



FONALITY ULTIMATE CHANNEL PROGRAM



BUILT FOR THE SMB, DESIGNED FOR THE RESELLER.

Are you looking for ways to generate more revenue for your company? Of course you are. Do you need a product to fill a gap in your telephony product line-up that allows you to successfully target the small and medium-sized businesses (SMB's) while complementing your existing business model?

SMB's have unique challenges. They want all the benefits of an enterprise communications solution at a price that makes sense for businesses of their size. Unfortunately, resellers seeking to provide SMB's with telephony solutions have never had a lot of options. PBX systems from "the usual suspects" are simply too expensive, proprietary, and difficult to manage, while key systems leave the SMB wanting because they are lean on features and expensive to grow.

With PBXtra and trixbox Pro, Fonality has created two similar but different solutions that finally allow resellers to offer the SMB what they really want: Enterprise-class features at an affordable price!

WHY FONALITY MAKES SENSE FOR YOUR BUSINESS:

2 Products, 1 Channel Program

With trixbox Pro, our software-only solution, and PBXtra, our turn-key system, Fonality offers resellers the flexibility to always have the right solution for nearly any situation.

Designed for the SMB

Priced 40 – 80% less than competitive solutions, Fonality's feature-rich phone systems are accessible to even the smallest of businesses. Fonality phone systems can provide all the features of enterprise solutions, and open up your business to a profitable customer segment without abandoning your existing business or products. Simply use Fonality solutions as a complementary solution and fill in the gaps in your product line-up.

Easy to Implement and Install

Both systems utilize Fonality's unique Hybrid-Hosted architecture and offer an intuitive web-based management interface making it easy for resellers to hit the ground running without an extensive investment in training. Manage and support your customers with proactive monitoring, remote access to configuration changes and MACs, controlled upgrades, and single screen management.

Remote Management = Easy Management

Fonality phone systems can be administered anytime, anywhere, via a web browser. This allows you to easily administer and support your client sites remotely and more efficiently.

Proactive Monitoring

Fonality's patent pending hybrid-hosted technology ensures every supported system is remotely monitored for software and hardware anomalies. If a problem is detected, it is automatically fixed, or our support team will notify you. Better uptime equals happier customers.

Free software upgrades for supported systems!

Offer customers the best that IP telephony technology can offer now and in the future. Supported Fonality phone systems are automatically upgraded without the need to roll a truck, and at no cost to you. You can decide how and when (and what price) each upgrade is performed.

Market Proven

Fonality is Intel-backed and serves more than 5,000 businesses in 100 countries. Fonality phone systems have been awarded Editor's Choice in PC Magazine and acknowledged in the Wall Street Journal.

REQUIREMENTS	Authorized	Certified	Premium
Annual Fonality Sales Revenue	10k	75k	150k
Technician Certification Training		X	X
Web-Based Training	X		
Purchase NFR Demo System	X	X	X
Submit Reseller Agreement	X	X	X

BENEFITS	Authorized	Certified	Premium
Fonality Product Advisory Program			X
Premium Technical Support			X
Marketing Development Funding Available			X
Marketing Co-Op Funding Available		X	X
Participation in National Installer Program		X	X
Fonality Lead Share Program		X	X
Listing in Fonality Partner Locator		X	X
Dedicated Channel Manager		X	X
Fonality Field Sales Support		X	X
Fonality Inside Sales Support	X	X	X
Fonality Pre-Sales Engineering Support	X	X	X
Fonality Technical Support	X	X	X
Access to Online Video Tutorials	X	X	X
Access to Fonality Online Knowledge Base	X	X	X