

Revenue and margins from offering premise based solutions are shrinking for Telecom interconnects and data networking value added resellers (VARs) due to competitive price pressure and hardware margin collapse. Reseller costs continue to rise from addressing the complexities of delivering Unified Communications (UC) – often from disparate products and services. As a result, customers expect more and VARs make less. Now with cloud-based services, solution providers can address customer demands while still providing significant value added services.

Gartner predicted that 40% of businesses will adopt “a blend of Cloud and on-premise based approaches to meet their Unified Communications (UC) needs” by 2012, comparing to an estimate of between 3% and 5% in 2009. According to a report released February 2011 by market researcher IDC, expenditures for public cloud services will grow to nearly \$30 billion over the next three years.

**NEXT GENERATION COMMUNICATIONS**

PanTerra Networks is the leading Cloud-based Unified Communications (UC) Software-as-a-Service (SaaS) provider to small and medium enterprises. PanTerra’s flagship solution, WorldSmart, is a complete unified communications SaaS solution which delivers digital business voice, electronic fax, email, instant messaging, groupware, web collaboration, remote access, deskshare and presence provided through a single easy-to-use web based interface. WorldSmart includes a FutureProof assurance that includes features, updates, infinite scale and 24x7x365 support for life.



With WorldSmart SaaS, VARs increase productivity and virtually eliminate IT complexity and overall IT costs. In addition, VARs recognize additional savings through reduction of onsite visits, elimination of staging, and services simplification with remote web administration.

PanTerra’s cloud-based unified communications software-as-a-service (SaaS) enables VARs to earn more per sale, while fulfilling customers’ complex communication demands.

**POSITIONED FOR SUCCESS**

Nemertes Research predicts adoption of managed communications services will continue to increase across the board in 2010, and expects the use of managed services for other UC applications to double or even triple by 2011. In-Stat expects the growth of total revenues – product + service – from unified communications to touch \$39.7 billion in 2013. Recently, ABI Research predicted the unified communications solutions market will reach nearly \$4.2 billion in 2014.

**BUILD YOUR BUSINESS**

The financials are compelling. You’ll extend your reach into small and medium enterprise markets with a premium, fully integrated solution that deploys and provisions quickly for rapid sales cycles and low time-to-profit. In addition to subscriber revenue, you can generate hardware margins by providing SIP-compatible IP handsets and other equipment. You can also grow beyond your geographic area by servicing branch offices and remote workers anywhere.

As companies look to migrate off single solution hosted services and outdated premise based phone systems, they are turning to PanTerra’s WorldSmart Cloud-based Unified Communications and your expertise.

**PARTNER PROGRAMS**

**Value Added Reseller (VAR) Program** is ideally suited for established resellers already offering networking and telephony equipment and services to businesses. Our VAR candidates should already have a base of SME customers. VARs are responsible for quoting, installing and servicing their WorldSmart customers and rewarded with industry leading residual revenue for the lifetime of these customers. Unlike selling premise based systems that only pay margin on equipment sold, PanTerra’s predictable recurring revenue model will shield you from temporary economic challenges that may occur in your business.

**PanTerra’s Referral Program** is ideal for consultants, solution providers and individuals who know of opportunities for our services, but may not be comfortable quoting, selling, and supporting them. The referral partner can recommend opportunities to PanTerra Networks for our follow up. A dedicated PanTerra account representative will contact, qualify, quote and work with the customer and partner to secure those new opportunities. The referral program does not have any volume commitments and pays a one-time per-seat commission for each sale. This program is a great opportunity for anyone who deals with businesses who can benefit from PanTerra’s award winning FutureProof Unified Communications SaaS offering.

**Cobrand and Wholesale Programs** are ideal for partners whose core business is communications and feel confident in carrying their own branded service offering with a volume commitment and up-front investment to get started.

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**ADVANTAGES OF A PANTERRA PARTNERSHIP**

- One-stop-shop unified communications service instead of having multiple providers for different applications including PBX, conferencing, email, electronic fax, instant messaging and collaboration.
- Complete communication features and services with ability to scale with business growth.
- SaaS has shorter implementation cycles compared to a typically staged rollout of a premise based communications system.
- Single point of contact and administration of all operations such as provisioning, support, directory, address book, billing and payments.
- Unified user experience making implementation and cut over simple.



- PanTerra's internally developed technology enables us to respond quickly to customer and market demands.
- Competitive pricing schedules with value packages to fit different businesses needs.

**ADVANTAGES OF SAAS VS. PREMISE**

- SaaS customers benefit from the elimination of CAPEX with a more efficient OPEX, for the lowest TCO.
- FutureProof assurance that includes features, enhancements, infinite scale and support for life.
- Customers pay for what they use instead of paying thousands to install and maintain an oversized, ready to grow on-premise solution.

- VARs can focus efforts on sales and running their businesses, instead of maintaining overhead on hardware, software, and other internal on-site systems.
- SaaS solutions can provide guaranteed uptime because of investment in high-end hardware and operations secured in reliable data centers.
- Affordable access to next generation technologies and tier-one communications services from a single provider.

**ADVANCED TOOLS**

All of our partners receive state of the art tools, training and material to ensure success. Our three part training (which includes sales, marketing and installation) gets you ready to sell WorldSmart. Once onboard, our comprehensive TrueView Partner Portal (loaded with customer and partner training and demo videos, presentations and success stories) provides immediate access to the tools that help you close sales. Finally, you always put your best foot forward with PanTerra's SmartQuote, making representation of WorldSmart to your clients a breeze.



**BREAK AWAY FROM THE CROWD**

WorldSmart offers solutions for variety of SME business applications including call centers, multisite collaboration, remote employee management, and connecting fast growing companies.

PanTerra's WorldSmart is the new generation of communication which drives responsiveness and stickiness, making for lasting relationships.

**Contact PanTerra today about any of our Partner Programs. 800.805.0558**

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