

Axia Technology Partners

Wholesale Partner Program

Axia Technology Partners is the Midwest's leading provider of Network Infrastructure, VoIP PBX, and IP Connectivity Solutions.

We believe partnerships are vital to the success of our company. We are seeking partners who share our values of integrity, innovation, and a commitment to excellence.

Through the "Wholesale Partner Program" Partners have the opportunity to offer leading edge products and services, increase their value proposition to the end customer, and add additional sources of revenue to their bottom line.



Requirements

Becoming an Axia Wholesale Partner is simple and straight-forward. The first step in the process is for potential partners to complete the partnership application as well as the Axia credit application. Next, partners will meet with Axia Management to address sales goals, strategy, and named accounts. Partners are then able to sign the Axia Wholesale Partner Agreement (WPA). Once the WPA has been completed, the partner will receive their login credentials to the

Axia Partner portal (APP).

The Axia Partner Portal was created to grant Partners easy access to track leads, establish named accounts, and track billing and commissions.



sales process with their Customer. The Partner will then refer to Wholesale pricing section of this agreement to determine their wholesale pricing. The partner may then mark up the Axia wholesale pricing and establish their margin solely at their discretion. Suggested retail prices will also be provided in the wholesale pricing section. Once the sales process is complete and the service agreement has been signed, the Partner will then convert the lead to a closed sale in the Axia Partner Portal. Installation and implementation at the end customer

site will be the responsibility of the Partner. Once the service has been installed, Axia will bill the partner at the pre-determined wholesale rate in the month following installation. In

The Process

Axia strives to make the entire process, from beginning to end, as easy and efficient as possible.

The first step of the process begins once the Partner's prospect has been identified. After the prospect is identified, the partner then has the responsibility to register the lead through the Axia Partner Portal. This ensures that the prospect has not been registered by another partner. Once the prospect has been registered, the lead is then associated with the appropriate partner. The Partner is then free to continue the

order to ensure the integrity of the Partner, Axia will place the installation date and billing rate into the APP.

Axia's goal is for our Partners to be successful, which is why we stand beside our Partner commitments of trust, competence, support, and service. We also commit to provide the highest value products and services on the market. We realize our partners are critical to our overall success and therefore, we respect the privacy and hard work of all our partners and agree to operate at the highest ethical and moral standards.

Wholesale Partner Program

Wholesale Partners – Axia Wholesale Partners qualify for the following:

- **Private Label/White Label Platform** - the Axia Wholesale Partner program enables our Partners to become next generation IP solution providers. Our Partners own the relationship with the end user customer, set margins, bill, and collect revenue under their own brand, while building equity in their IP communications business.
- **IP PBX and Connectivity Solutions** - Authorized Partners are able to resell a robust suite of IP communications solutions for the SMB/E market including hosted IP PBX, Premise IP PBX, and Access Products - Toll Free, International Long Distance, and a full range of ala carte services.
- **Billing/APP** - The Axia Partner Portal (APP), operational support system, and billing platform were built solely for use in telephony Wholesale operations. The Partner friendly database enables customizable partner billing and reporting capabilities with both wholesale and retail billing modules. Axia also supports billing and settlement for hosted IP, Premise IP PBX, and Access communications services, including interconnect services and domestic and international long distance calling.
- **Training** – All Partners are required to have representatives participate in product, sales, and technical training related to Axia hosted and Premise based IP communications solutions and the Axia Partner Portal (APP). Additional training is offered as new products and services are updated from time to time. All training material is available through the APP website.
- **Network Operations Center (NCC) 24 x 7 Support Services** - The Axia NOC provides 24 x 7 Tier 2 and Tier 3 technical support to all of our wholesale Partners who are supporting Axia services and hosted applications.
- **Sales and Marketing Support** - Axia offers Partners the ability to co-brand and obtain collateral, advertisements and online marketing campaigns that support their sales and marketing efforts. Standard literature and marketing pieces are freely available for all Partner levels on the web in PDF and Word document formats. While our Partners "own" the relationship with their end user customers, Axia focuses on a "team selling approach" whenever appropriate. This is based on the assumption that "solution sales", multi-site, and national account opportunities may require a level of sales and technical support expertise that would require involvement from the Axia sales and sales engineering team and, when necessary, Executive team. Axia assists in customer presentations and pilot installations and works with our Partners on strategic projects with special pricing requirements.