongoing training – how to build on success by offering additional, related solutions and services
- Tiered discounts – to improve margins and profitability
- Marketing campaigns and incentive programs – to help market solutions
- Access to our Co-op marketing program – offers co-branded promotional activities
- Special events at our partner's headquarters and offices – assists in educating, motivating and inspiring sales and service teams to sell GENBAND solutions to customers
- State-of-the art partner portal – intuitive, easy to use, interactive and convenient



Partner Advantage summary

Revenue Commitment	\$	\$\$	\$\$\$	\$\$\$\$
Benefits	BRONZE	SILVER	GOLD	PLATINUM
Co-op Marketing Funds		1%	2%	3%
Discount on Hardware/Software	BRONZE	SILVER	GOLD	PLATINUM
Discount on GENBANDCare	BRONZE	SILVER	GOLD	PLATINUM
Discount on GENBAND Services			✓	✓
QSP Sales Training for Sales & SE's	✓	✓	✓	✓
Technical Training Days	10	15	20	25
Customized Joint Marketing Plan		✓	✓	✓
Sales Incentives for Partners	✓	✓	✓	✓
Placement on GENBAND Partner Locator	✓	✓	✓	✓
Access to Partner Portal	✓	✓	✓	✓
Customizable Collateral	✓	✓	✓	✓



Differentiate your business with GENBAND's innovative solutions

GENBAND is a global leader in providing Unified Communications for the enterprise market. We offer carrier-class, secure, and highly scalable solutions that utilize our unique intelligence and intellectual property to resolve the challenges that enterprises face in today's multi-faceted IP communications environment. Our SMART OFFICE solution, for example, provides enterprises with advanced capabilities to unify and consolidate enterprise voice, data, and video communications across both fixed and mobile networks, enabling employees to be more productive, more collaborative, and communicate more effectively while at the office, on the road, or at home.

We offer complete integration with legacy enterprise systems such as Centrex and IP PBX, as well as solutions like SIP Trunking to advance the all-IP world for enterprises. Our solutions are specifically tailored to meet the diverse needs of industry verticals, such as healthcare, education, financial services and government. With Nuvia™, our cloud-based Unified Communications as a Service (UCaaS) solution, enterprises and service providers have a comprehensive platform to rapidly deploy and scale Unified Communications (UC) without incurring typical IT and capital costs of premises-based systems. GENBAND's continuing investment in state-of-the-art software and solutions is the reason why forward-thinking enterprises and service providers are continually turning to GENBAND for a complete range of intelligent communications solutions.

Why partner with GENBAND?

GENBAND takes the relationship with our business partners seriously. We strategize carefully with each partner, to determine the right relationship, solutions and best go-to-market strategy.

A "business plan" is created for each partner with focused initiatives, and as the relationship matures, GENBAND's Partner Advantage team continually works to ensure each partner has access to critical resources, training, customized branded materials, campaigns, and events that help further enrich the relationship and offer related growth opportunities.

GENBAND is a global leader in real time communications software solutions for service providers, enterprises, independent software vendors, systems integrators and developers in over 80 countries. The company's Network Modernization, Unified Communications, Mobility and Embedded Communications solutions enable its customers to quickly capitalize on growing market segments and introduce differentiating products, applications and services. GENBAND's market-leading solutions, which are deployable in the network, on premise or through the cloud, help its customers connect people to each other and address the growing demands of today's consumers and businesses for real time communications wherever they happen to be. **To learn more visit www.GENBAND.com.**