



PARTNERING FOR SUCCESS  
WITH EXPONENTIAL-E

“Your Cloud is only as  
good as your Network”



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# WELCOME TO EXPONENTIAL-E'S CHANNEL PARTNER PROGRAMME MANUAL

## WHY PARTNER WITH EXPONENTIAL-E?

Exponential-e has been delivering Connectivity and ICT services for, and with, our Channel Partners since our inception in 2002. We continue to innovate and launch new products within our portfolio – including Unified Communications and Cloud services – all of which can be resold to support revenue generation within the Channel Partner community.

Empowered by our privately owned, 100Gb Ethernet Network we are able to provide Channel Partners with access to the latest ICT services and solutions – enabling them to expand and develop upon their own portfolios, providing enhanced end-to-end solutions for their customers.

Our Partner Programme has been carefully crafted to provide a framework that enables support, revenue growth and excellent flexibility. No matter the size of your organisation, Exponential-e can work closely with you to build a strong partnership with the aim of extending and enhancing the capabilities of your business and the services you sell.

A fundamental part of Exponential-e's vision in creating a Channel Partner programme was that we wanted to develop a product set that would fill the gaps in the product portfolio of some of the most forward-thinking, innovative Channel Partners in the technology market. Today, the diversity of the products and services we provide means we are fulfilling that vision,

while still concentrating on our areas of specialist expertise. We are able to help those partners that are searching for a new revenue stream and provide them with a go-to-market strategy.

We are always excited about onboarding new strategic partners, and the revenue streams it promises to generate for our Channel Partners, while helping them adapt to the market and safeguard the longevity of their solutions.

Partnering with Exponential-e gives you full access to consultancy, solutions, services, and our comprehensive portfolio. In addition to this you will be provided with an array of white labelled marketing tools to help you achieve industry stand out.



Exponential-e is passionate about building relationships and welcomes businesses on board working together to achieve rewards and benefits.

## PARTNERING FOR SUCCESS

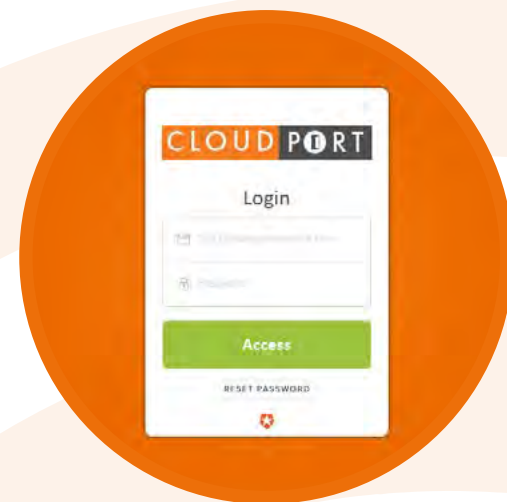
Exponential-e is a trusted provider of **Connectivity, Cloud, Voice** and **IT Managed** services. By seamlessly integrating these into our **VPLS** enabled **100GigE** carrier **Network** our customers can easily converge multiple services over a single **Private Network Connection**. As the first European company to launch VPLS (in 2006) our Network makes it possible to extend the LAN from your customers' existing IT systems into the Cloud, staying safe and secure behind the firewall. This means the entire ecosystem of Exponential-e and its partners can be accessed from within the existing LAN – free of the security risks and exposure from the Internet.

Every year we continue to make significant investments into the fundamentals of our success – technology and people. And by working with world class partners who share in our vision we will achieve our mission to be the most advanced and innovative business technology enabler and partner in Europe – and to help our partners' customers increase revenues, retain customers and win more business.



## WHAT CAN WE OFFER YOU AS A PARTNER?

- Profitability – Work with Exponential-e to introduce new revenue streams, increase existing revenues and attract new customers.
- Reward – Participate in our partner incentive programme – Winning Ways – to generate points for orders placed and be rewarded accordingly.
- Ability to blend services – Our **Service Creation Platform (SCP)** allows partners to opt for products and services in a 'pick and mix' fashion.
- Competitive pricing model – All pricing from our strategic partnerships are passed on through our partner programme including commercial arrangements with BT wholesale, BT Openreach, EMC, HP, Zerto, Virgin Media, VMWare, Juniper and many more.
- Ease of doing business with us – we have an automated pricing / quotation engine which is branded **CloudPort**.
- Utilise the online portal to respond quickly to customer requirements.
- **CloudPort** allows you to easily obtain prices for Connectivity and additional Cloud services through one simple interface.
- Add value for the end user, providing services which enable building blocks for new business and providing the glue that retains the customer long term.



## WHAT CAN WE OFFER YOU AS A PARTNER? CONTINUED...



- Negate security and privacy issues – We build our Cloud solutions on the customer's LAN, on the clean side of the firewall, negating data security and privacy issues. This is a unique proposition that guarantees a superior level of resilience, reliability and performance.
- Offer end-to-end service level agreements to your customers – Our Network and Cloud combined offers a non-stop compute platform for our partners' customers, supported by end-to-end Service Level Agreements (SLAs).

- Training & expertise – Exponential-e will provide you access to a highly skilled virtual team, starting with a dedicated Account Manager & Solutions Consultant, whilst inviting you to regular webinars – to help you understand more about new products and services and helping you to enhance your knowledge in the ICT arena.
- Marketing In A Box – As a Channel Partner you get access to marketing resources and support. All partners can utilise our marketing campaigns in a box – fully packaged marketing campaigns for each of our products and solutions to allow you to run your own campaigns to your customer and prospect base with ease.
- Enhance the performance of the solutions you offer – Enable your customers to run multiple mission critical services/applications over a single circuit – resolving serious business concerns about data security and internet performance.

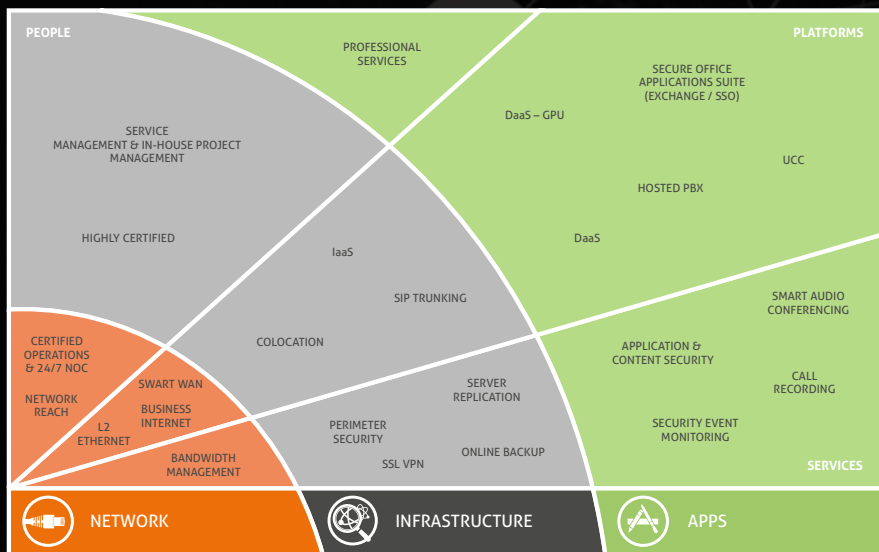


Interested in becoming a Channel Partner?  
For more information please visit :  
[www.exponential-e.com/become-a-partner](http://www.exponential-e.com/become-a-partner)

# WHAT IS THE EXPONENTIAL-E SERVICE CREATION PLATFORM?

At the heart of Exponential-e's Partner Programme is our **Service Creation Platform (SCP)** which is completely flexible and enables you to opt for products and services in a 'pick and mix'

fashion - letting you tailor solutions to your clients' needs. It's totally agnostic – we provide the platform to enable our partners to shortcut to where they want to go.



# MARKETING RESOURCES

As a Channel Partner you have access to marketing resources and full support. All partners can utilise our marketing campaigns in box – fully packaged for each of our products and solutions to allow you to run your own campaigns to your customer and prospect base with ease.

## MARKETING IN A BOX:

- Webinars
- E-shots
- Events
- White labelled Product Material
- Collateral
- Customer Profiles & targeting sessions
- Case studies
- PR Support



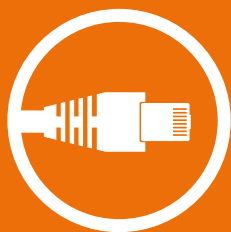


On partnering with Exponential-e you will be allocated your own designated Account Manager who will work with you to create a mutually successful Channel Account Plan. As a Channel Partner you will provide the first line of support for your customers and the Exponential-e service operations team will provide proactive monitoring and Tier 2 / 3 troubleshooting.

Our approach is to be flexible, taking the time to talk to our partners and building a track record of supporting them in the correct way as their businesses evolve.

## OUR CHANNEL MODEL

Exponential-e's Partner Programme has a number of types of partnerships and the programme is flexible. You can choose the model to best suit your business and on a per opportunity basis:



CONNECTIVITY PARTNER

1.0 Connectivity only



VALUE ADDED INTEGRATOR

2.0 Connectivity + one other service



SOLUTIONS PARTNER

3.0 Multiple services including Connectivity/Cloud/UC/Security

REFERRAL AGENTS & DEALER PARTNERS



## CONNECTIVITY PARTNER

Our connectivity partners can take full advantage of Exponential-e's 100Gig-e core VPLS Network. With our Network acting as an extension to your own services, you are able to maximise opportunities and target potential prospects with Connectivity Services that your business may not offer. Exponential-e can deliver highly secure, reliable connectivity on the clean side of the LAN which is a competitive offering.

Working together, with access to Exponential-e's Network, you are able to bolt on additional partner services to run over our Network.

Inherent within the architecture is the ability to deliver granular QoS in a high-speed, low latency environment that delivers bandwidth, offers application control and reduces Network overhead to provide an advanced customer experience when deploying and utilising latency sensitive services such as Voice and Cloud-based applications.

Our connectivity partners have access to our pricing tool CloudPort which allows them to obtain quick and easy quotes and offers highly competitive pricing. In addition to this each partner will have an allocated Network Solution Engineer that specialises in consulting on the best bandwidths, and levels of security needed on a per opportunity basis. This will provide a level of confidence that the solutions you are offering are constructed to support your customers' needs whether it be growth or value for money. Connectivity is one of Exponential-e's strengths and we have been specialising in Network solutions since the business's inception – we have a number of differentiators as a business that are unmatched.

“We have won business that we would never have won if we weren't in Partnership with Exponential-e.”

**Steve Harrington – Sales Director, tIPicall**

## VALUE ADDED INTEGRATOR & SOLUTIONS PARTNER

Our value added integrator partnerships come with a number of beneficial factors. We offer what Exponential-e calls its 2.0 portfolio services, mainly voice and cloud, all underpinned by our highly secure 100GigE Network. Whether you are looking for a partner to deliver one element of a solution or 3 elements of a solution, Exponential-e has the experience and underlying infrastructure to support these services. We can assist in enabling new services. As a higher tier partner, Exponential-e will seek to take you on a journey of enablement, offering full consultancy and support in order to build and architect a solution that meets the needs of your customers.

Exponential-e's breadth of qualifications and knowledge is complimented by its portfolio of accreditations. Regular auditing by external bodies to meet these rigorous accolades ensures that we are a reliable partner and one that your customers can trust.

## REFERRAL PROGRAMME

Exponential-e has a referral model in place whereby opportunities that our partners feel are suited to our portfolio and business will be supported. Our partners can rely heavily on Exponential-e to refer business. Our referral model has been very successful over the past 14 years and we have continued to service customers on a long term basis that have been referred by our partners.

Interested in becoming a Channel Partner?  
For more information please visit :  
[www.exponential-e.com/become-a-partner](http://www.exponential-e.com/become-a-partner)



“The Exponential-e suite of services gives you something special to sell.”

Andrew Napier – Senior Business Development Manager, Onecom



# WE WANT TO BECOME YOUR VIRTUAL TEAM

## ALLOCATED ACCOUNT MANAGER

At the offset of our partnership you will be provided with an allocated Account Manager who will be there to help on-board you as a partner and be your main point of contact. Your Account Manager will be responsible for all commercial related issues and understanding your needs. Our model is not based on generalists aiming to advise about all aspects of a Channel Partner relationship. Instead, the structure means the Exponential-e Account Manager will provide access to technical experts, account managers and marketing specialists so that Channel Partners receive the best possible advice when they require it.

## PROGRAMME ENABLEMENT MANAGER

Our Partner Enablement Manager leads the Partner Programme and is there to ensure that you feel valued as a partner and are armed with the tools and kit to lead you to success. The team offers knowledge, guidance and most of all spends time with your organisation to ensure your staff are getting the most from the Programme. The team specialises in go to market strategies, combined with extensive knowledge of Exponential-e's solutions and services, and ensures that the team are there to guide you through the programme and answer any questions alongside your Account Manager and technical specialists.

## ALIGNED MARKETING RESOURCE

We have a dedicated Channel Marketing Manager who works with and alongside Channel marketing teams. Your Channel Marketing Manager will work with you to assist in go-to-market strategies and activities and work to create joint branding should you be eligible within the programme.


## SOLUTION CONSULTANT

Our Solutions Consultants/Architects will be available to provide consultancy, leadership and guidance for partners and your clients. Our consultants offer our partners expertise and industry knowledge to determine the overall technical design of solutions, bringing together multiple strands of presales activity covering Network, Cloud and Voice. Their proposed solutions not only meet a set of stated requirements, but draw on the company's range of capabilities so that market differentiation is demonstrated. All of our Solutions consultants are highly skilled in their specialisms and can support in seeking out new opportunities, attending meetings with you, and recommending the best solutions for you and your clients providing the best possible chance of winning the opportunities opened.

## 24 / 7 X 365 SERVICE DESK

In addition to direct resource such as your Account Manager and Solutions Consultants, our partners and their clients will have access to Exponential-e's fully managed and monitored 24 / 7 x 365 Service Desk. Exponential-e's Service Desk will monitor your customers' infrastructure proactively and both notify and work on incidents 24 / 7 x 365 in the event of degradation in service performance or other service issues. A key competitive differentiator of the Service Desk is that Exponential-e partners receive direct and round-the-clock access to our technical engineers. The team consists of 1st, 2nd and 3rd line engineers who all hold recognised certifications and qualifications.





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