

INTRODUCTION TO THE GLOBAL PARTNER PROGRAMME MASTER AGENT

GLOBAL PARTNER PROGRAMME OVERVIEW

Our Global Partner Programme delivers a partnership and engagement framework that is simple, predictable, consistent and profitable - to help you, our Master Agents and your sub-agents, meet your business goals. Through the programme, you and your sub-agents can access:

- our extensive portfolio of world-class services to meet your customers' needs
- planning, sales collaboration and support to help you win in the marketplace
- compensation and incentives based on the way you choose to sell and your efforts
- training and enablement to help you understand, integrate and sell our portfolio
- marketing and funding to help you increase awareness and generate leads
- post-sales support to deliver an excellent experience to your customers and drive retention

SELLING MODELS

Through this flexible programme, you and your sub-agents partners can choose how you want to work with us, using the form of collaboration best suited to your business:

- **Sell-with:** jointly market and sell Tata Communications' services to customers (with the contractual relationship being between the customer and Tata Communications). Partners are engaged throughout the lifecycle of the opportunity from leads generation, opportunity qualification, resolution of sales objections from end-customers, solutioning through deal closure. Post the deal closure and contracting, partners continue to play a key role in driving renewals of the services contracts and managing the customer lifecycle
- **Referral from Partners:** recommend and refer potential customer and sales leads to Tata Communications

Regardless of the collaboration approach, we will provide you with the appropriate compensation and benefits as well as the resources and support you need to scale your business with us.

ADDRESSING PARTNER NEEDS

Our Global Partner Programme provides a host of benefits and support that address your needs and those of your sub-agents and end-customers.

Support partners in leveraging the opportunities of your customers' Digital Transformation journey

The Global Partner Programme is developed with the focus to support you and your sub-agents in leveraging the opportunities of your customers' Digital Transformation journey. Firstly, we are one of the few Service Providers who have a complete portfolio of services that addresses most, if not all aspects of customers' Digital Transformation needs. Our services offerings provide customers with the best coverage and network reach for globalisation. Our partnership enables you and your sub-agents access our portfolio of services to address the needs of your customers using the form of collaboration best suited to your business.

INTRODUCTION TO THE GLOBAL PARTNER PROGRAMME

MASTER AGENT

Training and certifications have been developed to equip you with the skillsets and knowledge to go-to-market quickly. Our Partner Engagement Managers in the region will work with you to identify the additional sales enablement and development needs. You and your sub-agents may leverage on the Market Development Fund (MDF) and our marketing resources to execute marketing activities to generate brand awareness and pipeline.

Through close collaboration and joint planning with you, we will align our strategies, plans and investment on marketing, acquisition of customer accounts, selling approach and the onboarding and enablement of your sub-agents.

Reward your efforts in managing the customer lifecycle

Our Global Partner Programme does not only ensure you are compensated for the opportunities you win, but it also gives you the opportunities to earn incremental compensation for the additional efforts you put in, throughout the lifecycle of the customer's consumption of our services.

From the discovery of opportunities in the customer base, master agents who bring these opportunities generated by your sub-agents to us in the early stage of the sales cycle, by deal registering them will earn a Deal Registration Incentive. In turn, your sub-agents will be protected for the deals and the efforts made in the opportunities. For bringing a deal with a longer contract term, you will also earn a higher compensation as compared to one with a shorter contract term. For driving the customer to renew the contract when it is due to expire, you will continue to enjoy the compensation during the contract term as compared to one which is auto-renewed by the customer, in which compensation will be reduced.

Deliver a good partner experience aligned to customer experience

Any benefits and support in the programme are meaningless if they are difficult or time-consuming to access. Therefore, we have ensured the services which are relevant to master agents are partner-ready in terms of the availability of services catalogue, pricing, content, processes, tools and support. Regardless of the selling model, you have what you need to go-to-market quickly. We have developed these with the Partner Experience in mind and making them easily accessible via the partner portal.

On the partner portal, you can access the orientation training, that provides a good overview of our services portfolio and our quote-to-cash processes to hit the ground running in the shortest time. In-depth training for each of the services we offer is also available on the portal to learn more about how to design the solution and sell our services at your own pace, - anytime and anywhere.

Similarly, you can access a wide range of marketing content on the portal including sales guide, presentation, white paper, case studies; and download them to be used in customer engagements. You can further leverage on the Partner Marketing Center, a campaign tool to execute your campaigns. Once an opportunity is generated, the sales process continues to be user-friendly. From deal registration, feasibility assessment, getting a quote to services delivery and ticketing, the processes are simplified and automated via the portal, making doing business with us easy. You can also track your funnel, orders' status, commissions and incentives earned from your dashboard on the portal.

Besides automated systems and tools, we have dedicated human resources focused on supporting you and your sub-agents in onboarding, enablement, marketing, solutions design, bid management, service delivery, service management, service assurance and so on. Whenever you require help, our 24/7 Partner Support Desk is accessible via phone or email to address any issues that you may have.



INTRODUCTION TO THE GLOBAL PARTNER PROGRAMME

MASTER AGENT

PARTNER PROGRAMME REVIEW

To deliver the mutual benefits the programme is designed to achieve, you are expected to satisfy specific requirements. These requirements can include:

- an agreed annual sales plan that aligns our goals, strategies and investment
- achievement of a performance target in terms of annual contract value of orders booked less any cancellation and adjustment in the value of orders previously booked
- completed training and certifications
- providing partner relationship manager resource within your organisation

Please refer to the Programme Guide for the details of the programme requirements.

Once master agents signed the agreement and the onboarding process has been completed, the programme benefits will become available to you.

Your achievements against the programme requirements will be formally reviewed annually. The annual review is supplemented by a quarterly programme review of the progress, gaps and the remedial actions we may jointly take before the review. The quarterly programme review schedule is based on our fiscal quarter / year.

Certifications

Master agents are required to complete a set number of certifications, as set out in the Partner Programme Requirements and Benefits.

Should a certified member of your team leave your company before your Partner Programme Review, you will be given up to 6 months to replace the lost certifications. During this time, the certifications achieved by the team member who has left the organisation will continue to count towards your requirements.

Superuser of the Master agent's organisation is required to deactivate the user's access in the partner portal with effect from your employee's last day of employment. It is beneficial to both you and Tata Communications to avoid an ex-employee having access to your data in the partner portal.

