

## FUSION QUICK FACTS

- Over a decade of SIP leadership, broadest SIP Trunking program
- UC solution deployed by large enterprises nationwide
- Complete portfolio of products including: Fusion360, FusionWorks, FusionSIP, MPLS & DIA

**Call 888.474.4968 and let us help you take your first step toward the Fusion Cloud!**



## Outfitting our Partners for Success

Over 500 VARs, Master Agents, Solution Providers, and Independent IT Professionals trust Fusion with their business customers. We offer customized services and solutions to fit seamlessly into your end customer's business model. And when you partner with Fusion, every member of our team stands behind you and your customers 100%.

### Reduced Costs

With Fusion, you can finally leverage best-of-breed VoIP and traditional PSTN technologies, access networks and CPE relationships, all in one. The result: cost-efficient Dedicated Internet and private network solutions, Hosted PBX and Unified Communications, flexible CPE sales or rentals. With Fusion, sell more by saving your customer money.

### Robust Product Portfolio

Select from a broad selection of Cloud Communications and Connectivity options: Fusion360, FusionWorks, FusionSIP, DSL, T1, Ethernet, DS3 and MPLS. Our services are flexible so that you can design a customized solution to meet the complete and specific needs of your customers.

### Ready for Tomorrow

Add solutions, augment bandwidth, and build an IP-VPN as your customer's business evolves. Reserve a dedicated IP block for future needs. What's more, bundle Fusion DIA with Fusion Cloud Communications and we will take your customers to productivity levels they couldn't imagine yesterday.

### Service Excellence

Fusion has reached one of the highest levels of customer retention in the industry with some customers exceeding 20 years of service. Find out how your customers can experience the same level of satisfaction by contacting us today.



# Partner Program Overview

## Partner Program

The Fusion Partner Program is designed with you in mind. Attractive residuals and a dedicated channel sales team are just the beginning. We strive to continuously build upon your expertise and needs to provide you with the best partner program available today. With a Channel Sales Manager dedicated to your success, we make sure your onboarding goes smoothly. Our team and online support tools will provide you with complete training, sales and installation contacts, customizable sales collateral, and the daily support you need to succeed. Fusion is committed to delivering a consistent and timely commission payment plan.

**Dedicated Channel Team.** Our well known and respected regional Channel Sales Managers assist our partners with onboarding and account management; our dedicated Partner Support Team, Sales Engineers, and Implementation Coordinators are here to ensure that you receive the support and attention you need from pre-sale to implementation and activation. Our customer support team is available 24X7 to help you and your customers.

**Training & Certification Program.** Online product and sales training is available for all products. An online Installation Certification program is also offered for our Cloud Communications solutions.

**Co-Marketing.** Leverage the Fusion brand. Choose from a list of product collateral and whitepapers. Add your logo and contact information to customize our marketing materials. Even more, co-brand a web site with your specifics and our product details.

**Online Sales Portal.** Our MasterStream online sales and quote tool is available to speed up the process for service qualification and order creation. It also contains an equipment catalog, and a complete inventory of all current marketing and promotional material.

**Not-For-Resale Program.** Purchase discounted equipment and solutions for your own use such as internal training, customer on-site demonstrations and road shows.

**Wholesale Purchase Program.** Purchase selected Fusion equipment at wholesale prices through a Fusion authorized distributor.

**Dedicated Partner Website.** Mobile-friendly website for your connection to our partner initiatives.

**Fusion's Power Circle.** The Fusion Power Circle offers our Partners a once-in-a-life time adventure/experience for earning highest MRR and exceeding sales targets.

## Our Approach to Excellence

At Fusion, we understand our partners' needs are as unique as they are diverse. From your initial contact with us to your monthly commission payment, our partner program ensures you will have the best experience every step of the way.

PARTNERING	ONBOARDING	TRAINING	SELLING	SUPPORTING
<ul style="list-style-type: none"> <li>Assign dedicated Channel Sales Director</li> <li>Assess customer base and pipeline</li> <li>Review product gaps and compensation model</li> <li>Assess geographical distribution and sales model</li> </ul>	<ul style="list-style-type: none"> <li>Execute Partner Agreement</li> <li>Establish dedicated partner team</li> <li>Publish turn up and escalation process</li> </ul>	<ul style="list-style-type: none"> <li>Company briefing</li> <li>Solution-selling</li> <li>Online Sales Tool training</li> <li>Product training and refresh</li> <li>Installation certification</li> </ul>	<ul style="list-style-type: none"> <li>Online Sales Quoting and Ordering</li> <li>Joint selling</li> <li>Sales Engineering engagement</li> <li>ICB design and support</li> <li>Voice and network design engineering support</li> </ul>	<ul style="list-style-type: none"> <li>Pro-active monitoring and alerts</li> <li>Trouble-ticketing</li> <li>Escalation process</li> <li>Periodic business reviews</li> </ul>

