



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.



Partner Policy

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.



Partner Policy

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.