



Channel Partnership An Overview

Commensus have tailored our partner programme to help meet the specific needs of the individual partners. By offering a diverse solution, we are able to cater for Referral Partners as well as Affiliates and Value Added Resellers.

| Solution Set | Web affiliates | VAR | Referral/Introduction | OEM |
|--------------|----------------|-----|-----------------------|-----|
| Professional | ✓ | ✓ | | |
| Enterprise | | ✓ | ✓ | ✓ |
| VoIP | ✓ | ✓ | ✓ | |

Web affiliates

Our Web Affiliate Partners will earn commission specifically for driving business towards our 'One Stop Cloud Shop' ecommerce store:

<http://www.commensus.com/Hosted-Email-Apps>

Each partner will have a unique URL that allows them to be recognised on business generated from traffic driven to our web store from the partner's site. Commission will be paid at 10% of all cumulative billings.

Value Added Resellers

This program is designed for partners who want to either White Label the Commensus platform or prefer to invoice the end user direct and be invoiced by Commensus. Ideally these partners have internal sales and technical resources to drive the opportunities forward with support and assistance from Commensus. Margins will be based on either the Professional or Enterprise solution set. Partner revenue requirements are as follow:

Enterprise opportunities can be registered on-line for the additional 10 points of margin: www.commensus.com/Channel-Partners/Deal-Registration

Professional/VOIP

| Partner level | Margin | Cumulative Monthly Billing |
|---------------|------------|----------------------------|
| Authorised | 15 percent | £0 to £3,000 |
| Gold | 20 percent | £3,001 to £9,999 |
| Platinum | 25 percent | £10,000 and above |

Enterprise

| Partner level | Margin (Non-Deal Reg.) | Deal Reg. Margins | Cumulative Monthly Billing | Technical requirements |
|---------------|------------------------|-------------------|----------------------------|------------------------|
| Gold | 10 percent | 20 percent | | N/A |
| Platinum | 15 percent | 25 percent | Over £15,000 | 1 engineer |

HIGH FREQUENCY BONUS

- ✓ VARs who place a minimum of 3 deals per month will receive an additional 5% margin on all opportunities, up to a maximum of 25%. This is to reward partners who may not have the customer base to reach the cumulative monthly billing targets but have a large number of end user customers.

REFERRAL PARTNERS

- ✓ This is for partners, who prefer to bring opportunities to Commensus and let our Sales Team close the opportunity, without worrying about sales or technical resources as well as billing the end user. A total of 15% commission will be paid based on the payment profile of the customer for the duration of the contract. i.e. quarterly billing means a 15% commission paid quarterly based on the invoice value.

OEM PARTNERS

- ✓ This is designed specifically for partners who would like Commensus to help bring their existing software solutions to 'The Cloud'. As specific requirements will need to be discussed on a case by case basis, please contact your Channel Account Manager for further information.

Call: 0800 612 6610
 Email: sales@commensus.com
 Visit: www.commensus.com





Partner Programme

Designed To Help Your Business Grow

Commensus are committed to helping new partners increase their revenue through the sales of our solutions. We appreciate that it can take time to train sales and technical staff when adopting new solutions to take to your customers. To that end, we provide a comprehensive package of free training and marketing activities to help you hit the ground running and to ensure you close new business.

Marketing Credits

Commensus provide each partner with 10 free credits to use against a wide range of marketing activities. We offer a complete 'Website in a Box' solution, helping you with bespoke content as well as free consultancy to help you optimise your website and enhance your brand image. Our marketing team can also design custom email templates for you around a chosen message or solution set. We can send out the email on your behalf or recommend one of our technology partners to assist you with bulk sending under your own custom domain. Utilising the best eMarketing reporting, we provide a list of recipients who read the e-mail, clicked on any call to action, such as downloading a whitepaper or signing up for an on-line demonstration as well as scheduling follow-up emails based on predetermined actions.

Sales Training

Our Channel Manager will come to your offices to train your sales team in the Commensus V-Cloud products. As part of the training, we can help your team understand our solution-led sales methodology, which has proven effective in introducing new prospects to the concept of Cloud Computing. Introductory training typically takes about 1 hour and can be delivered onsite or at our London office.

Callout Day

After the sales training, we would recommend holding a call-out day with the sales team to help generate some new opportunities while the training is fresh and they are excited about our new solution set. The list of leads from the email campaign makes a great starting point for call-outs. The Commensus Channel Manager will be on site for the duration of the callout to help answer any questions from the sales team as well as fielding calls and helping to progress opportunities. We provide prizes and incentives for your sales staff to help generate excitement and results on the day.

Technical Training

In conjunction with the sales training, we provide comprehensive technical training for your engineers and consultants. The training would be delivered by one of our Systems Architects or Senior Consultants. Training typically covers the fundamentals of installation and configuration, as well as troubleshooting. This does not replace the formal accredited training, however it is an ideal supplement to broaden understanding and practical application.

Ready to Get Started?

For further information or to schedule a training day, please contact Antoine Ubaghs on 0208 661 4685.

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