



## PARTNER PROGRAM

# WHO IS SANGOMA



Sangoma Technologies Corporation is a trusted leader in delivering globally scalable Voice-Over-IP telephony systems. Serving customers in over 150 countries, Sangoma delivers the industry's best engineered Unified Communications solutions. Our products are backed by decades of IP communications experience, and comprehensive warranties.

As the communication landscape evolves and businesses invest in new strategies to provide effective communications, Sangoma Technologies is your trusted partner; delivering Unified Communications solutions for SMBs, Enterprises, OEMs, Carriers, and service providers.

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.

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



**Everything Connects**  
*When You Connect with Sangoma!*



**TSX Venture Exchange**  
2019 TSX Venture 50



**Insights Success Top 10**  
Most Innovative UC Solution Providers 2019



**SimCon Awards 2019**  
Open Source Guardians



**TSX Venture Exchange**  
2018 Tech Company of the Year



**You + Sangoma = Success**

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

# PARTNER LEVELS

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



## Authorized Agent

Authorized Agent is for the partner that is focused only on cloud-based sales and has no real interest in on-premise solutions. This level requires no minimum yearly commitment, and only online training is required.



## Exceptional Margins

Sell products and services that match your expertise and grow your business with us. As your sales volume grows, so does your discount and your profits.



## Authorized Partner\*

Authorized Partner is for those that are interested in selling both the products and services that Sangoma offers for both cloud and on-premise. This level requires no minimum yearly commitment, and only online training is required.



## Total Solutions

As a Sangoma partner, you will have access to resell all of our solutions. From the latest cloud based solutions, to gateways, to telephones and more. When you're a Sangoma partner, you're connected to all of our solutions.



## Silver Partners

Silver Partners receive better discounts in return for a minimum sales commitment. Silver Partners are also required to complete both online and classroom training. This provides a more thorough understanding of Sangoma's UC Solutions.



## Sangoma University

Become Sangoma and PBXact certified. We give partners the ability to set themselves apart from the competition by pursuing certification levels that show just how much you have invested with our partnership.



## Gold Partners

Gold Partners have made a higher minimum sales commitment, and have invested in additional training, ensuring they are a top-level UC provider and a true consulting partner to their clients. This grants them the best discounts.



## Exclusive Portal

Online access to the full product catalogue, ordering, customizable marketing resources and more.

\*Not applicable for APAC/MEA

# PARTNER LEVEL BENEFITS

REQUIREMENTS	Authorized Agent	Authorized Partner**	Silver Partner	Gold Partner
Revenue Commitment	NONE	NONE	X	X
Partner Agreement	X	X	X	X
Business Email Domain	X	X	X	X
Active Website	X	X	X	X
Sales Training Requirements			X	X
Technical Training Requirements			X	X
Demo Kit Purchase			X	X
Stocking Commitment				X

BENEFITS	Authorized Agent	Authorized Partner**	Silver Partner	Gold Partner
Discounts	Good	Good	Better	Best
Deal Registration Discount			X	X
Web-Based Training	X	X	X	X
Training Discounts	X	X	X	X
Access to Partner Portal	X	X	X	X
Access to Marketing Resources	X	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

\* Cloud based products are currently only offered in North America and are available to resell for North American based partners only

\*\*Not applicable for APAC/MEA

# TOTAL SOLUTION COMPANY

Designed for the Complete Solution

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As an Empowered by Sangoma Partner grow your business by selling Sangoma products which are all designed to work together. From our on-premise or cloud-based IP-PBX phone systems and SIP Trunking service, to our complete line of VoIP Gateways, session border controllers (SBC) and telephony cards, your customers can continue to buy from you as they scale.



## SIPSTATION SIP TRUNKING & FAXSTATION

Sell our SIP Trunking & FAXStation service to grow your revenue streams. SIPStation provides Canadian and USA small-to-medium businesses with feature-rich telephony service using a standard internet connection. With immediate activation process and built-in auto-provisioning for PBXact and FreePBX systems your customers are up and running within minutes. Sangoma's Wholesale SIP Trunking provides the coverage and competitive pricing that the 'large telcos' offer without the contracts and hassle. With an endless DID warehouse, built in management tools, and the most aggressive wholesale rates on carrier services in the industry, Sangoma is your leading wholesale SIP Trunk provider. FAXStation is Sangoma's error-free fax service, designed to address the T.38 fax limitations, providing your customers with the most reliable and secure Fax-over-IP (FoIP) solution on the market\*.



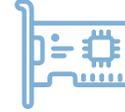
## SESSION BORDER CONTROLLERS

Sell our line of trusted SBCs helping your customers not only protect their businesses from VoIP threats, but provide them with interoperability, transcoding and SIP Trunking capabilities. Offered in both hardware and Virtual Machine options, your customers have many deployment choices and since the same software is used in both, there is no re-training required if they change, as they scale. Our SBC appliances are designed for SMBs and Carriers and with all features unlocked, making them very easy to sell.infrastructure.



## HIGH DENSITY AND SS7 GATEWAYS

Provide value added services to large enterprises and Carriers with our high density PRI and SS7 Gateways. Supporting ISDN, SS7 CAS (R2), SIP, and SIGTRAN signaling protocols our all-in-one appliances have proven field interoperable.



## TELEPHONY CARDS

Sangoma's award winning Analog, E1 and T1, and BRI telephony cards (or PSTN Cards) are powering the world's leading PBX, IVR and call-center applications. Renown for their premium quality and dependability, Sangoma's telephony cards are also the most flexible on the market, with superior compatibility in most commercially available servers and motherboards. They are the #1 choice amongst Asterisk, FreePBX, SS7 and Voice API integrators with a wide range of protocol support including Analog, PRI, CAS MFCR2, SS7 and WAN protocols.



## SANGOMA MEET

Sangoma Meet lets anyone start a video conference of up to 50 video participants on any device. Collaborate on projects while keeping in touch with your family and sharing some face-time with your colleagues and friends. Enjoy in-conference moderator privileges, chat, screen share, and password protected conferencing, so that only the people you want on your video call can join. In addition to access through desktop web browsers, Sangoma Meet integrates with Office365 and Google calendars and is compatible with iOS and Android phones and tablets.



## VOIP GATEWAYS

As an Empowered by Sangoma Partners sell our complete line of VoIP Gateways designed for OEMs, integrators, SMBs and Carriers. Our gateways connect legacy infrastructures (analog, T1/E1, BRI) with VoIP networks. The intuitive GUI-based auto-Provisioning wizard gets your customers setup within minutes and its open design guarantees interoperability with most infrastructures.

\*Note these products are currently offered only in North America and available to resell for North American based resellers only.

# UNIFIED

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## COMMUNICATIONS



Sangoma offers complete, affordable UC solutions for small to mid-size businesses. They include advanced collaboration and productivity-enhancing features for every user. Sangoma's UC solutions can be deployed on-premise or in the Cloud, allowing businesses to select the best option for their needs. From the PBX to the phones to the mobile clients to the connectivity infrastructure, Sangoma's solutions fully integrate to provide a fully interoperable solution from one vendor.



### CLLOUD-BASED PHONE SOLUTION

Choosing a cloud-based phone solution doesn't mean you have to sacrifice the features and flexibility of a full-scale UC solution. With Sangoma, you get a full contact center, mobility, call control and productivity included with every user for the same price. Scalable to 1,000 endpoints, Sangoma's hosted phone service delivers the customer experience business demand at an affordable price point.



### ON-PREMISE PHONE SOLUTION

If your business needs scalability, control and customization from a phone system that is loaded with advanced Unified Communication features, at an affordable price, then on-premise is the answer. Whether you are looking to deploy on a dedicated appliance equipped with state-of-the-art technology or in a virtual environment, Sangoma provided the necessary power and connectivity for any organization.

# IP PHONES AND SOFTPHONES



s705 IP Phone

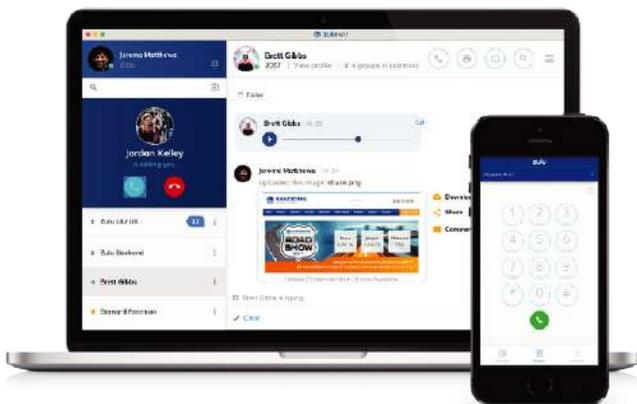


D80 IP Phone



H10 Headset

Sangoma's product line includes entry-level, mid-range, and executive level phones. All models include HD Voice and unprecedented plug-and-play deployment. Enhance your users' productivity with built-in advanced applications, including voicemail, call log, contacts, phone status, user presence, parking, and more. Our first headset, called the H10, is a monaural, over-the-head, wireless EHS-capable DECT headset designed specifically for both D-Series and S-Series IP phones. The H10 headset offers your customers complete freedom and flexibility away from their desk phones, while providing you a new revenue stream to sell into contact centers, real estate, and enterprises.



## ZULU UC COLLABORATION AND SOFTPHONE CLIENT

Sangoma also has UC clients which are a set of server, desktop, and smartphone UC client software integrated with our UC solution offerings that delivers UC features (presence, contacts, chat, calling, audio and video conferencing, etc.) from a single application.

# NETWORK

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## CONNECTIVITY

Sangoma offers a complete line of Session Border Controllers (SBCs), VoIP Gateways and telephony cards that enables communications solutions to connect to, and be protected from, different types of networks. Products ranging from just two port analog cards and gateways all the way to 2000 channels in a single appliance cover demands from the SMB, Enterprise, Call Centers, and service providers. The SBC portfolio also includes software versions for hosted/virtualized environments and the ability to mix legacy PSTN interconnections for enterprise networks in transition.



### Vega and IMG VoIP Gateways

Sangoma's Vega Gateways allows you to keep your existing legacy infrastructure (Analog/T1/E1) and connect to VoIP Services, saving your business time and money. The IMG gateway family are carrier-specific products that enable a VoIP carrier to connect their network to the SS7 network for up to 2016 channels.

Simply connect our VoIP Gateways at the edge of your network and tap into the benefits of VoIP.

### Session Border Controllers

Businesses connecting their infrastructure to a SIP Trunk, or VoIP connection, require a Session Border Controllers (SBC) for security, interoperability and transcoding.

A Sangoma SBC protects both your data and voice network and is designed to handle every aspect of phone calls that travel over the internet.

### Telephony Cards

Sangoma's award winning Analog, E1 and T1, and BRI telephony cards (or PSTN Cards) are powering the world's leading PBX, IVR and call-center applications.

Sangoma's telephony cards, which also include the Dialogic suite of boards, are also the most flexible on the market, with superior compatibility.

# SIP TRUNKING

## SERVICE



### SIPSTATION

SIPStation is Sangoma's SIP trunking service providing SMB's and large enterprises with feature-rich telephony services using a standard internet connection.

SIPStation SIP trunks allow businesses to obtain telephony services from a provider by using a simple internet connection instead of a traditional telecom link.

### WHOLESALE SIP TRUNKING

Sangoma offers aggressive rates on carrier services and the largest DID network and coverage in North America. Enjoy access to more than a dozen Tier 1 Telecom providers in one place with built-in management tools that include Online Local Number Porting, SIP Trunk management, and much more.



#### Cost Savings

Guaranteed cost savings when switching from your traditional telephony provider to SIPStation.



#### Integrated Fax Services

IP based faxing that allows you to send and receive faxes from a web interface or from your local fax machine with incredible reliability.



#### International Calling, T.38 Faxing & SMS

SIPStation phone lines come ready with enhanced features, all managed through your SIPStation Store account.



#### Inbound Numbers and Porting

Add as many Inbound Numbers as you need (U.S and Canada only). You can also port your existing telephone numbers to Sangoma's service.

# SANGOMA PARTNER PROGRAM

Designed with Your Success in Mind

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Provide your customers with outstanding VoIP and United Communications quality products that deliver industry-leading value. As an Empowered by 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 exceptional margin.

Empowered by Sangoma Partners get priority access to a full range of high-quality, products including: FreePBX and SIPStation SIP Trunking service, Vega Session Border Controllers and VoIP Gateways, PSTN to SIP interface cards and FAXStation service.

With Sangoma, you can sell the products and services that match your expertise, appeal to your existing customers/partners and grow your business faster. Whatever your classification, Distributor, Reseller, Master Agent, Solution Providers, System Integrator, Telephony Agent, Independent Consultant, MSPs, ITSPs, Hosting Provider we have a flexible partner program designed to fit your needs.



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“ It's a great value over a period of time, not just the upfront cost but the cost for renewals and software maintenance and how that's handled. It makes it easy or the customer to see the value that they're going to get. ”

**The Fulcrum Group, Inc.**  
Partner Program Spotlight

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## Exceptional Products & Service

The Best Products at the Best Value.



## Priority Support

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



## Dedicated Staff

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



## Empowered Training

Become Sangoma and FreePBX Certified.



## Exceptional Margins

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



## Exclusive Portal

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

# WHY SANGOMA?

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Sangoma's customer-centric approach, product innovations, and worldwide network of distribution partners give you the industry's best-engineered, highest quality, IP 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



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



Sangoma is a single source solutions provider. We manufacture our solutions, so they work seamlessly.



We offer several opportunities for reoccurring revenue.



Best in class discounts for partners

Sangoma provides global technical support to our service providers and partners through our offices in North America, the United Kingdom, EMEA, 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. Our CSEs provide technical support directly to Empowered by Sangoma Channel Partners or End Users

## *Are You Ready to Take the Next Step?*

Join today. Visit <http://sangoma.com/join/> or talk to your Sangoma sales rep by calling:  
Toll-free in North America **+1 800 388 2475 x2** or International Direct: **+1 905 474 1990 x2**.



### **Sangoma Technologies**

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