



## Partner Policy

### Company Background

- TrueConf was founded in 2003 and is headquartered in Moscow, Russia.
- TrueConf solutions allow companies of any size to build and manage their own private unified communication infrastructure.
- TrueConf is a leading video conferencing vendor in CIS (ex-USSR) region with over 1300 successful on-premises deployments and >2.5M users subscribed to company's cloud solutions.

### Partner Benefits

- Protection for all sales of your customers, credited to your account.
- Lead flow from requests originating in partner's region.
- Placement of your company logo in the Partners section on our TrueConf website.
- Placement of partner's contacts on TrueConf web site associated with partner's region.
- Priority technical support and personal manager from TrueConf team.
- Exclusive special promotions, discounts, and products especially for your customers.
- Not-For-Resale TrueConf software licenses for your own needs (learning, testing, demonstration).
- Not-For-Resale TrueConf Terminal kit provided by net cost to equip demo room.

### How Partners Profit with TrueConf?

- Distribute and resell TrueConf's software licenses. Sales support is available from your personal manager assigned to assist your success.
- Supply and support your customer with additional equipment from 3-rd party vendors (of your choice) to support video conferencing deployments, e.g. audio conferencing solutions, PTZ cameras, speakerphones, PC hardware, broadband services, virtual hosting, etc.
- Support and maintenance of customer's video conferencing systems.

### How to Become a Partner?

- Improved conditions may be achieved according to the result of business negotiations.
- Recommend support and supply of the equipment necessary for the customer to use the TrueConf system.
- One of partner's employers should pass a competency test on the TrueConf products and solutions.
- Prepare and install TrueConf Server to demo TrueConf technology to the prospects.



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### TrueConf Partnership Levels

We offer three levels of partnership to our valued partners. Some key differences between them are highlighted below. Each partnership agreement details are subject to be discussed.

- *System Integrators* and *AV companies* can deploy video conferencing systems into customer premises using *TrueConf Server*.
- *Services providers* and *VoIP companies* can create managed unified communication offerings using *TrueConf Enterprise* or hosted/cloud services using *TrueConf Online* solution.

### TrueConf Authorized Reseller Benefits

- Can resell the following products: [TrueConf Server](#), [TrueConf Terminal](#).
- Granted with non-exclusive status on a specific territory or region.
- TrueConf may follow local request to Reseller on it's own behalf.
- Flexible discount policy.
- TrueConf has the right to sign reseller agreement with another company within this territory or region.

### TrueConf Authorized Distributor Benefits

- Can resell and distribute the following products: TrueConf Server, TrueConf Terminal and [TrueConf Enterprise](#).
- Granted with an exclusive status on a specific territory or region.
- TrueConf will follow all inquiries from this territory or region to Distributor.
- The distributors' have larger discounts
- Has the right to sign sub-partner agreements.
- Distributor should actively promote TrueConf's products and meet sales plans.

### Service Providers Opportunities

[TrueConf Enterprise](#) and [TrueConf Online](#) solutions allow a Distributor to set up nation-wide video conferencing network or service. Distributor should provide all required infrastructure for such project, while we offer two software solutions to handle it:

1. First option is to establish your own managed *unified communication service* based on *TrueConf Enterprise* solution. Customers will have access to all features regular *TrueConf Server* product has. Multi-tenancy is also available for this option.
2. Other way is to establish hosted video conferencing service within the territory or region and make it a part of our *TrueConf Online* global service. Your customers will be able to communicate with other *TrueConf Online* users and vice-versa, however you will be responsible for billing and subscriptions management. This options consider revenue share between us and service provider.



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### **What About White Labelling & Co-Branding?**

Both options are possible and require custom development. Contact us to learn more.

### **How do Partners Get Paid?**

You can collect payment by any legal method you and your customer will find suitable. We provide licenses for TrueConf products on a NET-30 basis and prefer to get paid via wire transfers to our business accounts in USA, Europe or Russia.