



Business Partner Program

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ABOUT TEO

MISSION STATEMENT

We build thriving partnerships to deliver elegant solutions that empower the world with flexible business communications.

Teo designs, manufacturers, and sells superior quality telecommunications solutions, made in the USA. Since 1972, Teo has shown a unique ability for recognizing when a vacuum exists in telecommunications, and responds by delivering necessary solutions to meet industry needs. This ability resulted in the design, development, and manufacture of a groundbreaking Unified Communications solution in 2009, which continues to evolve as communication and collaboration requirements change.

By observing how communications are changing, we recognize the continuous need to improve upon existing options. We listen to what customers and partners ask for, responding appropriately by creating solutions the industry is lacking. Because of that, Teo remains a thought leader and frontrunner in this space. Currently serving the commercial, government, defense, and intelligence markets, Teo's portfolio is comprised of Unified Communications, business and military-grade VOIP, and TSG-6 solutions.



TEO 2.0

On September 1, 2018, a change of ownership took place, and the Reclinata Group now owns Teo Technologies. Reclinata, as an ownership and investment group, is skilled in the tech-enabled and OEM space, and has significant experience in operating these types of assets.

THE TEO COMMITMENT TO OUR PARTNERS AND CUSTOMERS REMAINS FIRST AND FOREMOST.

OUR FOCUS IS BUILDING AND INVESTING IN TECHNOLOGY – AND YOU, OUR PARTNERS.

Did you know? Teo was once Tone Commander, and that is where our company's evolution began. Since 1972, the year Tone Commander was founded, and beginning with 1A2 key system components for the Bell system and independent telephone companies, Teo was able to deftly shift its development and manufacturing to ISDN, Attendant Console, e911, and VOIP offerings to meet market demands following the divestiture of the phone companies. This created a highly regarded reputation in the industry for providing reliable, consistent, industry-leading communications equipment.



THE TEO COMMITMENT

The Teo UC Partner Program is one of the most comprehensive and robust in the industry.

We are committed to the channel, as your success is our success.

We are dedicated to helping you achieve and exceed your sales goals, every step of the way.

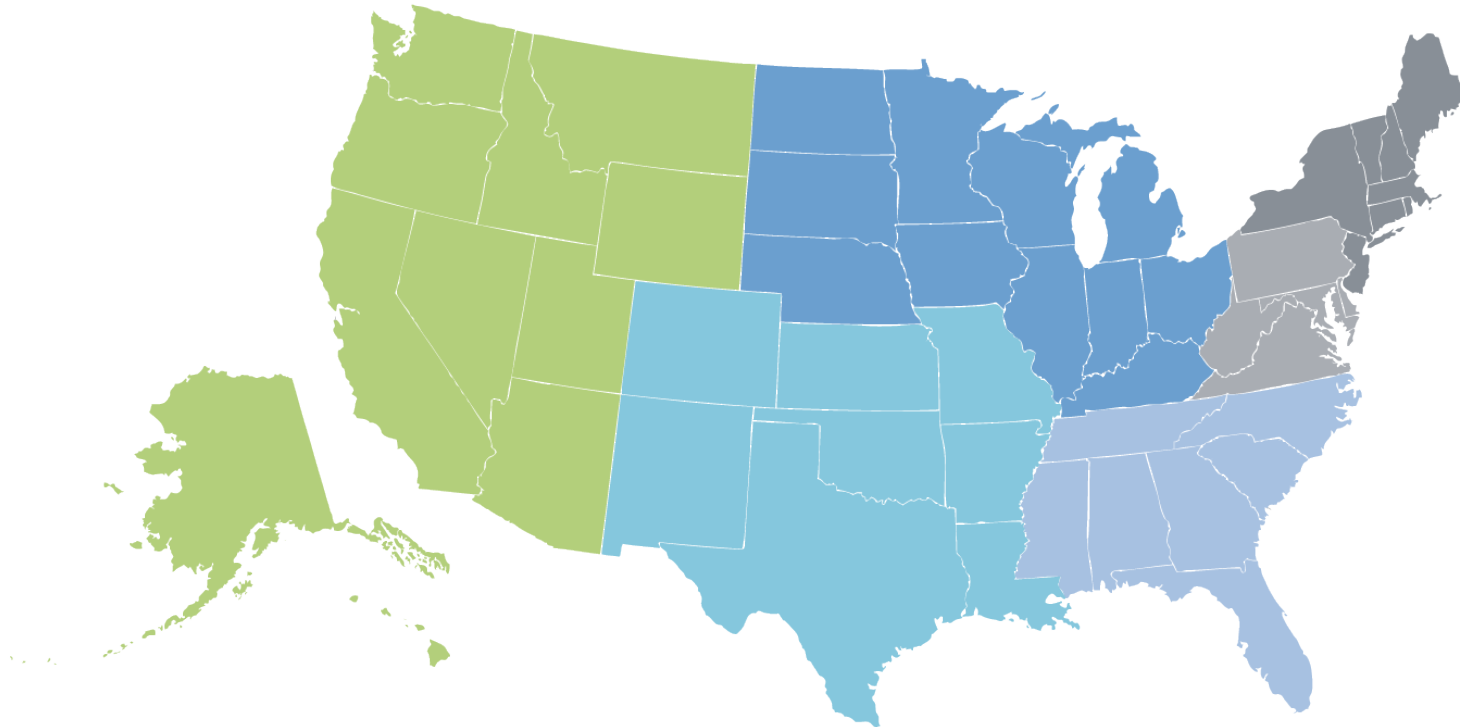


VALUE PROPOSITION TO BUSINESS PARTNERS

1. **FOCUSED.** Investing in our channel partners, first and foremost.
2. **LOYALTY.** Rewarding our dedicated partners through a loyalty program.
3. **SIMPLICITY.** Providing the ease of an uncomplicated product offering: *Design, Quote, Deploy*
4. **RESPONSIVENESS.** Supporting partners with dedicated account teams, short escalations, and even faster resolutions.
5. **COMPLEMENTARY.** Enabling partners to expand their product portfolio and grow their business, using our complementary products and service offerings.

2019 US DISTRIBUTION BY SALES REGION

- West
- Southwest
- Mid West
- Northeast
- Mid Atlantic
- Southeast



West	Southwest	Mid West	Northeast	Mid Atlantic	Southeast
Washington	Colorado	Michigan	New York	Pennsylvania	Florida
Oregon	New Mexico	Wisconsin	Maine	Maryland	South Carolina
California	Texas	Iowa	Vermont	Delaware	Tennessee
Nevada	Oklahoma	Illinois	New Hampshire	District of Columbia	Mississippi
Idaho	Kansas	Indiana	Rhode Island	Virginia	Alabama
Montana	Missouri	Ohio	Connecticut	West Virginia	Georgia
Wyoming	Arkansas	Minnesota	New Jersey		North Carolina
Utah	Louisiana	Nebraska	Massachusetts		
Hawaii		South Dakota			
Alaska		North Dakota			
Arizona		Kentucky			



PLACEHOLDER FOR IDEAL PARTNER SLIDE (APPENDIX)



LEVERAGE UNIFIED COMMUNICATIONS TO EXPAND YOUR BUSINESS MODEL

- Your customer's legacy phone systems are becoming obsolete. At the same time, their requirements for mobility and collaboration are increasing.
- You are uniquely positioned to capture more of your customer's IT spend by expanding your offerings.
- Increasing depth of services promotes lengthening of customer engagement.
- Customer retention depends on providing high quality, affordable offerings.
- Become the trusted, single IT advisor and provider for your customer.



IDEAL END-USER PROFILE FOR UC OFFERING

- Small to mid-enterprise
- 10 to 250 FTE's
- Multi-locations
- Mobile workforce
- Limited internal IT resources
- Leverage single points of outsourced technical resources
- Leverage Opex models to purchase technology
- Vertical focus in healthcare, legal, banking, real estate, manufacturing



PARTNER TIER PROGRAMS—Premier and Select

Partner Tier designation is determined by annual sales volume and brand loyalty. To achieve Premier Tier Level, a partner must meet or exceed a pre-determined annual sales volume. Secondly, the partner must demonstrate willingness to lead with the Teo product line when prospecting for unified communications sales. A Select Tier Level does not require a minimum sales level or the requirement to lead with the Teo brand.

Total annual Teo sales is determined by the value of all Teo equipment, licenses, the total contract value of hosted services, and system and software assurance plans. For new Partners, sales attainment for the first year is prorated by quarter. Partner tier levels are re-evaluated semi-annually during scheduled business reviews with your Partner Relationship Manager.



PARTNER ENGAGEMENT

TEO PROVIDES

- Certified sales and technical training
- Pre “Go-Live” system design review
- Access to Professional Services
- Day 2 support
 - *Tier 3*
 - *Software*
 - *Future development*
 - *Tech refresh cycles*
- Industry-leading loyalty discounts/programs
- Marketing support
 - *Customized lead gen programs*
 - *Events and Demos*
 - *Collateral and social media*

PARTNER PROVIDES

- Investment in Teo brand
- Co-hosting of regional launch
- Training completion and certifications
- Co-branded marketing program
- Transparency and accountability



PARTNER TRAINING CERTIFICATION

- Online self-paced training to introduce concepts and establish the basics
- In-person or online (based on partner preference) comprehensive sessions with Teo experts
- Official certification

To become a fully certificated Teo Partner, both sales and technical resources need to complete the Teo training process. Individuals are welcome to complete both the technical and the sales training, but must identify a single area of focus.

Teo charges \$3000 per training group, an amount that is fully refundable if the group completes the full training within 30 days of beginning the program. Continuing education and refresher training is offered as a courtesy to certified Teo Partners. Only individuals sponsored by a Teo Partner organization are eligible for the training program.



TEO MARKET DEVELOPMENT FUNDS

The Teo Market Development Funds (MDF) program is one of the benefits Teo offers to both our Select and Premier partners in the Teo Partner Program.

The purpose of MDF is to:

- Support and reimburse our partner's targeted marketing initiatives
- Create awareness campaigns and demand generation activities
- Contribute to our mutual growth and market share

MDF is available to all qualified partners regardless of their purchasing affiliation.



PROFESSIONAL SERVICES

Overview

Teo's Channel-centric business model requires all Pro Services be supplied exclusively through the Channel, not directly to the end user from Teo. Teo Professional Services is a bundle of a la carte Pre Sales, Implementation, and Post Install end-user customer service support offerings that have been made available by Teo to its Channel Partners.

Teo Channel Partners may perform their own Professional Services. The Teo Pro Services offering was created for partners not yet certified to provide their own Services or otherwise desiring TEO to deliver on their behalf.

System Design and Assessment

Bringing decades of experience in rapidly designing systems to fit demanding requirements, Teo design services can quickly prepare a customized deployment and configuration plan for your needs. With sophisticated remote tools combined with the ability to deploy technicians on-site, Teo can assess your network and physical environments before deployment to identify any issues well in advance.

Implementation and Installation

Teo and its partners can deliver on-site and remote engineering support nationwide for turn-key deployment, ensuring projects meet best practices and are set up for success.

Remote and in person training options get users comfortable with the solution faster, and project managers ensure timely delivery of all components of the solution.

Premier Support

Post-installation support options include full management of deployed systems; including tier 1 through 3 troubleshooting and moves, adds, and changes. This fully certified support offering allows your organization to focus on day to day operations and not be burdened with direct management of the communications solution.



PLACEHOLDER FOR COMPENSATION PLAN (NDA SIGNED)



SUMMARY

- Nearly 50 year history in Telecommunications, Collaboration, and Innovation
- Trusted by Federal Government Agencies, and a GSA contract holder
- Thoughtful, strategic entry into the commercial marketplace
- Comprehensive and competitive product offerings
- Designed organizationally to be responsive to our Partner's needs
- Solely focused on supporting the Partner Channel



NEXT STEPS

Partner Activities

- Completed Partner Information Form
- Completed Partner Agreement
- Technical / Sales training
- Partner opportunity reporting/deal registration
- Teo content/graphics for Partner website
- Social media options
- Event planning/procedures
- Press Release within 45 days of partner signing



THANK YOU

Contact us for any questions

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APPENDIX



PARTNER - COMPENSATION PLAN

PRODUCT AND PRODUCT SUPPORT SALES	PRICING Premier	PRICING Select
EQUIPMENT AND LICENSING	35% OFF MSRP	30% OFF MSRP
EXTENDED EQUIPMENT WARRANTY AND SYSTEM ASSURANCE – 1 YEAR TERM	10%	10%
EXTENDED EQUIPMENT WARRANTY AND SYSTEM ASSURANCE – 2 YEAR TERM	8%	8%
EXTENDED EQUIPMENT WARRANTY AND SYSTEM ASSURANCE – 3 YEAR TERM	6%	6%

CLOUD SALES	COMMISSION Premier	COMMISSION Select
MONTHLY RECURRING – CLOUD SALES: 0 - \$25K AGGREGATE MRR	20% RESIDUAL	15% RESIDUAL
MONTHLY RECURRING – CLOUD SALES: > \$25K - \$50K AGGREGATE MRR	20% RESIDUAL	20% RESIDUAL
MONTHLY RECURRING – CLOUD SALES: > \$50K AGGREGATE MRR	25% RESIDUAL	25% RESIDUAL



PARTNER TIER PROGRAMS

Partner Tier designation is determined by annual sales volume and brand loyalty. To achieve Premier Tier Level, a partner must meet or exceed the annual sales volume as indicated in the table (right). Secondly, the partner must demonstrate willingness to lead with the Teo product line when prospecting for unified communications sales. A Select Tier Level does not require a minimum sales level or the requirement to lead with the Teo brand.

<i>Partner Tier Level</i>	<i>Total Annual Teo Sales</i>
Select	Less than \$250,000
Premier	Greater than \$250,000

Total annual Teo sales is determined by the value of all Teo equipment, license, the total contract value of hosted services and system and software assurance plans. For new Partners, sales attainment for the first year is prorated by quarter. Partner tier levels are re-evaluated semi-annually during scheduled business reviews with your Partner Relationship Manager.



IDEAL MSP PROFILE

- Revenues greater than \$5M, less than \$30M
- Employee headcount greater than 10, less than 70
- Provides services such as managed security, backup, help desk, voice, data, AV and layer-one integrators
- Client profile is small to mid-enterprise
- May have a vertical focus e.g. healthcare, banking, finance
- Local or regionally based geographical footprint
- Acts as IT consultant to clients
- Capable of providing professional services such as Implementation and day two support



IDEAL VAR PROFILE

- Reseller of technology such as office automation equipment, AV systems, physical security
- GTM strategy includes aggressive sales distribution model
- Current sales focus more one-time vs. recurring models
- Acts as IT consultant to clients for one-time purchases or projects
- Operationally would leverage Teo's professional services organization
- Client profile is small to mid-enterprise
- National, regional or local presence with a local or regional GTM strategy



IDEAL VOICE AND DATA INTEGRATOR PROFILE

- Revenues greater than \$1M; less than \$15M
- Capable of providing professional services such as Implementation and day two support
- Local or regionally based geographical footprint
- Represents two to three legacy phone brands
- Transforming business model into an MSP
- Client profile is small to mid-enterprise
- May have a vertical focus e.g. healthcare, banking, finance, local government



ILEC PROFILES

- Incumbent Local Exchange Carriers (the local phone company)
- Services small rural demographic
- Serve business community in footprint
- Acts as an advisor to end-user customer
- Currently represents a legacy phone brand
- Does not have internal resources to deploy or support hosted voice services



IDEAL AUTHORIZED AGENT CHANNEL PROFILES

- Master Agents
 - *Such as Intelisys, Talarus, Avant, TBI*
- Regional Agents Groups
 - *Independent from a Master Agent*
 - *Represents a broad set of technologies*
 - *Covers regional footprint*
 - *Typically less than 50 agents*
- Independent Agents
 - *Independent from a Master or Regional Agent firm*
 - *Directly contracted with the OEM*



WHY UNIFIED COMMUNICATIONS AS A BUSINESS SOLUTION

- Quote
- Teo Position
- UC description
- Omni Channel reference
- Applications and Business Needs
- Market Dynamics
- Market Trends
- Trend towards Disintermediation



HOSTED SERVICES

- Insert comp table
- Ideal customer engagement. how to qualify
- Provide sample customer engagement. scope of deal
- Provide comp for sample deal



EQUIPMENT AND LICENSE

- Insert comp table
- Ideal customer engagement. how to qualify
- Provide sample customer engagement. scope of deal
- Provide comp for sample deal






SYSTEM AND SOFTWARE ASSURANCE PLANS

- Insert comp table
- Ideal customer engagement. how to qualify
- Provide sample customer engagement. scope of deal
- Provide comp for sample deal



COMPETITIVE COMPARISON

	 Mitel	 Teo	 AVAYA
single inclusive user license	✗	●	✗
full presence and IM for all users	✗	●	✗
included voicemail	✗	●	✗
included conference bridges	✗	●	✗
included call recording	✗	●	✗
included ACD queues	✗	●	✗
integrated enhanced E911 routing and notifications	✗	●	✗
cloud and premises deployments	●	●	●
shared codebase between cloud and premises	✗	●	●
trunk licenses for outside calls	●	✗	●



COMMITMENT TO THE PARTNERS

- Onboarding and Training Programs
- Sales Kits
- Targeted Demand Generation Program
- Robust MDF Program
- Tool Set
- Dedicated Partner Success Team
- Leasing Programs
- Monthly Partner Webinars