



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.

Route to Market

4PSA channel partners are the main route to the SMB and services providers (xSP) market. In this respect, 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 using the 4PSA partner portal. A series of partnership levels follows 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 with the 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 advantageous discounts, proportional with the revenue. Besides you can earn additional revenue by providing value added 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 pre- and post-sales support help you close the deal.
- **Easy selling** – sell online, order licenses online, all with 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 you differentiate your offer on the market. Your competitors will not be able to provide a better solution to the client.
- **Easy access to business and technical resources** to create industry expertise. Benefit now from 4PSA's continuous investments in the partner network, like 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 is structured in two levels, 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
Partner portal access	Yes	Yes
Requirements		
Sales volume commitment	2500 EUR/Year	3000 EUR/Quarter
Sales reporting and forecasting	No	Yes
Entry order size / voucher	1000 EUR	2500 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
Tech training	Optional	Required
Tech 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, specializing in applications that run on computer clouds. The company provides, under the 4PSA brand, solutions that help service providers and enterprises better manage their IT infrastructure, automate processes, and provide improve communications services.

The 4PSA's 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 concepts and provide unrivaled performance, the most comprehensive features set, 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.

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