



Global Partner Program Guide

2010



“Unlike others in this industry, Sangoma is a true partner-friendly company, who has always stood by us with great products, support, co-marketing, and also with great business ethics. They understand that having a successful channel and application partners, who can truly benefit from each other’s success, is the key to generate growth for all of us.”

Juan Pablo Pazos
Xmartek

Make the Connection

Sangoma: Your True Partner for Growth

Sangoma’s Global Partner program is specifically designed to address the needs of application developers, resellers and distributors who want to grow their business in the market of software-based communication systems.

Certified application developers and channel partners alike can leverage Sangoma’s award-winning product line of connectivity hardware and software to build and resell the most robust, efficient and cost effective voice and data communication applications. With a very wide and growing set of applications built on Sangoma products, resellers choosing to partner with Sangoma get access to the leading solutions in IP communications.

Enabling Software-Based Communications

Sangoma is the premium provider of voice and data connectivity components for software-based communication applications. Sangoma’s data cards, voice cards, gateways and connectivity software are used in leading PBX, IVR, contact center and data-communication applications worldwide. The product line represents a comprehensive toolset for deploying cost-effective, powerful, and flexible software communication applications.

SANGOMA’S MARKETS & CORRESPONDING PRODUCT LINES				
Open Source Telephony	PBX/IVR	Contact Center	Carrier	Routing/Data
<ul style="list-style-type: none"> • Analog Telephony • Digital Telephony • Digital-Analog Hybrids <ul style="list-style-type: none"> • SS7 	<ul style="list-style-type: none"> • Analog Telephony • Digital Telephony • Digital-Analog Hybrids <ul style="list-style-type: none"> • NetBorder™ CPA • NetBorder™ Express 	<ul style="list-style-type: none"> • Analog Telephony • Digital Telephony • Digital-Analog Hybrids <ul style="list-style-type: none"> • Netborder™ CPA • NetBorder™ Express 	<ul style="list-style-type: none"> • SS7 • Digital Telephony 	<ul style="list-style-type: none"> • Data Networking

Founded in 1984, Sangoma Technologies Corporation is publicly traded on the TSX Venture Exchange (TSX VENTURE: STC).

With certifications and distribution partnerships around the world — Africa, Asia, Europe, Japan, Australia and both North and South America — Sangoma continues to bring innovation, scalability and higher density solutions to the global telecom market.

“Sangoma’s products are by far the best in their category. The product scalability, robustness and efficiency is unmatched and has allowed us to surpass our customers’ expectations.”

Matt Florell
VICIdial





Certified Application Partners

Sangoma's global partner program brings together complementary application partners, distribution partners and resellers who will all benefit from a host of services, including sales, technical and marketing support, resulting in more opportunities to increase industry recognition and expand customer sales.

To qualify as a **Certified Application Partner**, the vendor must own an application that has a tight integration with at least one Sangoma product. **Certified Application Partners** deliver a wide range of VoIP applications – for use in leading PBX, IVR, contact center and data communication applications – that run on Sangoma's voice and data connectivity components worldwide.

"For an Independent Solution Vendor like us, Sangoma's been a terrific partner. Beyond great products and support, they have connected us with a large number of their worldwide channel partners, giving us instant access to an international growth path."

Peter Litovsky
IndustryDynamics

C.A.P. Requirements:

- Solid integration with at least one Sangoma product
- Resell Sangoma products with solution or referred to by Channel Partner
- Nominated by Sangoma (Revised annually)
- Display of Sangoma approved logo on partners' web site

C.A.P. Benefits:

- Access to Partner Portal, i.e. Product information, insider newsletter, pricing, collateral, tools, etc.
- Access to Beta Product Programs
- Showcased on Sangoma.com Solutions page
- Showcased at Sangoma Events (Tradeshows/Webinars/Roadshows)
- Showcased in IP Telephony Global Community on TMCnet.com
 - Opportunity to release stories, collateral, press releases
- Lead Referrals
- Matchmaking with Worldwide Sangoma Sales Channel
- PRs, Whitepapers and/or Application Notes featuring Partner Solution and/or Customers
- Availability of Marketing Development Funds for Partner Promotions (based on review)



Channel Partners

If application partners represent the fuel, our worldwide Sangoma channel is certainly the engine that drives the growth. The Global Partner Program enables partners to find the right “fit” for their needs. The three different channel partner categories are defined in the table below:

REQUIREMENTS	AUTHORIZED RESELLER	PREMIUM RESELLER	DISTRIBUTOR
Partner Agreement	Online (Portal)	Signed Reseller Agreement	Signed Disti Agreement
Purchase Sangoma Products	•	•	•
Display Sangoma Logo	•	•	•
Revenue Commitment		\$50,000*	\$500,000*
Sales Training		•	•
Technical Training		•	•
Sell Exclusively to Resellers			•
Product In-Stock			•
Point of Sale Reports			•

**Annual revenue commitments may be adjusted based on geography/territories.*

Benefits that Empower! Get the most out of your partnership with Sangoma. The benefits for the different channel partner categories are described in the table below:

BENEFITS	AUTHORIZED RESELLER	PREMIUM RESELLER	DISTRIBUTOR
Access to Partner Portal (i.e. Insider news, pricing, collaterals, tools, etc.)	•	•	•
Profile on Sangoma.com	•	•	•
Technical and Sales Support	•	•	•
Matchmaking with Certified Application Partners	•	•	•
Lead Referrals		•	•
Designated Account Manager		•	•
Marketing Development Funds (Based on Review)		•	•
Co-Marketing Plan			•
Disti-Level Discounts			•

Reasons to Join

- Benefit from the Sangoma ecosystem:
 - » **Application partners** access Sangoma’s worldwide channel
 - » **Channel partners** access a wide breadth of innovative solutions based on Sangoma
- Lead referrals
- Benefit from co-marketing
- Marketing funds
- Exposure in key online and “live” events
- Exposure in exclusive IP Telephony community for application partners
- Credibility – Formal endorsement by Sangoma
- Access to privileged information, pricing, collateral, tools, support, training, and more



SIGN UP TODAY

http://www.sangoma.com/ordering/become_a_partner.html

“As a long-standing distributor of Sangoma, I can say that we get outstanding support for our market development efforts in all of the regions we cover. Sangoma truly leverages the value that local ‘experts’ in their products can bring to the table.”

Aleksander Wierciński

HaloKwadrat