



Deal Registration Program

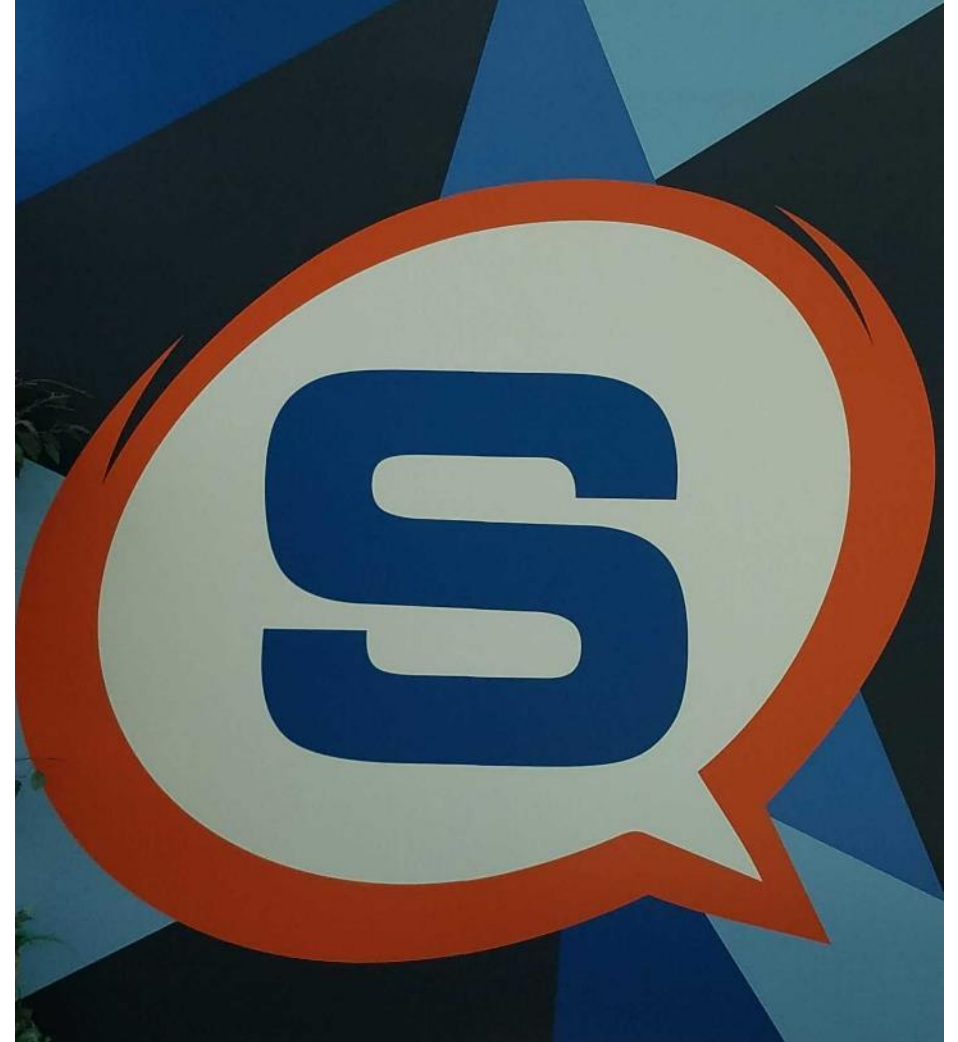
Michael White

VP OSS

8/19/2021

Agenda

- About VoIP Supply and Sangoma
- Deal Registration Benefits
- Partner Qualifications
- Deal Qualifications
- Deal Registration Incentive Summary
- Deal Reg Demo



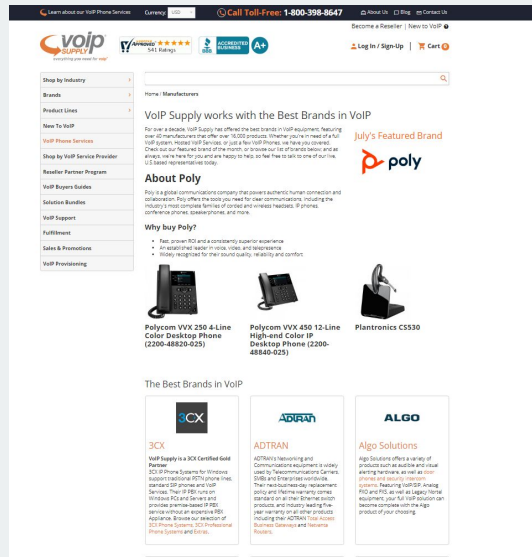
We Are VoIP Supply



Who is VoIP Supply

VoIP Supply is North America's leading VoIP solutions provider.

We have been taking the stress out of VoIP Solution design since 2002! Reclaim your industry experience and join our team of over 125,000 customers.



Product Catalog

Over 5,000 products from over 60 of the industry's leading manufacturers

We are More than just a Website!

Best Places to Work in Western New York

500/5000 Company

Buffalo Niagara Business Ethics Award Nominee

VoIP Experts

Combined, our experts have over

FIFTY years of experience

We Are VoIP Supply

Reseller Benefits



Since 2002 VoIP Supply has delivered unparalleled service and expertise to over 125,000 customers worldwide.

VoIP Rental Program

our Device as a Service (DaaS) rental program gives your customers the widest variety of VoIP Products for a low monthly payment!

Hardware & Provisioning

featuring over 60 manufacturers that offer over 16,000 products and the ability to provision for you!

CloudSpan MarketPlace

a single place to shop various VoIP service providers - build up your MRR and receive discounts on hardware selling through VoIP Supply

Fulfillment

provisioning and professional services from multiple warehouse locations in North America; providing real-time access to manage your projects from order through delivery

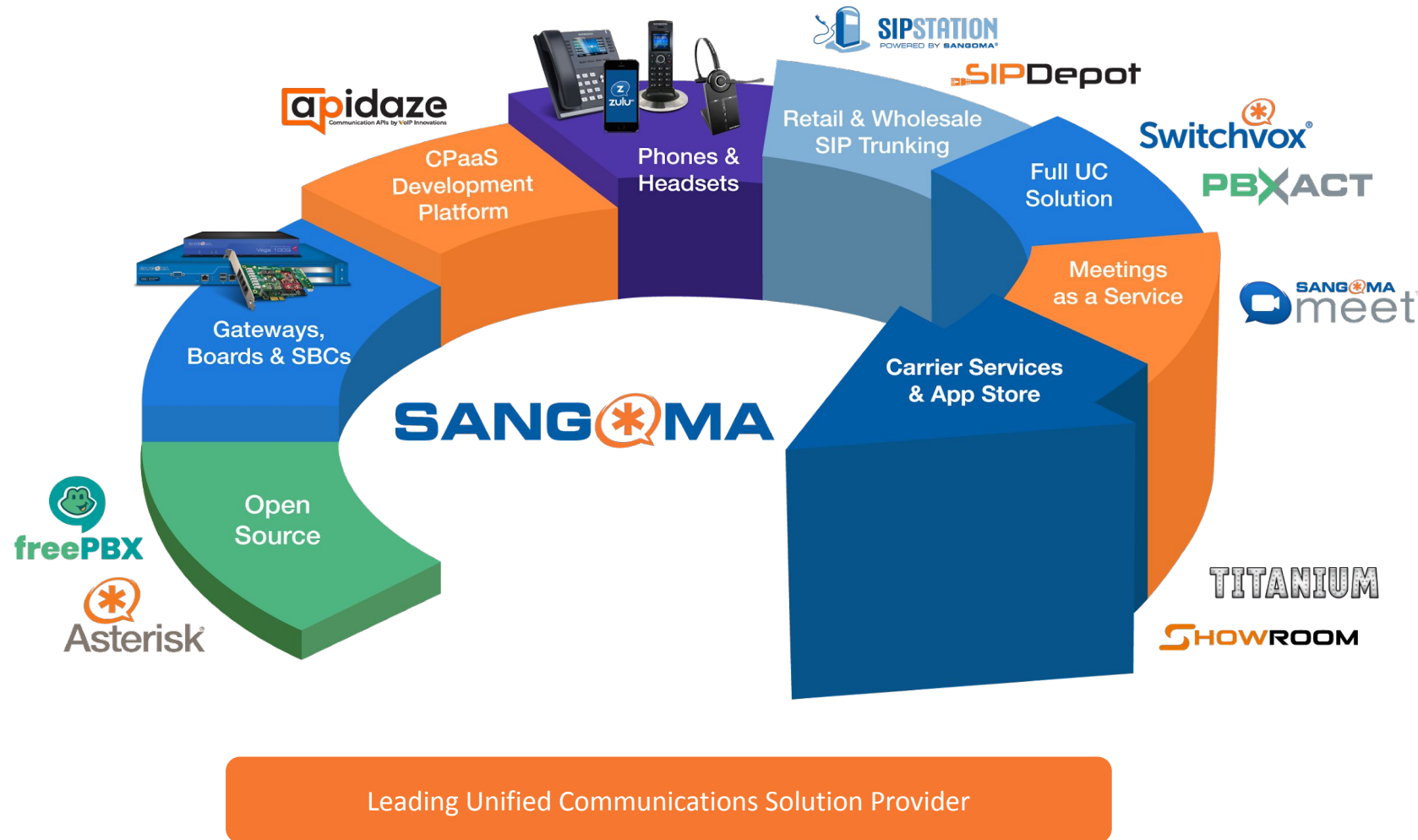
Refresh & Reclaim

offering certified reconditioned devices at a fraction of the cost plus offering an outlet for selling off used and excess VoIP equipment

About Sangoma



About Sangoma



Over **35** Years experience

Proven Financial Performance
(increasing profitability and revenue)

Publicly Traded
TMX | Toronto Stock Exchange

Global Presence
HQ: Toronto Canada
Over 15+ Regional Offices

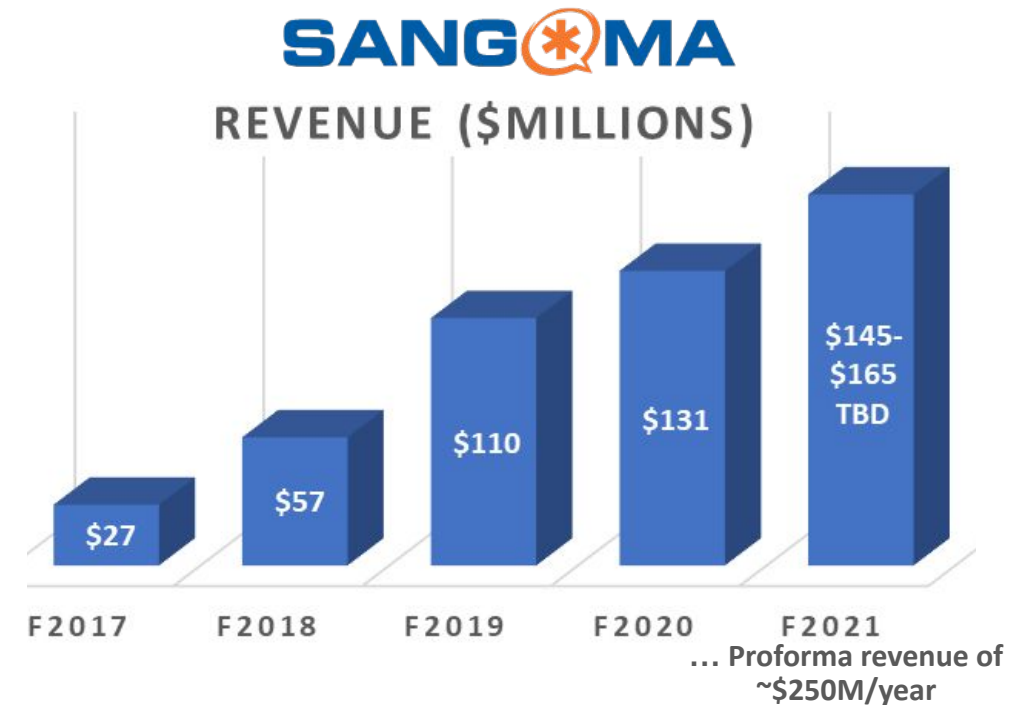
Customers Range from **SMB to SP**

Sponsor of the Two Largest Open Source Communications Projects in the World

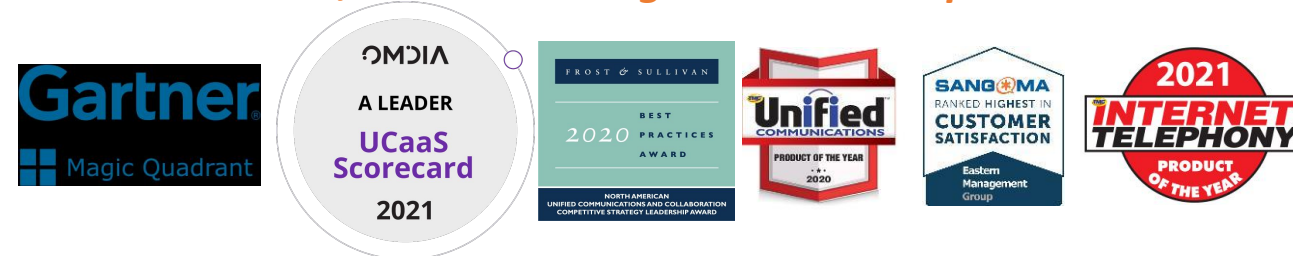
FreePBX
Asterisk

You Should Feel Comfortable Doing Business With Us

- Sangoma is a rapidly growing company, getting noticed...
 - In the Communications industry, as we win market share in both UC & UCaaS: Over 900% growth in 5 years, from \$27M to \$250M
- Leading/Award-Winning product suite
 - Complete Solution Set - All by Sangoma, including cloud & premise
 - Easy to understand pricing, industry leading value to customers - Great promos! - 5XMRR Stackable Rebates
 - Don't take our word for it: Huge installed base 2.5M+ seats
- Continued Large and Growing Investment in R&D and innovation
- Profitable, public company:
we will be here for you long term



Innovative, award winning cloud and UC products



Marquee Customers Throughout the World



Reliance



Deal Registration Benefits



What are the benefits to Sangoma Partners?

- **Profitability enhancement:** Deal registration adds additional gross profit margin to an already profitable sale.
- **Account control:** If a registered prospect contacts Sangoma, we can refer the prospect back to the partner, and brief the partner on any communication that has taken place directly with Sangoma.
- **Special pricing and promotion eligibility:** Price deviation requests and promotions will be honored only for those opportunities that have been forecasted.
- **Opportunity Referral:** Partner registration activity will be considered when reviewing partner eligibility for leads opportunities.
- **Greater discount spread between partner levels:** Higher-level partners will receive larger deal registration incentives than lower level partners. This widens the discount spread between levels and further protects margins of higher-level partners.



Partner Qualifications



What are the benefits to Sangoma Partners?

- **Gold or Silver Partners** in good standing with Sangoma are eligible.
 - Must have completed training requirements to have at least one company level certification (Switchvox or PBXact)
 - Must have met demo purchase requirement
 - Must promote Sangoma on web site, if other vendor brands are promoted
- Must be headquartered in the **US or Canada**



Silver Partner

Silver partners have committed to a minimum annual revenue and invested time to train and certify their staff and salespeople in the Sangoma solution.



Gold Partner

Gold partners are more experienced, have a higher minimum annual revenue commitment and have invested in certifying their staff in Sangoma solutions.

Deal Qualifications



Is your opportunity qualified? Here's the scoop

- Customer must be an end user, headquartered in the U.S. or Canada
- Deal must not already be registered to another partner
- Registration is valid for 120 days
- Deals must be registered at least (30) days before closure
- Allow 1 additional renewal for 120 days
- Partner must provide regular and complete account updates in order to remain registered to the deal
- Deal must have a minimum value of \$3500 MSRP in USD
- Deal Registration Discounts are ONLY valid for the following product categories as indicated on the published price lists. They include: Switchvox, PBXact, Phones, Headsets, Gateways, Cards and other products (excludes FreePBX add-ons, Asterisk add-ons, CCD, third party products and some cables and accessories)
- Deal may include products from other Sangoma business units not eligible for the Deal Registration program incentive to reach the \$3500 minimum, even though the discount does not apply to those products. eligible for the Deal Registration program incentive to reach the \$3500 minimum, even though the discount does not apply to those products.

Incentive Summary



Sangoma's Track Record in Innovating

Partner Level	Guided Discount Range	Program Incentive	Discount Range <i>with</i> Program Incentive
Silver	19% - 21%	7%	26% - 28%
Gold	19% - 21%	16%	35% - 37%

partners.sangoma.com
Demo



We Are VoIP Supply

Join Our Team



Thank You For Being a VoIP Supply Partner

- Exclusive Pricing Through VoIP Supply!
- Opportunity Support – Consulting & Solution Design



Brian Hyrek
Account Development Manager

p: 716.531.4318

m: 716.601.4474

BHyrek@VoIPSupply.com



Q&A

