

5-STAR WINNER Partner Program GUIDE

RingCentral's Award-Winning Partner Program: Fueled On Harmony And Innovation

Q. How has the RingCentral Channel Harmony™ One to Infinity program driven success for partners?

A. Imagine if partners could focus on prospecting net new business or converting existing customers from their portfolio while spending less time in the actual sales process and still earning the same commissions. That is exactly what Channel Harmony provides. Partners provide RingCentral with qualified leads then choose the level of involvement they prefer. In return, RingCentral provides segment- and vertical-aligned subject-matter experts—including executive sponsorships, sales engineers, sales professionals and more—to help close the deal on their behalf. The program has been very effective, and last year channel partner revenue grew to a \$100 million business that is doubling year-over-year. In addition, partners brought in some of our largest deals to date. It's safe to say these are quite harmonious and successful times for RingCentral and our amazing partners.

Q. How do you keep partners thinking "RingCentral first?"

A. Maseratis, Rolexes, stacks of cash, and clever wit. I'm talking about developing creative, differentiating promotions that work. Next, we make it easy to transact with RingCentral. Partners can register qualified leads and access marketing, certification or training materials in our state-of-the-art partner portal. We transfer knowledge through RingCentral Partner Academies and offer free, on-demand training and certifications. In addition, we employ the best channel managers in the industry who are trained on how to best interact with partners and enable their success, and our operations team maintains satisfaction by ensuring partners are paid accurately and on time.

With RingCentral's commitment to building the best partner program in the industry paired with the most innovative solutions in the marketplace, we're consistently delivering on rewarding experiences for our partners. To that end, we want to make it easy for partners to do business with RingCentral so they can successfully grow their business and increase their bottom line.

Q. Why is UCaaS considered the "product of the century?"

A. Shout it from the rooftops: UCaaS is the product of the century and RingCentral is winning in the cloud. To meet the communications needs of the modern workforce, we're providing one unified platform featuring collaboration tools and a suite of features that provides mobility, metrics and efficiency. To this day, RingCentral remains one of only two providers recommended by Google and once again we've been named a Gartner Magic Quadrant Leader for UCaaS, Worldwide.

RingCentral[®]



Lisa Del Real

AVP, Global Channel Programs and Operations



Everything RingCentral does is designed to help partners easily grow their business and increase their bottom line. We strive to be the cloud communications solution of choice among channel partners worldwide, and provide them with the best partner program paired with most innovative solutions in the marketplace.



Join the leader in cloud communications. Become a RingCentral partner at www.ringcentral.com/partner.