



International Partnership Guide

PROGRAM GUIDE



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Program Overview

Welcome to Vytru Partnership Program. We're excited that you've chosen to partner with us to offer our communication solutions.

We designed this guide to help you take the full advantage of our program and know all requirements and benefits of being one of our partner to make our partners as successful as possible.

We're confident that if you follow this guide and meet our requirements, we will enjoy a long and mutually profitable partnership for years to come.

Why Being Vytru Partner

- Work with successful provider by dealing with Vytru; is a proven market leader with wide range of customers come from 37 countries, distributed across the world's 6 continents.
- Build a high growth business by partner with Vytru which committed to deliver high value of communication solutions and services to a growing market.
- Get a great customer retention by Vytru great customer satisfaction, successful service system and experienced and qualified team providing first-rate services.
- Maximize revenue and your Return On Investment (ROI)

Program Goals

Goals of Vytru Partnership Program are to:

- Cooperate delivering value to customers by improving Vytru solutions and products.
- Provide solutions to market that allow customers to implement unified communication solutions to fully address their business requirements.
- Grows Vytru customers to can reach everywhere in the world and offer the greatest choice, flexibility and performance for customers

Vytru Partnership Categories

If your solutions is related to our business, so you have a place in our partner community.

In order to meet the varying needs of all types of partners, Vytru Partner Program offers multiple partner levels to meet the variety of partner sizes and levels of engagement, each with unique benefits.

Gold Partner

- Gold is our premiere partner category.
- Gold Partners receive the highest level of benefits and support from Vytru engineering and service teams but are also require to make an equivalent investment in demonstrating, selling, implementing and servicing all Vytru solutions across a wide range of customer environments.
- Gold level is ideal for partners that communication solutions are main part of their portfolio.
- Gold category is most appropriate for key regional and national resellers capable of selling, installing and servicing large integration projects.

Silver Partner

- Silver is our second partner category.
- Silver Partners receive access to a complete set of tools and support to effectively offer Vytru full set of solutions balanced with a resonable investment.
- Silver level is ideal for partners that offering communication solutions as part of their portfolio.
- Silver category is reserved for quality resellers who desire to offer complete communication solutions to their customer base.

Authorized Partner

- Authorized is third partner category.
- Authorized Partners are entitled to offer the full line of Vytru solutions.
- Authorized level was created for partners who are adding communication solutions as a new line of business or to enhance their core business.
- Authorized category is supported through our distribution channel and are encouraged to sell Vytru solutions and services in small projects.



Partnership Program Requirements

The table hereunder clarifies the minimum requirements for each partner level in Vytru Partnership Program. This table should be referenced periodically to ensure that your organization is continuing to meet the program requirements and as a guide to help you progress to the next level as your revenue and number of customers grow.

Requirements	Gold Partner	Silver Partner	Authorized Partner
Annual Minimum Sales Volume	\$250K	\$100K	\$25K
Signed Reseller Agreement	Required	Required	Required
Certificates	Microsoft Certified	Microsoft Certified	x
Service Team	Required	Required	Required
Demo Equipment Purchase	Required	Required	Required
Website Presence	Include Vytru logo and website link back	Include Vytru logo and website link back	Include Vytru logo and website link back
End-User Data	Required	Required	Required
Forecasting	Required	Required	x
Business Plan	Required	Required	x
Marketing Plan	Required	Recommended	x

Annual Minimum Sales Volume

Partners are required to meet the minimum annual sales volume for the categories to which they are assigned. The sales volume requirement will be based upon the reseller's buy price for both products and services sold from Vytru. Sales volume will be reviewed quarterly to ensure that you are on track to meet the annual target.

Reseller Agreement

All partners are required to fill in partner application form on Vytru website, to request partnership, please register here: <http://www.vytru.com/become-a-partner.html>

Then all partners need to agree on terms and conditions provided by Vytru and sign the agreement.

Certificates

Gold and Silver partners are required to be Microsoft certified and hold any other certificates requested by Vytru.

Service Team

All partners are required to have a qualified service team according to Vytru requested qualifications.

Demo Equipment Purchase

All partners are required to invest in demonstration capability. Discounts are available from Vytru to assist in meeting this requirement. Vytru may update the demonstration requirement periodically to ensure that the latest products are being represented. Demo pricing available on Vytru price list, kindly contact: Sales@Vytru.com

Website Presence

All partners are required to feature Vytru on their corporate websites by including Vytru logo and website link back (www.vytru.com). Vytru marketing team will provide branding guidelines to partners to assist in meeting this requirement, kindly contact: Marketing@Vytru.com

End-User Data

All partners must provide end-user data at the time of purchase. Discounts are effective only if this information is included on the order. Vytru reserves the right to request and receive end-user records. Reports should include the minimum following data: serial number, sale date, reseller number and the following details of the end customer: company name, location, contact name, email address and phone number plus any other requested data from Vytru.

Forecasting

Gold and Silver Partners are required to provide quarterly accurate sales forecast data to their Vytru Account Managers.

Business Plan

Gold and Silver Partners are required to provide quarterly business plan including the marketing, sales and support goals. Business plan will be reviewed by Vytru to check and monitor partners' relationship and performance.

Marketing Plan

Gold Partners are required to provide quarterly marketing plan that will be used to support requests for marketing development funds (MDF). Marketing plans should include marketing activities, estimated costs, anticipated return on investment plus any other specific requests from Vytru marketing support. Marketing plan will be reviewed by Vytru and recommended for Silver Partners.

Partnership Program Benefits

Being partner with Vytru and one of growing network of worldwide partners, this give you access to a wide range of benefits.

Vytru offer unlimited benefits to their partners. Please note that the discount structure for hardware, software and services are based on your program level.

Benefits	Gold Partner	Silver Partner	Authorized Partner
Access to Vytru Portfolio	All Products	All Products	All Products
Hardware/Software Discount	Yes (25%)	Yes (15%)	Yes (5%)
Contacts Manager Demo Account	Yes	Yes	x
Vytru Presales Support	Yes	Yes	Yes
Demo Discount	Yes	Yes	x
Opportunity Discount	Yes	Yes	Yes
Joint Business Plan	Yes	Yes	x
Marketing Development Fund	Yes	Yes	x

Access to Vytru Portfolio

All Partners have selling access to all Vytru product portfolio.

Hardware, Software and Services Discounts

Discounts for hardware, software and service solutions are based on your company partnership level. Gold Partners have the largest discount which reach 25% then Silver Partners which get discount up to 15% then Authorized Partners with discount 5%.

Vytru Contacts Manager Free Demo Accounts

Vytru provide Microsoft Contacts Manager free demo accounts to qualified partners. Gold Partners will have 50 users demo account license and Silver Partners will have 25 users demo account license.

Vytru Presales Support

All partners receive presales support to assist in selling and configuring Vytru products.

Demo Discount

Vytru offer a discount on Demo equipment's to provide the opportunity for Gold and Silver Partners to demonstrate Vytru products to their customers. Please check the *Demo Equipment Program*.

Opportunity Discount

All Partners have the opportunity to earn an additional 5% to 10% discount off the price list based on opportunity size. For more details kindly refer to your Vytru Account Manager.

Quarterly Business Review/Joint Business Plan

Vytru Account Managers will engage quarterly with Gold and Silver Partners to review the partnership and develop a joint business plan for future success.

Marketing Development Funds (MDF)

Gold and Silver Partners may request marketing funds through Vytru Marketing Team and the value of fund will be according to Vytru Management decision.

Demo Equipment Program

Vytru provides demo equipment's to provide the opportunity for partners to demonstrate Vytru products to their customers. After 12 months of use, partners may resell the equipment as used equipment.

Demo equipment's available for purchase at special discounts for Gold and Silver Partners. Please refer to the Reseller Demo Price List available with Vytru Account Manager.

Please consider the following points:

- Demo equipment is defined as equipment purchased by a partner just for demo or use in a lab, training facility or demonstration facility.
- All Vytru products are included (RVC, EVC, KVC).
- The channel partner must clearly indicate "Demo Equipment" on the purchase order to receive the applicable discount.
- The channel partner must use this equipment as defined for no less than 12 months.
- After 12 months, the channel partner is authorized to resell this equipment to end users as used equipment.
- Vytru may update the demonstration requirement periodically to ensure that the latest products are being represented. Demo pricing available on Vytru price list, kindly contact: Sales@Vytru.com