



Blueface Partner Programme

www.blueface.com

Better Business Communications



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Introducing Blueface

Better Business Communications

Blueface is a leading Unified Communications-as-a-Service Provider with offices in Dublin, New York, London, Madrid and Rome.

Founded in 2004, Blueface's award winning cloud-voice platform serves businesses of all sizes from SMEs to Enterprise, and Government.

Over 20,000 businesses worldwide rely on Blueface's proprietary technology for reliability, innovation and value.

Blueface also provides a white label solution for partnered carriers and Internet Service Providers across 16 countries.

Awards

Industry & Technology

Blueface excel from both industry and technology perspectives so your clients can be assured they're receiving premium service.



Why Sell IP Communications?

The Telecommunications Landscape

The IP Telephony market is growing rapidly as it has been accepted globally as the imminent technology standard/infrastructure for voice communications.

Major providers are preparing to **discontinue traditional PSTN & ISDN networks** in favour of a global IP-migration. Future thinking organisations have already migrated with 85% planning on at-least partially switching by 2020.

The potential-customer base is vast and is set to surge after the **IP Migration**. Become a **Blueface Partner**, get ahead of the curve and reliably expand your offering to current and future customers.

\$96bn

Projected UCaaS
Market Value by 2023

1.48m

Irish Landlines (inc. ISDN)
400k are Business Lines.

85%

Of Enterprises Will Switch to
a **Multi-Cloud Model** (2020)

Why Partner with Blueface?

Critical Communications Capabilities

Blueface's robust **UCaaS** (Unified communications as a Service) platform provides a broad range of features and services to match your customers' communications needs.



Why Partner with Blueface?

Ultra-Reliable Infrastructure



“

As with LearnUpon's service, Blueface customers demand **24/7 availability** and **100% reliability** and they deliver on that front.

BRENDAN NOUD,
Founder & CEO.



”

Reliability has always been the cornerstone of Blueface's service.

To that end, we have invested heavily in our infrastructure with global data centres, secure failover facilities and dedicated customer care.

With over 100,000 hours of research, we have developed an all-in-one, feature-rich turnkey communications solution.

▶ **Data Centres**

Blueface have placed significant investment behind multiple global data centres to ensure customers receive the highest quality service and disaster recovery failsafes. Guarantee your customers consistency.

▶ **Resilient Call Carrier**

Blueface are uniquely end-to-end, from phone configuration to call transit. We do not rely on third parties to provide any aspect of our award-winning service which means better reliability for you and your customers.

▶ **Proprietary Platform**

Our proprietary platform allows users unprecedented flexibility with their service; granting the ability to add new users, features and even hardware through the **Blueface UC Portal Store**.

The Blueface Unified Communications (UC) Portal also allows partners to remotely administrate their customer accounts.

Why Partner with Blueface?

Accessible Enterprise Communications



“

With Blueface we can expand at a rate **suiting us and our business needs** rather than the technical limitations of our phone infrastructure.

PER INSULÁN, Supply Chain and Logistics Manager.



”

Blueface has developed a range of feature-packed, cost-effective solutions that will fit any business from startups to enterprise.

Grow your audience, cater to customer requests and easily expand your international reach with Blueface.

› Fully Hosted

With Blueface's **Fully Hosted Solution**, you can offer your customers future proof, remotely managed communications infrastructure without the costly, up front investment.

Your customers can access the powerful features of our **Unified Communication as a Service Platform** and gain unprecedented control over their communications.

› Hybrid

Meet your customers in the middle with Blueface **Managed Hybrid Model**.

Not every client will want to transition fully to a remotely hosted model but still want much of the same features. Specific configurations vary from client to client but custom solutions are easily tailored with Blueface.

› SIP Trunking

Blueface SIP Trunks enable partners to serve customers who require an on premise IP PBX to meet their operational integration or regulatory needs.

This means all of your potential clients can take advantage of affordable Blueface rates and pristine call reliability.

Why Partner with Blueface?

Unlock Your Enterprise Audience



“

We're a dynamic company, our workforce is spread all over, we wanted a **unified system that worked seamlessly together.**

JONNY KENYON,
B2B Manager.

compu[®]
your Apple experts

”

With Blueface, you can offer your customers one unified cloud-system for multiple sites.

Service clients with multiple global offices and allow them to connect seamlessly without the need for a VPN or physical equipment.

Derisk your customers' international growth by improving operational efficiency.

› **Multi-Site Capability**

With Multi-Site, larger customers can connect to and govern a network of international locations from one Unified Communications system.

Offer your customers smart call routing with automatic international office handover, free internal call transfers, and in depth user permissions.

› **Federation Accounts**

Do your customers insist on controlling every branch from their HQ?

No problem! With Blueface Federated Multi-Site, head office can discretely manage user permissions, governing rules and much more with one login.

› **Virtual Numbering**

With Virtual Numbering, expanding and internationally-aspiring customers can seamlessly onboard new teams or premises at speed. Develop a local presence in any country, from any location.

› **The Blueface Softphone App**

The **Blueface Softphone App** seamlessly pairs with our platform and allows your clients to make and receive landline calls from their mobile device. Give your customers unrivalled mobility with Softphone.

The Blueface Softphone App is available on Android & iOS.

How Blueface Support You

Blueface Accredited Partner Training (BAPT)



“

We found Blueface to be very understanding, helpful and transparent with **first class training and ongoing support.**

SHANE ORMSBY,
Founder & Director.

ibat COLLEGE
DUBLIN

”

Partners can avail of complimentary training and harness the Blueface Team's Unified Communications mastery.

With Blueface Accredited Partner Training (BAPT), we want to maintain the highest quality of service and ensure that all customers can unlock the full potential of our system.

Learn how to seamlessly onboard customers, remotely manage accounts, and how to communicate the benefits of our UC Platform's robust features. Training is also available for any and every new feature we offer.

▶ **Customer Management**

Blueface Accredited Partners can leverage their Blueface expertise to secure more contracts and better tailor plans for their customers and offer a 1st Level SLA.

Learn how remotely managed, happy clients can enhance your productivity and potential customer base.

▶ **Feature Training**

There are many benefits with our UC Portal, from international numbers to dynamic call routing.

Join BAPT to understand our feature-rich platform and how you can offer and deliver on all of your clients' operational needs.

▶ **Hardware Training**

Through our partnership with Panasonic, Blueface have developed an innate understanding of the relationship between VoIP and our hardware.

BAPT will help you get the right phone and plan for your customers' business needs, as well as preparing you to be the first point of contact for any issues.

How Blueface Support You

Dedicated Account Manager



“ The **clear choice** based on price, quality, equipment, expertise, implementation plan and support services.

ARIA POUR,
IT Manager.



”

Blueface provide all of our partners with a Dedicated Account Manager as your single-point-of-contact.

It's our pleasure to assist with pre-sales, deal protection, after-sales and any general queries you or your customers may may have.

› Deal Registration & Protection

Blueface offer deal registration and protection to ensure ongoing support from your Dedicated Account Manager throughout the sale.

We also provide **Bill Analysis** and **Quote Production** to augment your pitch and give your client clarity.

› Customer Generation

VoIP requires a number of infrastructural elements to function to it's maximum; broadband, cabling etc.

Blueface trust that our partners' work is of the highest quality and we're always happy to refer customers to their expertise.

› Marketing Collateral

We want our Partners to have the resources to promote Blueface products and we encourage feedback.

Blueface will help you fill client “knowledge gaps” with our range of eBooks, guides, blogs and more!

How Blueface Support You

After Sales & Technical Support



All in all, we are very happy with the Blueface service, they are **very important to the efficient running** of our business.

CIARAN MAHER,
CTO.



Many Partners will want to setup and maintain their own customer accounts but the Blueface Team is always available to help.

Your customers can call us for complimentary technical support, upgrade assistance, bespoke requests and more.

➤ **Technical Support**

Our experienced Partner Support team is available to all Blueface Partners and their customers with no SLA or extra payment required.

For any technical, account or billing issues can be quickly resolved by calling us directly.

➤ **Upgrades**

System upgrades are administered remotely by Blueface so your customers can be sure they have the latest version.

Blueface customers can also purchase extra hardware using our Unified Communications Portal.

➤ **Bespoke Requests**

Our versatile proprietary platform fits seamlessly into any phone system and often customers need custom features.

Partner customers can request tailored solutions at any time.

The Blueface Partner Programme

Commission Structure

Blueface Partners can immediately expand their product offering, access a larger target audience and have a stream of recurring revenue with our proprietary UC solution.

› Recurring Commission

Earn 20% monthly commission on Blueface call plan items, payable for the lifetime of your customer's Blueface account.

Call Plan Items

- Hosted Seats
- Mobile Minute Bundles
- Softphone Licenses
- Call Recording for Users
- Monthly Call Charges

› Hardware Commission

Blueface pays out a once off 15% commission on any Blueface supplied hardware you sell to your clients during each month.

Blueface Hardware Ranges

- Panasonic TGP 600 DECT Wireless Phones
- Panasonic HDV Desk Phones
- Polycom IP Conference Phones
- Jabra Headsets
- Plantronics Headsets

› For more information on commission email partners@blueface.com.

Example of cumulative commission for a 20 user customer over 3 years.

Sold Item	Price Ex VAT	Commission Type	Year 1 Commission	Year 2 Commission	Year 3 Commission	Cumulative Commission
20 Hosted Seats	€ 199.80	20% Recurring	€ 479.52	€ 479.52	€ 479.52	€ 1,438.56
Monthly Call Charges	€ 110.00	20% Recurring	€ 264.00	€ 264.00	€ 264.00	€ 792.00
20 Call Recording Users	€ 100.00	20% Recurring	€ 240.00	€ 240.00	€ 240.00	€ 720.00
20 Softphone Licenses	€ 40.00	20% Recurring	€ 96.00	€ 96.00	€ 96.00	€ 288.00
20 Panasonic HDV 230s	€ 2700.00	15% Once Off	€ 405.00	-	-	€ 405.00
					Total Commission	€3,643.56

Blueface Partner Programme

Better Business Communications

Add the Blueface **Unified Communications** package to your product offering and open your business up to a new audience.

To inquire further; get in touch and the **Blueface Partner Team** will schedule a meeting most convenient to you.

Get in touch with us!

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