

PARTNER PROGRAM



Sangoma has long been a customer-centric organisation, delivering affordable solutions. Enterprises, SMBs, and Service Providers, in over 150 countries, rely on Sangoma's technology as part of their mission critical infrastructures.

ABOUT SANGOMA

Sangoma Technologies is a trusted leader in delivering globally scalable Unified Communications and VoIP telephony systems; delivering the industry's best engineered solutions. Our products are backed by decades of IP communications experience, and comprehensive warranties.

Sangoma has one of the largest installed bases in the industry - over 2.5 million users worldwide trust and use our UC products: on site, in the cloud or virtually.

As the communication landscape evolves and businesses invest in new strategies to provide effective communications, choose Sangoma as your trusted partner.

Sangoma's globally scalable offerings include both on-site and cloud-based business communication systems, SIP trunking, IP Phones, Gateways, Session Border Controllers and Telecom Interface Cards. Together, these provide seamless connectivity between traditional infrastructure and new technologies. Businesses can achieve enhanced levels of collaboration, productivity, and ROI by partnering with Sangoma.

Success
Just Ahead

You + Sangoma = Success

<http://sangoma.com/partners> is your first step, we can't wait for you to take it.

SANGOMA PARTNER PROGRAM

Designed with Your Success in Mind

With Sangoma, you can sell the products and services that match your expertise, appeal to your existing customers/partners and grow your business faster. Whether you are an established telecoms reseller, a new business looking to enter the market or an IT reseller looking to break into voice, we have a flexible reseller program designed to fit your needs

Connect with Sangoma!

Provide your customers with outstanding VoIP and Unified Communications quality products that deliver industry-leading value. As a Sangoma Partner you'll get the help you need to grow your business and the incentives you want to make it easy to win sales with above industry average margins.



Everything Connects
When You Connect with Sangoma!

“ Partnering with Sangoma has been a vital part of our VoIP marketing and sales strategy. Standardising on Sangoma technologies allows us to provide our clients with highly advanced communication systems with excellent ongoing support options. We highly recommend Sangoma for our clients business telephony solutions. ”

David Johnson, Director
Northern VoIP



PARTNER LEVELS & BENEFITS

Grow with us as you grow your business, delivering superior solutions



Authorized Partners no revenue commitment, only online training is required.

Silver Partners receive better discounts. In return for a minimum sales commitment and completion of certified training.

Gold Partners receive the best discounts and benefits in return for a higher minimum sales commitment and additional training for certification.



Exceptional Products & Service
The Best Products at the Best Value



Dedicated Staff
The Best People with the Best Incentives to help you grow your business.



Exceptional Margins
Sell products and services that match your expertise and grow your business with us.



Priority Support
If you are unable to resolve a customer issue, Sangoma Support covers the globe for fastest possible response times.

REQUIREMENTS	Authorized Partner**	Silver Partner	Gold Partner
Revenue Commitment	NONE	X	X
Partner Agreement	X	X	X
Business Email Domain	X	X	X
Active Website	X	X	X
Sales Training Requirements		X	X
Technical Training Requirements		X	X
BENEFITS	Authorized Partner**	Silver Partner	Gold Partner
Discounts	Good	Better	Best
Web-Based Training	X	X	X
Training Discounts	X	X	X
Access to Partner Portal	X	X	X
Access to Marketing Resources	X	X	X
Additional Certifications Available		X	X
Quote tool		X	X
Special Pricing		X	X
Product Promotions		X	X
Access to Sangoma Sales Leads		X	X
Support Renewal Notifications		X	X
Access to Pre and Post sale support		X	X
Sangoma Channel Manager Support		X	X
Access to Marketing Development Funds		X	X



Empowered Training
Become Sangoma certified



Exclusive Portal
Online access to the full product catalogue, ordering, customisable marketing resources, deal registration and more.

WHY SANGOMA?

Sangoma's customer-centric approach, product innovations, and worldwide network of distribution partners give you the industry's best-engineered, highest quality, VoIP and UC solutions, supporting "any app, anywhere" for businesses and service providers of all sizes. All Sangoma products are backed by more than 30 years of IP communications experience, expert engineering and technical resources, as well as a comprehensive warranty.



Sangoma's award winning Partner Portal provides you with all the tools and resources you need: Collateral, customer campaigns, email templates, and the tools to create your own marketing campaigns through the portal.



Sangoma is a **one stop UC shop - Everything from one vendor.** We own the Intellectual Property on all our software and manufacture our own products; so we know they work seamlessly together.



Training and certification programs to set yourself apart from your competition.



Best in class discounts for partners



We offer several opportunities for reoccurring revenue.

Sangoma provides global technical support to our service providers and partners through our offices in the UK, Europe, North America and Asia Pacific. Our partners and customers can rely on Sangoma's team of customer support professionals who provide high-quality, prompt, and efficient technical and product-related support. We provide technical support directly to Empowered by Sangoma Channel Partners.

Are You Ready to Take the Next Step?

Join today. Visit <http://sangoma.com/partners> or talk to your Sangoma sales representative by calling: **+ 44(0)1344 269220.**



Sangoma.com © 2021 Sangoma Technologies Proprietary - Every effort has been made to ensure accuracy of this document. Due to ongoing improvements and revisions, Sangoma reserves the right to make changes without notice.

Sangoma Technologies Europe HQ
Cheney House, Oaklands Business Centre
Oaklands Park, Wokingham, Berkshire RG41 2FD UK
+44 (0)1344 269220 Sales
+44 (0)8448 238675 Support
www.sangoma.com
europe@sangoma.com