PASCOM® ONE

RESELLER HANDBOOK

PASCOM®

WE UPGRADE BUSINESS COMMUNICATIONS

INFO FOR PASCOM PARTNERS

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ALL-IN-ONE BUSINESS COMMUNICATIONS AT IT'S BEST.

By partnering with pascom, you are now in the position to add further added value to your customer solutions and upgrade their business communications. Which means you have taken the first step in growing your business to the next level.

Our expert team will work with you to build an ongoing relationship with you that breeds success through ensuring simple, clear and effective communication.

Simplicity as standard

We believe in excellent customer service and therefore make things as simple as possible from the word go, including:

- **All-in-one Business Communications** - call, chat, share and meet from anywhere in one solution
- **Simply fair license model** - easy to understand concurrent user licensing
- **Simple path to the cloud** - benefit from free of charge hosting
- **Intuitive management** - simple, intuitive system management
- **Comprehensive support** - free training & access to our pascom support resources

QUICK START GUIDE TO PASCOM PARTNER SUCCESS

Now you are a partner, it's time to get the ball rolling and start effectively promoting and selling pascom to your new and existing Customers. More importantly, you will also need to support your customer's and their pascom solutions.

All this can be done in just a few, quick and simple steps:

pascom Forum Partner Section
Set up your pascom support forum account and send your forum name to sales@pascom.net to get access to our partner section.

1

Download the pascom Partner Marketing Pack
Download everything you need to effectively promote and sell pascom products.
From price lists & feature flyers, through to pascom product imagery, logos and a sample website landing page.

2

Get Certified
Start familiarising yourself with the pascom phone system using our Video Tutorials and then get certified using our online certification available in your my.pascom.net partner account.

3

Start Promoting & Selling pascom ONE
Now you are able to access the partner forum, have downloaded the partner marketing pack and are certified, it's time to let your customers and leads know by promoting pascom on your website, newsletters and in social media.

4

BENEFITS THAT ARE CLEAR TO SEE

Our 4 tiered partner programme is designed to help you grow your business and guarantees constant sales, lucrative margins and a sustainable and profitable revenue stream: increase the added-value of your service offering with an innovative, all-in-one Business Communication solutions that provides customers with one place to Call, Chat, Share and Meet.

	Registered	Certified	Premium	Excellence
Margin on Subs & Airtime	10%	15%	20%	25%
Partner Support	✔	✔	✔	✔
NFR Licence	-	10 CU	25 CU	50 CU
Customer Leads	-	✔	✔	✔
Marketing Toolkit	✔	✔	✔	✔
Free Online Training	✔	✔	✔	✔
Website listing	-	✔	✔	✔

QUICKLY GROW YOUR PASCOM PARTNERSHIP

As you grow as a pascom partner, more benefits become available to you ranging from higher margins and more prospects through customer leads and website listings as well as direct vendor support via our dedicated Premium Support.

How do you grow your pascom partnership?

3 steps to become a CERTIFIED partner

Firstly, you must complete our free online certification in mypascom. Secondly, you will need to list pascom on your website. Finally, you will need to meet the following revenue requirements: 1 new subscription and €2,000 sales

Earn more as a pascom PREMIUM partner

Now that you have grown your customer base and achieved both the annual minimum 4 new business subscriptions and €5,000 in sales revenue, the next to step to becoming a PREMIUM partner is to successfully complete our 2-day premium partner training.

Stand out as a pascom EXCELLENCE partner

Achieving pascom EXCELLENCE partner status is not easy. You've really go to know your stuff and have a full sales pipeline that you convert. No extra training is required, but you will need a minimum of €20,000 in sales and 8 new business subscriptions every year.

SIMPLE PRICING THAT MAKES SENSE.

When customers choose solutions, pricing is not the be all and end all but it does need to clear, transparent and understandable. Above all else, customers need to be able to see the value of what they are buying. That's why at pascom, we have devised a licensing package that we believe is the one of the most competitve on the market: Concurrent User subscriptions.

Add value and grow your business with recurring revenues

Concurrent Users Explained

Add an unlimited number of users, teams and extensions. Only active users occupy Concurrent User licences i.e. being logged into the UC clients or making an outbound call. As soon as they stop, the licence is free to use by somebody else.

Drive Customer Service

We believe in excellent customer service and do not licence per channel, ensuring incoming customer calls never get rejected. Channel models limit the number of available channels and once reached, callers may hear a busy tone or worse a licence limit prompt.

Add Value with Greater Flexibility

Flexibility means more than adding any number of users and extensions. Licensing per user, device or extension can be costly, inflexible and difficult to scale. With pascom, simply add what you need and only pay for what you use.

Subscriptions a Future Proofing WIN-WIN

Cloud and SaaS is the future, meaning subscriptions are too. For you as a reseller, subscriptions offer a win-win scenario: cloud migrations become simpler as customers don't pay twice PLUS your business will benefit from increasing year on year revenues.

SIMPLE, USER FRIENDLY & INTUITIVE COMMUNICATION

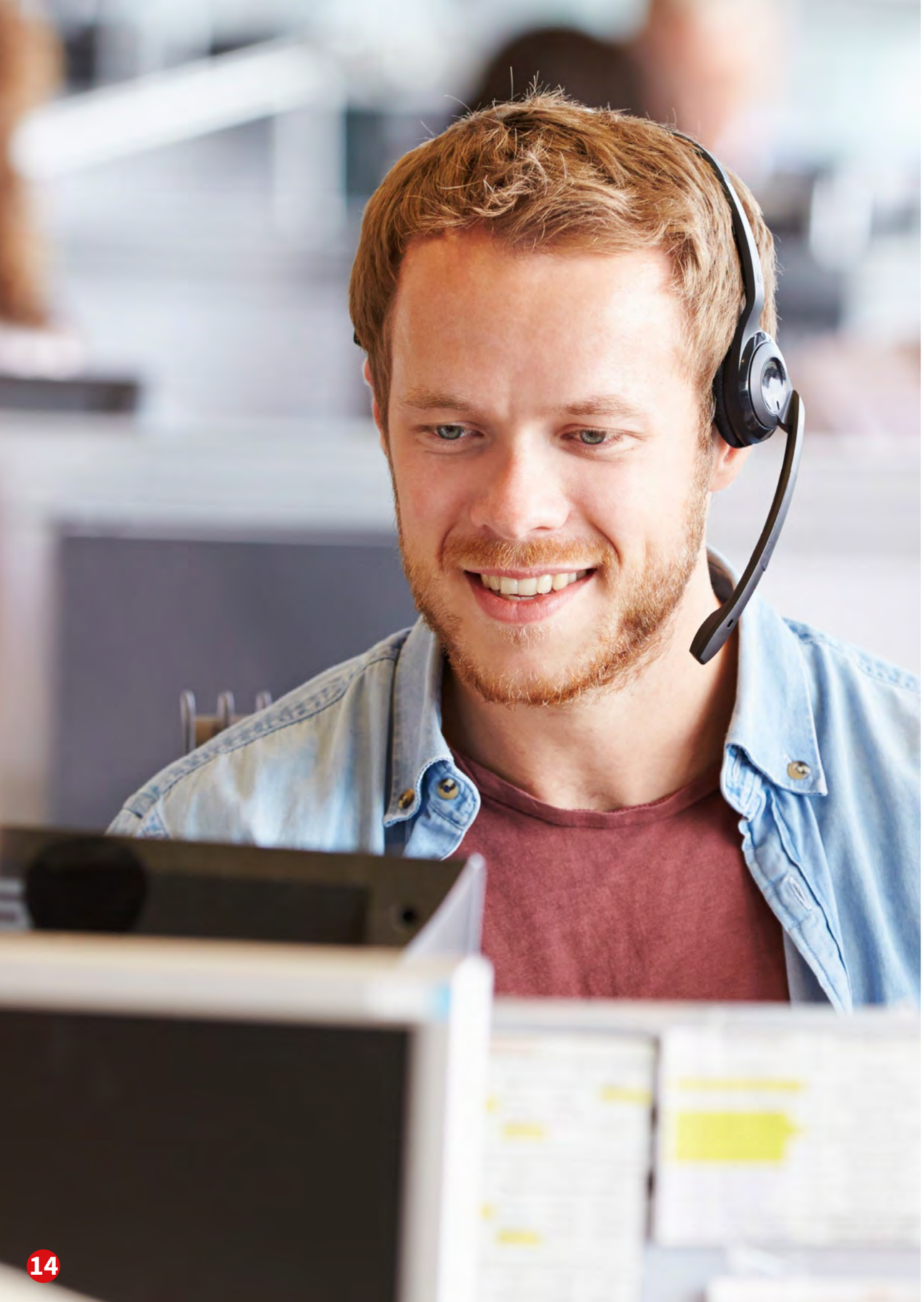
We stopped confusing customers with bundles and add-ons a long time ago. These days, pascom ONE solutions provide our customers with an all-in-one business communications solution that delivers everything they need to effectively communicate with customers and partners without having to worry about not having the right communications and collaboration tools.

Classic Telephony
As you would expect from a phone system, pascom ONE solutions offer a complete range of telephony tools from SIP Trunking, IVRs and AutoAttendants right through to custom prompts and intelligent call flow management.

Unified Communications and Collaboration
Today's communication is multi-channel: desktop & mobile softphones, instant messages, file sharing, online meetings. pascom ONE offers a single, centralised platform to gain complete control over your business communications and drive employee productivity.

Contact Centre
As the point of customer engagement, the contact centre is the heart of any business. Regardless of business size or segment, drive contact centre performance with advanced call & team management, call statistics and instantly accessible Business Intelligence.

Intuitive OpenStandards Administration
Available everywhere directly via the cloud, pascom ONE solutions are simple to use and manage and offer open standards flexibility to seamlessly integrate into your infrastructure from phones and SIP providers to 3rd party business applications.



SIMPLE UNDERSTANDABLE SUPPORT OPTIONS

Technical support is an essential aspect of any communications platform deployment. As a pascom reseller, each pascom ONE solution you sell will include next-business day pascom vendor support. Moreover, as a certified reseller or above, you can access our PREMIUM support services directly.

Available pascom support options cover all topics included in the pascom documentation:

pascom Support Forum

Our support forum is free to use for all partners & customers. Alongside being the best option for general enquiries, the forum includes a dedicated partner only section.

pascom Ticket System

Login in to my.pascom.net and open a new support ticket. For customer specific support requests, using the ticket system is the best option as all tickets are logged providing you a historical overview of every support request.

pascom Support Hotline

In the rare occasion that immediate support is required, pascom partners can access our support team via the pascom support hotline. This option is only available to certified partners and above or if the customer has a pascom ONE licence.

pascom Remote Support

Again only available to partners and customers eligible for PREMIUM support, pascom's remote support option includes support for all enquiries relating to topics / issues included in the pascom documentation.

MY.PASCOM.NET
SIMPLE TO MANAGE.

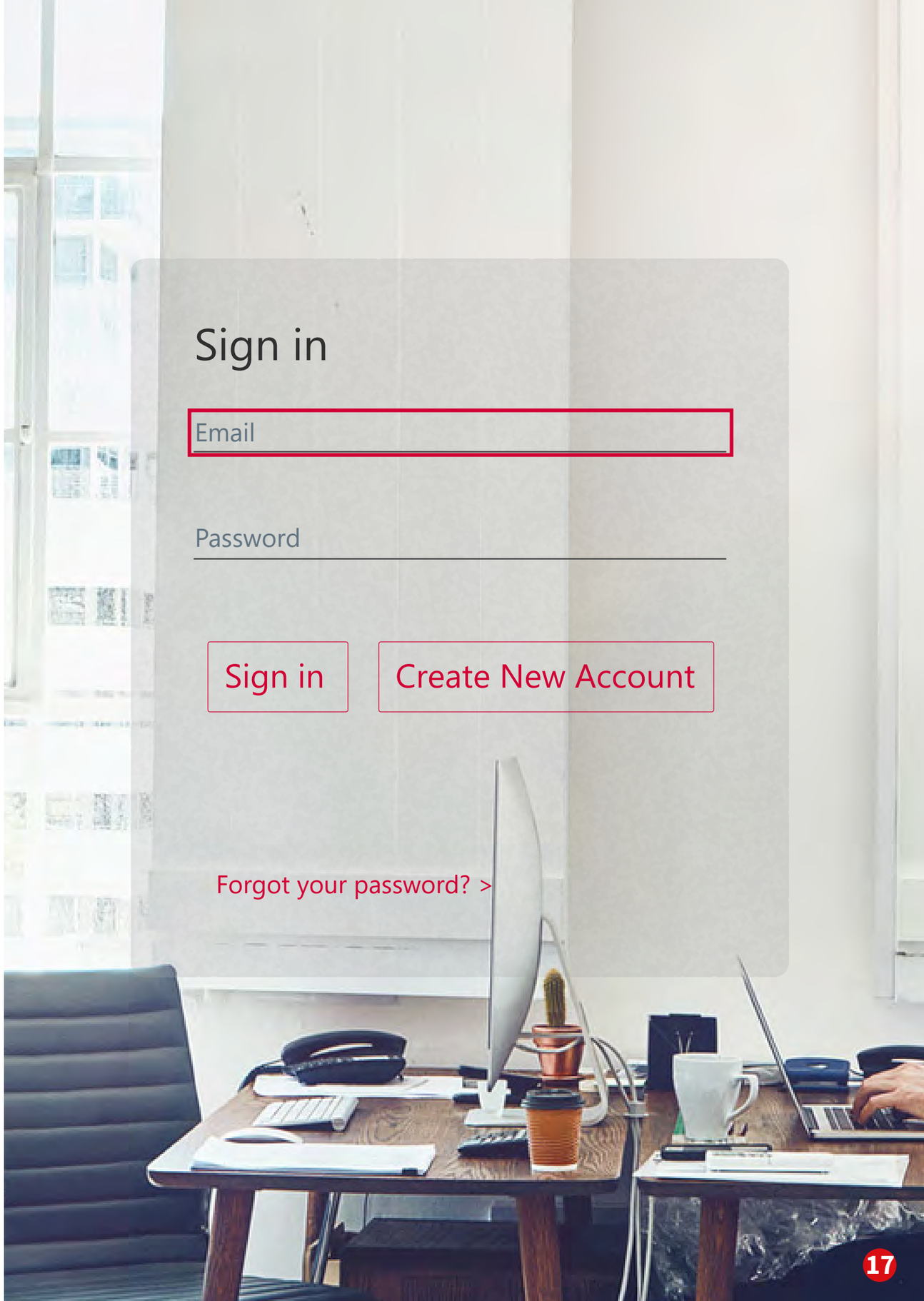
As a pascom reseller, chances are you have tested our solutions and therefore should already have access to my.pascom.net and be familiar with the tools available. Now you are a partner, new options within the portal have been enabled which allow you to simply manage everything you need to effortlessly manage your customer solutions.

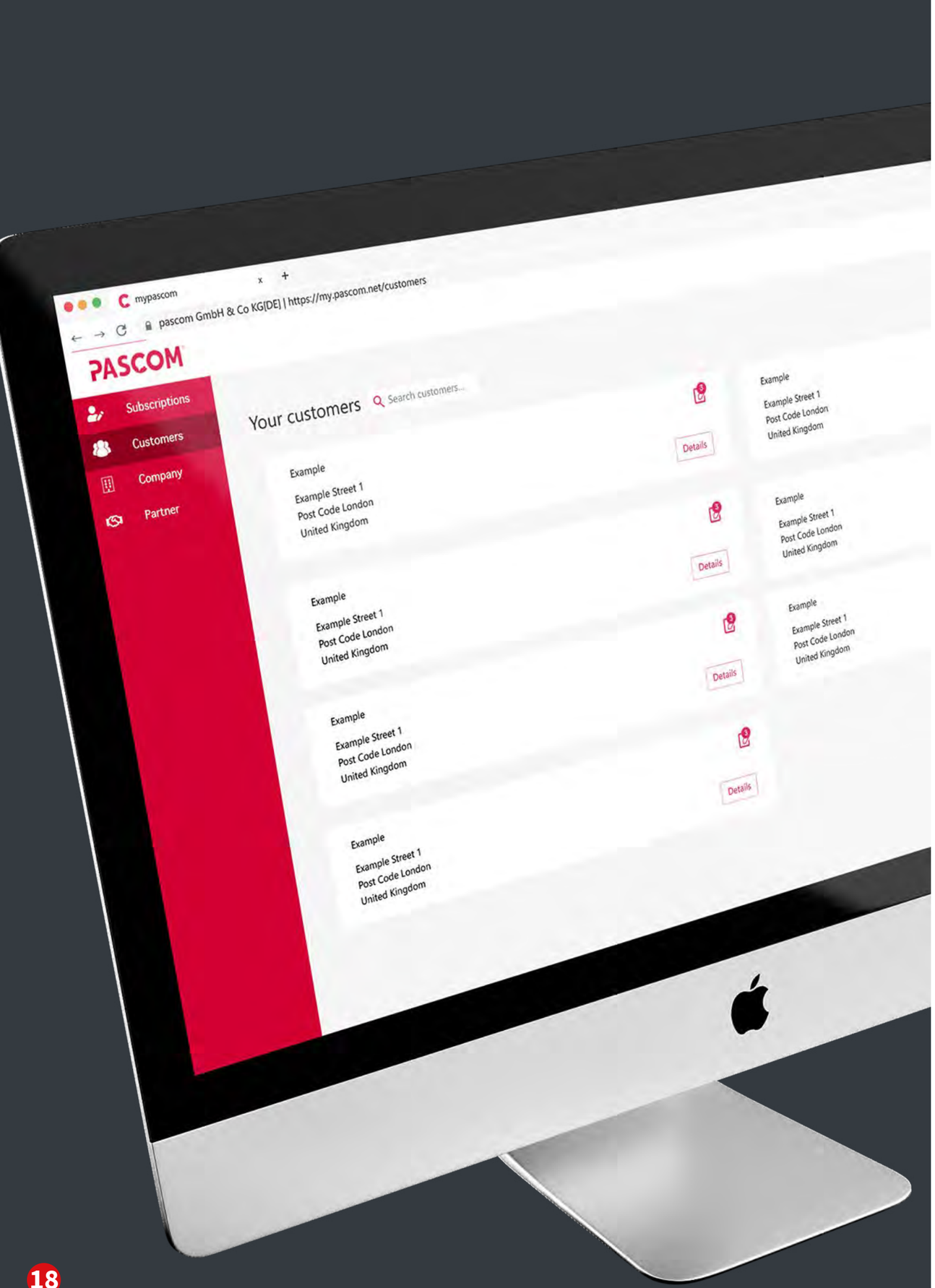
As a pascom partner, you can use the my.pascom portal to manage:

Your Customers
Add existing, new and potential customers to my.pascom & benefit from customer protection and get their pascom hosted cloud phone system instance up, running and ready to go within minutes.

Your Partnership
Simply add and manage your company profile. Once you reach certified status, your company will be automatically listed on our partner page, helping you win yet more customers.

Your Company Profile
Add and invite all relevant company contacts, assign appropriate access levels and remain in complete control over customer licence management, your company profile and pascom training and certification.





MY.PASCOM.NET SIMPLE TO USE AND UNDERSTAND.

Customers are the most important stakeholder in any business and managing them should be simple, time and cost effective. That's why we have made my.pascom.net as simple as possible for our partners and their customers.

Login to my.pascom and use the menu options to simply:

Add and Update Subscriptions

Scaling and upgrading licences has never been so simple. Simply use the "Subscriptions" tab and you will be able to manage both your and your customer subscriptions. On-board new customers with the 30 Day TRIAL edition and then upgrade them to an active sub.

Customer Management

Select the Add Customer button and add all your customers and prospects to my.pascom and benefit from a single, centralised management platform as well as ensuring customer protection.

View Customer Details

Under the customers tab, use the "Details" button to quickly view and simply edit customer information including their address, their subscription history and even add a new subscription, including free editions to get the customer started immediately.

Access Leads

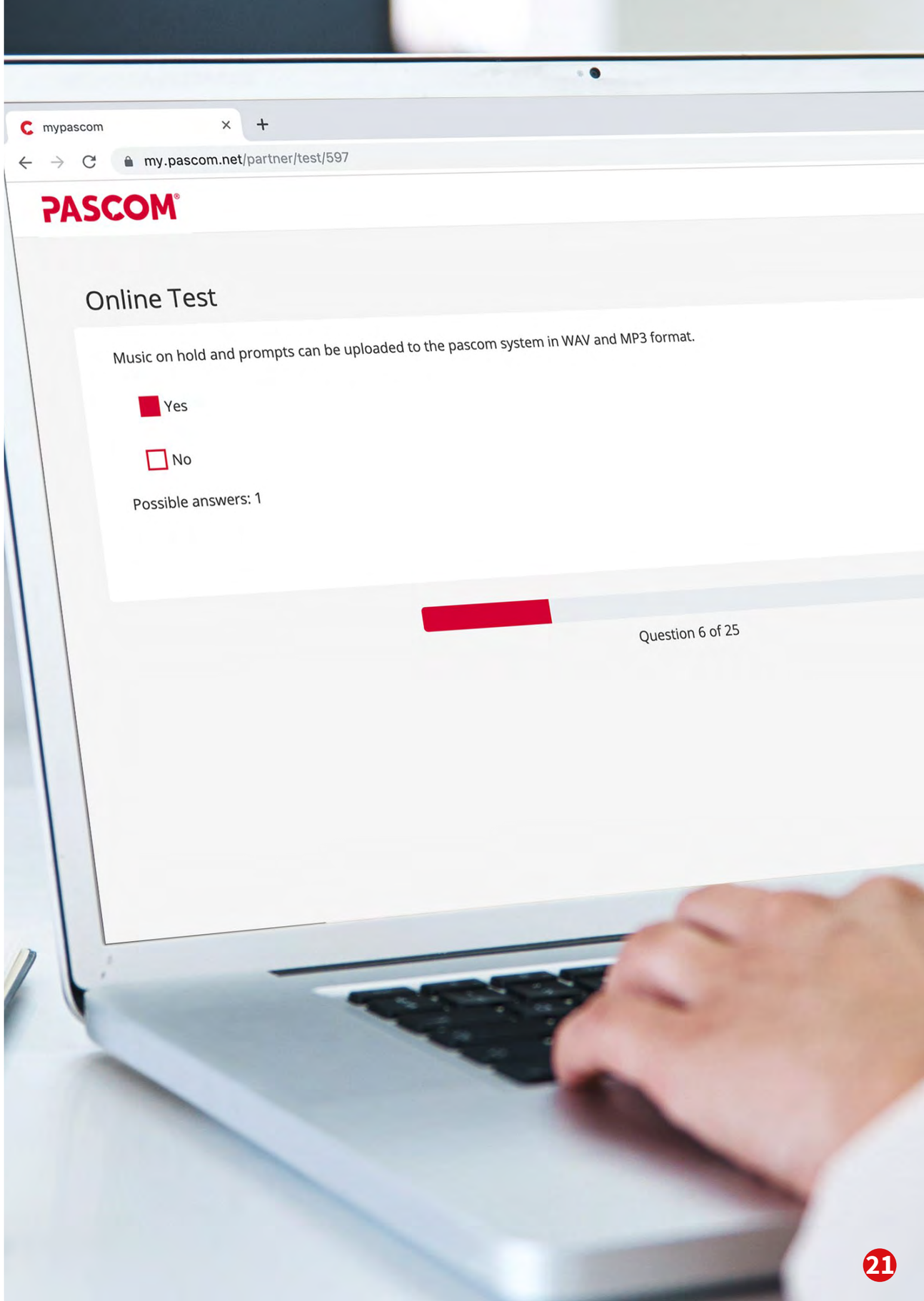
As a pascom certified, premium or excellence partner, we will assign you leads from your region. Upon being assigned a new lead, you will receive an e-mail notification and link to the customer in my.pascom.net.

SIMPLE ONLINE TRAINING AND CERTIFICATION.

Knowledge is king and with our free training resources and online reseller certifications test, you will be perfectly positioned to offer additional value to your solutions and therefore further grow your revenue. Once qualified, you will be one step closer to unlocking more margin as a Certified pascom partner

Access training and get qualified:

1. Go to the “partner” tab and click “Partner Tests”
2. Access training via the “Training Resources” link
3. Click “Start” to begin your online certification
4. Achieve 80% or higher and that’s it, you’re qualified



SIMPLY GROW YOUR COMPANY PROFILE.

Simplify and automate your my.pascom reseller account management and increase your online visibility by completing your company profile which is enabled for certified partners and above. Use our marketing toolkit and let your webpage visitors know you are a pascom solutions reseller.

pascom Partner Listing

Upon achieving the level of certified partner or above, you will be automatically listed on our partner page, increasing your online visibility and driving more customers within your region to your website.

Marketing Toolkit

Add pascom to your solutions listings on your website with our selection of pascom imagery and boiler plate texts to increase the visibility of your business communications portfolio and attract more customers.

Regular Newsletters

Included in your partnership package, our regular newsletter will keep you and your team up to date on the latest pascom news and events, from Webinars and Keynotes to Roadshows and Exhibitions for both you and your customers.

Social Content

We create and publish a wide range of industry relevant content focussed on upgrading customer business communications. Follow us of social media, like and share our content to promote greater engagement with your customers and attract new followers.

SIMPLY ADD AND GROW YOUR CUSTOMER BASE

Adding and setting up a new customers is quick and easy and can be done online in no time, plus you won't even need to call our sales team. Adding your existing client base is advisable, as it adds a level of customer protection to your partnership.

ADD CUSTOMERS IN 4 EASY STEPS:

1. Select "Customers" and click "Add Customer"
2. Enter the customer contact details
3. Click "Create Customer" & invite a new contact
4. Finally, start the 30-day free trial via "Add New Subscription"

SIMPLY GROW EXISTING CUSTOMER SUBSCRIPTIONS

Scalability is central to pascom phone systems and one of the core benefits of cloud telephony and collaboration. Using mypascom, growing existing customer solutions with new users is simple and can be done with just a few clicks.

1. Under “Subscriptions”, select the subscription & click “Details”
2. Select the “Upgrade Plan” option
3. Enter the total number of required users (existing + new)
4. Select your preferred Service Level Agreement
5. Check invoicing & payment info and confirm “Buy Now”

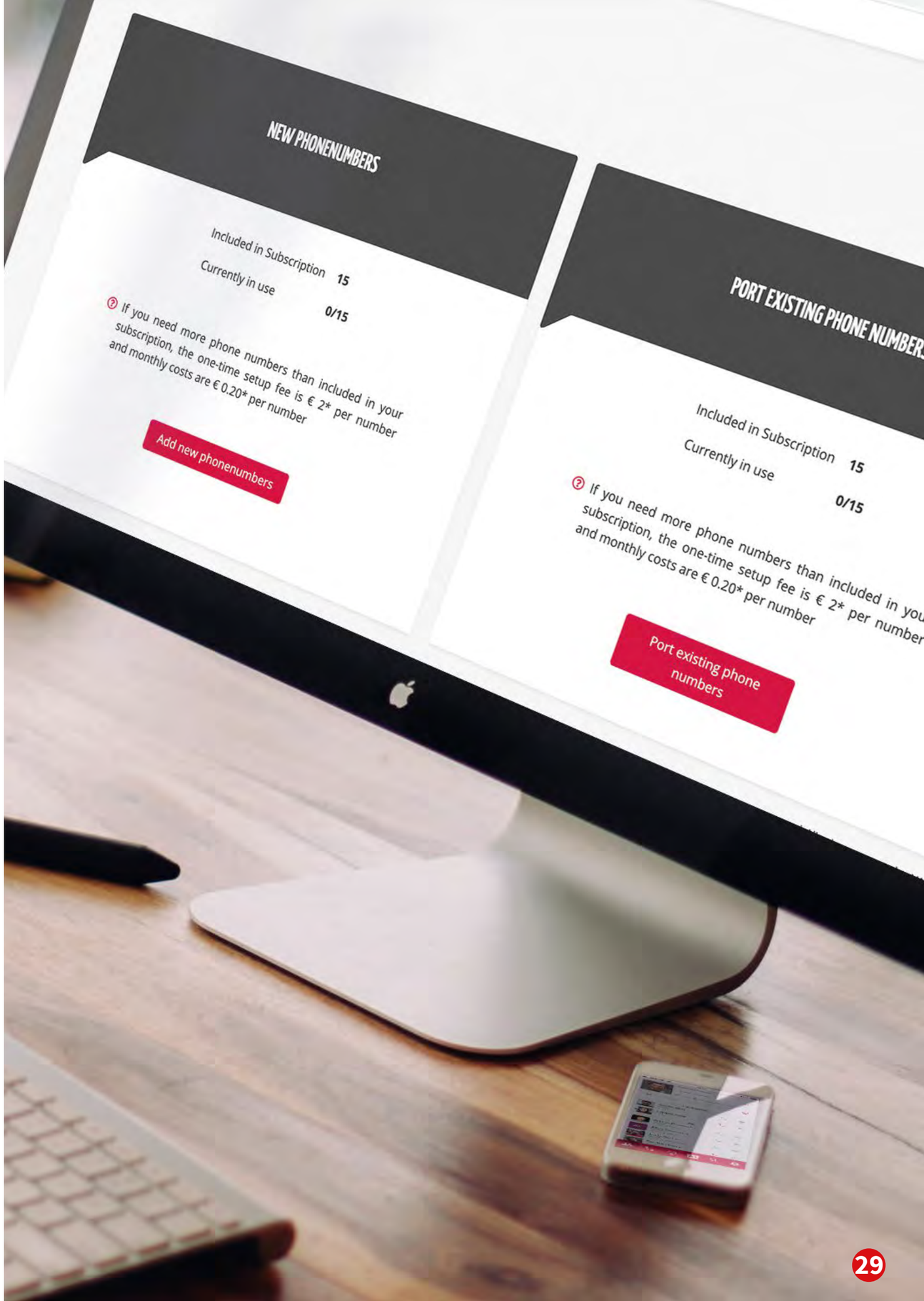
SIMPLY ADD NEW PHONE NUMBERS

Do your customer needs new business phone numbers? A new customer wants to port their current phone numbers from their previous provider? No matter what your customer needs from single phone numbers to complete number blocks, adding phone numbers in mypascom is quick & simple.

How to add phone numbers in just a few steps:

Select “Phone Numbers” from the menu

1. Click “Add phone number” & select the desired customer subscription
2. Select either “Add New Phone Numbers” or “Port Existing Phone Numbers”
3. Follow the corresponding phone number setup assistant



SIMPLE CLOUD MIGRATION FOR ON-PREMISE CUSTOMERS.

The trend towards cloud based communications is growing stronger day by day. The days of the cloud being for start-ups and smaller SMBs are over, making pascom ONE's subscription based pricing and 100% cloud platform the perfect option to future proof customer solutions.

Migrate an existing on-premise customer to pascom ONE:

1. Contact sales & claim your FREE cloud upgrade voucher
2. Backup the on-premise solution
3. Create a new trial pascom ONE cloud instance
4. Restore from the back-up
5. Use the licence unpair / pair tool to complete the migration

PASCOM FAQS

What is pascom ONE?

pascom ONE is a cloud-based phone system with apps for all main desktop and smartphone platforms that allow you to call, chat, share and meet and much more from anywhere, at anytime.

How can I create a new cloud phone system instance?

This can only be done by the customer. To create a new cloud phone system instance, they will need a mypascom account, to which you must first invite them from your mypascom partner account (CUSTOMERS / Add Customer).

Together with the customer, you can create a pascom ONE trail using their customer account. This can be immediately upgraded to an active subscription as long as the customer IBAN bank details have been added. If this is not done inside of 30 days, the phone system will be automatically deactivated. Further TRIALS connected to this account will not be permitted!

Must the phone number(s) be ported to pascom?

Phone numbers can be ported to pascom or pascom can provide a new number. Alternatively, the customer can continue to use their existing provider.

pascom ONE supports a number of providers, an overview of which can be found here: https://www.pascom.net/doc/en/trunk-templates/

How can I port a number to pascom ONE?

In mypascom you can start the porting process by simply following the Porting assistant. After adding all the porting information, you will need to download the Porting Request form, sign it and upload it again.

In order to avoid a porting request being rejected, it is important to carefully review all the details exactly: phone number, releasing provider (current provider), customer data as it is stored by the releasing provider, signature and corporate **SEAL**.

PASCOM FAQS (CONT)

Why does the customer require a mypascom account?

The licensee and contractual partner is the end customer. A validated user account is required for, among other things, the purpose of invoicing.

Having a mypascom account also enables the customer to self-manage their subscriptions, port numbers, order new numbers, and view their itemised bills.

How is everything invoiced?

pascom is responsible for all the legal requirements applicable to providers of termination services and assumes all the obligations of the legislatory and regulatory bodies that arise from the call termination.

Therefore, invoicing is conducted on a monthly basis direct with the end customer. In the following month, sales partner commission is then transferred according to their partner status (Registered, Certified, Premium, Excellence). If the customer also calls using the pascom ONE trunk, the commission regarding airtime is also then paid out.

Where can I find pricing information?

Log into your mypascom partner account and go to “PARTNER MEDIA” in the menu on the left of the screen. Alongside the pricelists, you will also find a price calculator and our product flyers and marketing pack.

Does pascom offer partner training?

Yes, a free basic training is available and is required to achieve CERTIFIED status. Additional paid premium training is also available and is required to advance your partnership to higher partner levels.

PASCOM VOIP SOLUTIONS GROW YOUR BUSINESS.

TOP PRICE / PERFORMANCE

We are not a fan of hidden costs: with our “Concurrent User” concept, deploying pascom solutions is simple & cost transparent - we do not have any add-on modules or hidden costs.

STATE OF THE ART TECHNOLOGY

Fulfil your customer’s requirements, regardless of what’s needed - desktop, mobile, Office or HomeOffice directly via the cloud. Transform your business into a complete Business Communications solutions provider with pascom.

MORE MARGIN - EVERY YEAR

pascom licenses are only available as an annual subscription, meaning more recurring revenues for your business! Progress through the partner levels and earn even more. Achieve pascom premium partner status and we’ll reward you with leads from your region.

MADE IN GERMANY - SINCE 1997

As a family-owned business, pascom has stood for quality and reliability for over 20 years. Both our product development and support services are provided by our in-house teams in the heart of Bavaria, which is also where our certified Data Centre hosting facilities are located.

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