

Charter Business

 PARTNER PROGRAM

Charter Business Makes Dollars and Sense

CRN: Why should MSPs and VARs add connectivity solutions to their business models?

Michael Fair: The cloud has changed the business landscape profoundly and permanently. Solution providers who don't transition their business to include cloud services will be left behind. The most important thing, in my opinion, is the network. If you're selling the hardware infrastructure and the apps that run on it, you can't ignore the network.

CRN: What is the Charter Business advantage?

MF: Our services help businesses do more with the Internet and we offer Internet that's 15 times faster than DSL, business-class phone, reliable TV, and fiber-optic solutions that perform—at prices that make sense.

We operate a completely independent network, which makes Charter Business an attractive first option or a viable backup or failover solution.

For IT VARs, we offer the fastest path to the cloud, competitive commissions, lucrative incentives and dedicated pre- and post-sales support. The Charter Business Partner Program offers the potential to earn more than ever—and is designed to support and reward partners on every sale.

CRN: What types of partners experience the most success with your company?

MF: Integrators who focus on the network and take responsibility for the complete solution are

highly successful. They own the customer relationship which means they have a better value proposition than competitors. By integrating business connectivity services into complete solutions, they close the loop and simultaneously grow recurring revenue. These partners invest time in building their business, then enjoy the annuities from long-term connectivity services. Partners who are successful "always quote cable."

CRN: To what do you attribute your program's substantial growth?

MF: We understand that many IT VARs are not familiar with the telecommunication business model. We offer education, certification and support to help fast-track their expertise. Our partner program provides customizable marketing materials and support to help generate demand. Our flexible compensation models can help get revenue flowing more quickly. More and more IT VARs are joining our program because it works for them.

Finally, it's important for prospective partners to know that, unlike other telcos, Charter Business does not engage in any competitive practices with our channel partners. We're here to provide the network to help partners add customer value and enhance their bottom lines.



Michael Fair
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 Channels and National
 Accounts
 Charter Business

Add Charter Business to your portfolio. Call 888.362.4802 or visit www.charterbusiness.com/channelpartner to learn how you can become a partner.