

# 5-STAR WINNER Partner Program GUIDE

## Cloud Communications Opportunities Are Calling. Answer With RingCentral.

### Q. What makes RingCentral the partner of choice for UCaaS?

**A.** By 2018, VoIP and unified communications is estimated to be a \$79.1 billion market, according to Transparency Market Research. RingCentral is a leader in cloud communications and has been displacing complex and outdated on-premise hardware phone systems since 2003. Today, there are more than 350,000 organizations enjoying our carrier-grade reliability and systems that are easy to scale, manage, and use.

RingCentral was named a leader in the Gartner 2015 and 2016 Magic Quadrant for the worldwide UCaaS industry. Our award-winning technology features enterprise-grade product offerings including Unified Client, RingCentral Meetings that can accommodate up to 200 participants, and a European offering. RingCentral's Developer Platform allows partners to stack and sell integrated workflow solutions to further expand the offering. We want to capture the market with enthusiastic partners. All of this sets up abundant possibilities for partners' success.

### Q: What are some of the unique aspects of your partner program?

**A.** RingCentral wants to make it both easy and rewarding for our partners. We believe that championing their success is the pathway to achieving mutual goals: revenue and satisfied customers. One way we do this is through a program called Channel Harmony: One to Infinity. For any opportunity from one to infinity, a RingCentral-dedicated subject-matter expert will assist partners in closing the deal, or they can close the deal entirely on a partner's behalf.

In addition to Channel Harmony, we have a Signature Program whereby partners can use RingCentral's signature channel account managers to upsell their accounts and make recurring revenue, while receiving 100 percent of the commissions.

Our partners receive comprehensive, no-cost, ongoing training and certifications as well as industry-recognized support from channel managers and a dedicated partner support line.

### Q. How do you make it easy for partners to work with you?

**A.** Transitioning communications and collaboration to the cloud is a huge opportunity that requires world-class partners. They want to work with companies that are easy to deal with. We make significant investments in technology, enablement, training, programs, and support to ensure the success of our channel partners.

We make it simple with services that are easy to activate—it takes just minutes. Our state-of-the-art partner portal simplifies lead management and sales opportunities. Additionally, there is quickly accessible marketing support in the form of co-branded collateral and pre-built marketing campaigns that help to load the sales pipeline and assist partners with closing more business.

**RingCentral**<sup>®</sup>



**Lisa Del Real**  
Sr. Director  
Channel Programs and  
Operations

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Join the leader in cloud communications.

Become a RingCentral partner at [www.ringcentral.com/partner](http://www.ringcentral.com/partner).