



# Service Provider Partner Program

The SPPP is the most flexible and most valuable program for every type of SP

# Program Overview

The Service Provider Partner Program (SPPP) is 4PSA's partnership program developed for Internet Services providers, Web Hosting Providers, Internet Telephony providers, Managed Services Providers and IT infrastructure providers.

4PSA recognizes the SaaS industry's potential and offers service providers a set of tools and benefits to meet their specific demands and business model. The Cloud licensing model gives service providers an easy way to introduce new services without upfront costs.

# Cutting-Edge Unified Communications

4PSA's VoipNow is built to deliver enterprise telephony, video, presence, messaging, and mobility easily and securely accessible from any device at any time.

The software's latest edition is [VoipNow SPE](#) - fully featured, carrier-grade, multi-tenant platform for service providers and businesses, that can be installed on their chosen infrastructure or delivered as SaaS.

VoipNow was released in 2006 as one of the first platforms in the world designed for the cloud. It won TMC's Internet Telephony Product of the Year award in 2014, 2012, 2011 and 2010 and the Unified Communications Product of the Year award in 2010. MyVoipProvider.com acknowledged us as one of the top 3 Call Center software providers of 2014.

## Added-Value Solutions with SaaS

The scope of this program is to help partners develop their business and maximize the potential of 4PSA software. Service providers use 4PSA solutions to deliver new, innovative, Internet-based services to their clients through SaaS.

4PSA software enables service providers to generate new revenue streams and build strong differentiators on a highly competitive market.

This program provides special licensing terms, flexible payments, continuous education, and regular product information updates along with a set of sales and marketing tools.

# Benefits

- ▶ **Pay-as-you-grow model** – a licensing methodology that allows you to start small and scale easily. Plus the fees you pay are proportional to the number of active accounts.
- ▶ **Increase ARPU (Average Revenue per User)** - 4PSA software delivers new services and automates processes. Unified Communications solutions are the next major opportunity for service providers.
- ▶ **Discounted pricing** - depending on the chosen partnership level, you can benefit from significant price discounts.
- ▶ **Gain a competitive advantage and differentiate your services** - service providers can focus on customers and on the value added by these services to their business.
- ▶ **Access to comprehensive training** - in order to learn how to build, position, and sell new services based on SaaS, our training sessions cover technical, marketing and sales, upon request.
- ▶ **Technical certifications for your team** - verify their skills and make sure they are up-to-date with the latest developments.
- ▶ **24/7 Expert technical support** - provided through our Support Zone or phone.
- ▶ **Featured partner** - as a partner, your business will be listed on our website, helping potential customers in your area to find you.



# Eligibility

We carefully select our partners to make sure 4PSA products and services match the service provider portfolio, customer base and technical capabilities.

While we support service provider startups, experience has shown us that it helps, as a service provider, to already have an established customer base open to consuming Unified Communications and VoIP services.

For this reason, to be eligible to apply for the SPPP, you need to commit to an annual revenue starting with US \$5000. **An All-You-Can-Eat option with a one-time fee is also available for the first year.** Your Account Manager will detail these options for you, as well as the discounted price levels based on your projected extension count.

## How to Join



1

Apply online on our website by filling in the form available at: <http://www.4psa.com/company-partnerapply.html?program=sppartner>

2

Our channel partner team will review your application and respond within 2 business days with a confirmation email and further information on the partnership levels available.

3

After selecting your preferred partnership level and signing the agreement, you will receive VoipNow licenses at discounted prices and can start selling right away.

# About Us

4PSA is a software company that has been breaking down communication barriers for the past 10 years. Our solutions help thousands of service providers grow and serve over 200k businesses worldwide.

Our award-winning Unified Communications solution, VoipNow, provides blazing fast go-to-market due to its rapid setup and easy deployment, integrated charging and billing engine, and competitive pricing plan.





For more information, please contact us at  
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