

# Tata Communications Channel Partner Program Overview



## Global Network Connectivity and Managed Services Can Help You and Your Customers Succeed

Tata Communications' Channel Partner Program provides two partnership levels so you can choose a program to meet your unique needs. By partnering with Tata Communications, you will receive the tools and support to leverage new market opportunities. The Channel Partner Program also provides access to Tata Communications' continually enhanced portfolio of service offerings to help you build market share and grow your customer base. Here is how the Channel Partner Program can help you succeed:

- \_ Offers a suite of global connectivity options and managed services for your customers
- \_ Builds a relationship with a global telecommunications leader to offer state-of-the-art solutions
- \_ Increases sales and customer retention by promoting innovative new products and services
- \_ Allows for revenue or bonuses – depending on the program you choose
- \_ Reinforces your credibility as a technology provider by offering a more comprehensive solution
- \_ Differentiates your business from competitors by focusing on value-added services

## Two Partnership Levels

### Agent Partner

Meet a wider range of customer requirements while remaining focused on your company's business objectives. Tata Communications' consultative sales approach and commitment to customer care drive sales and customer retention. Team with an industry leader to deliver global solutions for medium and large corporations.

### Reseller Partner

Capitalize on significant market opportunities without the risk associated with upfront capital investments. Meet a wide range of customer requirements while focusing development efforts and resources on your own business. You excel by leveraging the experience of Tata Communications' dedicated account teams.



## CHANNEL PARTNER PROGRAM

# Channel Partner Program



	Compensation	Minimums	Resources and Education	End-customer Support	Sales Training	Branding	Access to Solution Architects	Account support	Co-marketing funds	Strategic Planning
<b>Agent</b>	Payments from 10% to 17% of MRC value based on revenue committed to program.	Minimum of \$30,000 billed monthly. Required to create \$7,500 in new booked sales over a 3-month period.	Yes	Tata Communications provides all support.	Yes	Co-brand optional	Yes	Assigned Channel Sales Director	Yes	Quarterly planning
<b>Reseller</b>	Wholesale pricing and resell at a profit.	Annual	Yes	Reseller provides Tier One Support	Yes	White label or co-brand	Yes	Assigned Channel Sales Director	Yes	Monthly planning

## Why Partner With Tata Communications?

By establishing a mutually beneficial relationship, Tata Communications helps you offer customers a high level of technical expertise and business competence, as well as a host of market-leading managed services and global networking solutions. The Channel Partner Program capitalizes on the strength and expertise of Tata Communications to offer you the following:

- \_ A seamless, global network with the capacity and flexibility to help customers grow
- \_ Add incremental revenue and differentiate your own products through Tata Communications' extensive product and service portfolio
- \_ Deliver global solutions to small, medium and large-sized organizations by leveraging Tata Communications' range and depth of service offerings
- \_ Protect sales, develop stronger relationships, and boost customer retention through Tata Communications' consultative approach and superior service
- \_ Enhance your credibility as a technology provider by partnering with Tata Communications to deliver innovative, end-to-end solutions

**For more information on becoming a Channel Partner, please visit:**

[www.tatacommunications.com/partners/channel.asp](http://www.tatacommunications.com/partners/channel.asp) or call 1 877 255 8282

[www.tatacommunications.com](http://www.tatacommunications.com)