



CLOUD CALLING™



4PSA Channel Partner Program

**Building the network together
For Service Providers, VARs, and System Integrators**

<http://www.4psa.com/>

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Program Overview

The Partnership program has been created to develop a worldwide channel partner network for the distribution of 4PSA software products for business use.

Route to Market

4PSA channel partners are the main route to the SMB and services providers (xSP) market. From this perspective, the program provides attractive conditions to potential partners by offering a variety of sales and marketing tools, along with first-class technical support and training to help them promote and implement 4PSA solutions on local markets.

No Registration Fees

Joining the partnership program is easy: there are no registration fees and the access to online tools and resources is straightforward through the 4PSA partner portal. There are a series of partnership levels according to the partner's success.

Start with High Discount Levels

Value-Added Resellers can commit to a quarterly sales volume to receive high-discount levels starting from the very first day of sales. 4PSA's volume commitment scheme allows partners to grow steadily in the first months of the partnership.

Strong Focus on the Development of Partners

Business partners have access to technical and business resources, processes, trainings, and support. 4PSA's partners are able to seize market opportunities and offer quality sales and technical support to end-users.

Who Is Eligible to Join the Partnership Program?

- VARs and VADs
- System Integrators / On-line software resellers
- IT and telco consultants

Partnership Benefits

SMB customers want to buy IT solutions from trusted local VARs because such vendors know their IT environment best, possess the technical know-how, and can provide localized technical support to address the client's particular requirements. 4PSA partners provide voice and data services and solutions to millions of end-users worldwide. You can become an important part of our growing network of partners.

- **Earn healthy profits** by selling the products with significant discounts proportional to the revenue. More to this, you can earn additional revenue by providing added-value services (consultancy, installation, configuration services) to the end-user. Time-limited promotions and sales incentives help you maximize your income.
- **Flexible payment terms** help you target large customers while keeping the cash flow under control.
- **Active support for acquiring major accounts** – the easy-to-customize software along with the pre- and post-sales support help you close the deal.
- **Easy selling** – sell online and order licenses online at very low maintenance and support costs. In addition, you benefit from online marketing support by accessing the 4PSA marketing tools web repository that provides a variety of online product documentation, collaterals, and pre-sales support by email or by phone.
- **Sell with confidence** – 4PSA software helps your offer stand out on the market. Consequently, your competitors will not be able to provide a better solution to their clients.
- **Easy access to business and technical resources** to create industry expertise. Make the best of 4PSA's continuous investments in the partner network, i.e. periodical training sessions and product certifications.
- **Quick and effective technical support:** 24/7 coverage provided by email, chat or by phone.

Partnership Levels

The program has a two-level structure, with specific benefits and requirements. The Authorized Reseller program allows companies to partner 4PSA without any initial commitment, while the Value-Added Reseller program provides high discounts on joining the program.

	Authorized Reseller	Value Added Reseller
Sales		
Benefits		
Sales leads	No	Yes
Pre/Post sales support	Yes	Yes, priority
Sales incentives	No	Yes
Price promotions	Yes	Yes
Discount on the list price	15%	30 %
Flexible payment terms	No	Yes
Business Zone access	Yes	Yes
Requirements		
Sales volume commitment	5000 EUR/Year	5000 EUR/Quarter
Sales reporting and forecasting	No	Yes
Entry order size / voucher	2500 EUR	5000 EUR
Marketing		
Benefits		
NFR (not for resale) kits	Discounted	Yes
Welcome kit	Yes	Yes
Access to the online marketing repository	Yes	Yes
Collaterals and promo materials	No	Yes
Partner newsletter	Yes	Yes
MDF / coop marketing	No	Yes
Joint marketing actions and events	No	Yes
Technical		
Benefits		
Help-Desk support	Yes	Yes
Phone support	Optional	Optional, discounted
Knowledge base access	Yes	Yes
Dedicated technical contact	No	Yes
Technical training	Optional	Required
Technical certification	Optional	Required

How to Join

1. Apply online on our website by filling out the form available at <http://www.4psa.com/partners/channel>
2. Our channel partner team will review your application and respond within 2 business days with a confirmation email and further information.

About 4PSA

4PSA is a leading, innovative software development company specialized in applications for cloud computing. The company provides, under the 4PSA brand, solutions that help service providers and enterprises better manage their IT infrastructure, automate processes, and deliver improved communication services.

The 4PSA flagship solution is the VoipNow Platform, a suite of software applications designed to accelerate Unified Communications adoption by businesses and end users. The products are built around cloud computing and provide unrivaled performance with the most comprehensive features, massive scalability, and the ultimate in automation. 4PSA's success is based on excellence, innovation, and customer-driven processes. The company's business processes are supported by the ISO 9001:2008 Quality Management System certified by TÜV CERT.

Contact Information

Mailing Address

Rack-Soft, Inc
12565 Research Parkway, Ste: 300
Orlando, FL 32826
US

Corporate Website

<http://www.4psa.com>
Sales contact: sales@4psa.com
Phone: +1-646-957-8997 (US)
Fax: +1-270-638-0988 (US)