



# Partner Accreditation and Training

## VanillaIP White Label Partners

**Your Branding:** All web portals, customer invoices, desktop applications, user guides and brochures reflect the Partner branding (optional branding charges apply).

**Your Pricing:** Complete freedom to create bespoke service bundles and associated pricing.

**Billing Options:** We can provide hosted billing and direct debit collection or send you the SDR's and CDR's to bill direct. We can even bill for your non VanillaIP services.

**Flexible Service Delivery:** In most cases you can use your existing DSL providers and source phones direct.

### Margin Opportunity

Partner trade price starts at 25% of license RRP but with the opportunity for Resellers to create custom bundles to maximise revenue.

### Ongoing Customer Support

Partners source handsets direct, provision new users and take first line support calls.

Partner Options – Kick start your VoIP business with VanillaIP and Qudo!

## Qudo Agent Partners

**Our Branding:** Qudo is an established, award winning and market leading VoIP Service Provider allowing you to quickly enter the VoIP market with a credible offering.

**Our Pricing:** Agents can simply and quickly build quotes within our defined user pricing.

**Our Billing:** We will invoice the customer, collect the direct debit and transfer your commission each month.

**Simplified Deployment:** We will provision new users and provide you with preconfigured IP phones allowing you to get onto the next sale!

### Margin Opportunity

Agents receive up to 20% commission on Qudo service and call charges.

### Ongoing Customer Support

Our Customer Service team will handle all support calls and service requests. Any new orders placed by your customers are placed through your Agent account.



## VanillaIP Reseller Schedule

Heading	Information
<b>Sign- Up Fee</b>	Option 1: £2,995 + VAT one off charge Option 2: Free sign-up based on £500 + VAT commitment per month for 12 months
<b>Benefits</b>	Includes <ul style="list-style-type: none"><li>• Access to Broadsoft, CosmoCom, WLR3, ADSL plus new services as they become available</li><li>• Three Places on 3 day hosted training courses which cover Sales, Technical, Provisioning and Billing. Additional places can be booked at £125.00 per day</li><li>• All portals and services branded with resellers logo and details</li><li>• Ability to set own sale pricing</li><li>• Build own packages and bundles</li><li>• Ability to add 3rd party services into bundles</li><li>• Branded marketing material</li></ul>
<b>Commission</b>	Licences and Call Minutes sold to the reseller at trade pricing with margins starting at 25%. Please see Current Pricing Book for full pricing schedule.
<b>Terms</b>	On signing the reseller is committing to the following: <ul style="list-style-type: none"><li>• Reseller to provide 1st Line support to their clients</li><li>• 12 Month rolling agreement</li><li>• Signing up 600 new users per year</li><li>• All payments due to VanillaIP taken by Direct Debit</li></ul>

## Qudo Agent Reseller Schedule

### Agent Fees, Benefits, Commission and Requirements

Heading	Information																			
<b>Annual Fee</b>	Initial annual fee £195.00 2 Year fee £275.00 Thereafter £275.00 per annum																			
<b>Agent Benefits</b>	The Agent is entitled to receive the benefits associated with DRD's Agent program. <ul style="list-style-type: none"> <li>• Ongoing Revenue paid on all hosted services and call charges used by Agent's customers</li> <li>• £20.00 of free Hosted Licences to be used by Agent for the purpose of in-house system and customer trials. Agents are required to purchase their own handsets and pay for any ongoing call charges</li> <li>• One place on the sales training course (1 day). Additional places can be purchased at a charge of £125 per person</li> <li>• Branded qudo Market brochure with agents name and contact details</li> <li>• Proposal Templates</li> <li>• Use of qudo demonstration facilities at Willow Lane, Mitcham</li> <li>• First Line Technical Support provided by qudo</li> </ul>																			
<b>Commission</b>	Agent is paid on upfront and ongoing client invoice values, commissions are paid in the amounts and according to the following: <table border="1" data-bbox="478 1003 1449 1243"> <thead> <tr> <th rowspan="2">Hosted Licences Total Client Invoice Value Per Month – ex VAT</th> <th colspan="4">Commissions Paid as percentage of customer invoice value</th> </tr> <tr> <th>Licences &amp; Services</th> <th>Hosted Call Charges</th> <th>Broadband &amp; WLR3 Rentals</th> <th>Hardware</th> </tr> </thead> <tbody> <tr> <td>Less Than £15,000</td> <td>15%</td> <td>15%</td> <td>10%</td> <td>10%</td> </tr> <tr> <td>Greater Than £15,000</td> <td>20%</td> <td>20%</td> <td>15%</td> <td>10%</td> </tr> </tbody> </table> <ol style="list-style-type: none"> <li>1. The above commission levels assume sales at list prices.</li> <li>2. Commissions shall apply to new users and services added by the client after the initial order and shall be paid to the Agent on the same basis.</li> <li>3. Call Charge commission paid on calls starting 01,02,03,071-9 and international 00XX calls.</li> <li>4. Commissions in respect of ongoing client invoice values shall be paid for an initial 24 from the connection date of a new customer, thereafter 50% of the initial commission will be paid subject to the following being achieved:                         <ol style="list-style-type: none"> <li>a. At least £5,000 of new monthly revenue added in the previous 12 months (measured in the 24th month of client contract excludes hardware and professional services). The second year is automatically paid as long as this agreement is still in place.</li> </ol> </li> <li>5. Commissions shall be paid to the Agent by the end of the month in which the Agents' invoice is issued.</li> </ol>	Hosted Licences Total Client Invoice Value Per Month – ex VAT	Commissions Paid as percentage of customer invoice value				Licences & Services	Hosted Call Charges	Broadband & WLR3 Rentals	Hardware	Less Than £15,000	15%	15%	10%	10%	Greater Than £15,000	20%	20%	15%	10%
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<b>Terms</b>	The following terms apply to an Agent. The Agent shall: <ol style="list-style-type: none"> <li>1. Undertake all front line sales activity with customer including quote creation and follow-up.</li> <li>2. Market and promote Services at Qudo list prices unless otherwise agreed.</li> <li>3. Attend DRD's one day technical course (additional £175.00 plus vat, per person); until such time as the Agent has successfully completed the training course, all professional services and training required, are to be undertaken by Qudo technical services.</li> <li>4. Have each of the Agent's sales representatives attend the one day sales training course.</li> </ol> <p>The following terms apply to sales of Services and Equipment to customer's pursuant to this Agreement:</p> <ol style="list-style-type: none"> <li>1. The customer will be invoiced under the Qudo brand.</li> <li>2. DRD Communications to issue invoices and collect outstanding balance.</li> <li>3. All payments shall be via Direct Debit, unless otherwise agreed.</li> </ol>																			