



Be in the Limelight

•Cirpack Partner Program

Summary

- **Our Vision**
- Why a partner program ?
- Partner Program Definitions
- Expectations & Commitments
- Partner Program Content
- Day-To-Day Channel management



THOMSON

The NGN landscape

“The fundamental transformation of the Telecommunications arena has pushed out and brought in new players: New technology partners, new manufacturers, new integrators and new customers ... At the same time, the legacy vendors such as Nortel, Alcatel, Siemens ... are still in a monolithic mode for the solutions life cycle.

Thomson SSP has been developing a core softswitch which could be at the heart of NGN networks integrated by system integrators.

Our Partner Program framework has been defined to fit with the different actors expectations and let you choice where you would like to seat with us.”

*“Let’s make successful sales together” – **Olivier Gerling***

THOMSON

Summary

- Our Vision
- **Why a partner program ?**
- Partner Program Definitions
- Expectations & Commitments
- Partner Program Content
- Day-To-Day Channel management

THOMSON

Why a partner program ?

- **Goals**

- > To ensure the quality of the solution delivered to the Customer
- > To formalize the relationship with our Partner
- > To empower our Partners' skills and capabilities
- > To let our Partner choose the program that best suits its business needs
- > To make money all together

- **Benefits**

- > Guaranteed optimized solutions at a competitive price
- > Substantial level of service (e.g.. training, support)
- > Integration of competencies/advice for solutions developments
- > Consistent long-term accompaniment

THOMSON

Summary

- Our Vision
- Why a partner program ?
- **Partner Program Definitions**
- Expectations & Commitments
- Partner Program Content
- Day-To-Day Channel management

THOMSON

Partner Program Definitions

Sales Affiliate

- **Affiliate PARTNER**

- Can only make **commercial proposals with us**
- Can neither order nor deploy a CIRPACK solution (for “Accredited”, “Certified” or “Premium” partner only).
- Will receive a one-shot fee based on the global amount of the CIRPACK solution sold



One-shot fee ⁽¹⁾ = x% * selling price to end-customer

⁽¹⁾ price in € without VAT

- After the 1st order or just previously :
 - ✓ Either, the “Affiliate” partner must setup the action plan to become “Accredited”, “Certified” or “Premium”.
 - ✓ Or, THOMSON will do it by itself or will assign a “Accredited”, “Certified” or “Premium” partner to deploy, rollout and ensure the technical support of the solution. The end-customer will become one of the assigned “Accredited”, “Certified” or “Premium” partner’s customer and will not belong to the “Affiliate” partner anymore.

THOMSON

Partner Program Definitions

Accredited, Certified vs. Premier



- **Accredited PARTNER** are System Integrators who can support the customer from **Sales to Final Acceptance**,
 - Do not handle Daily Operation & Management.



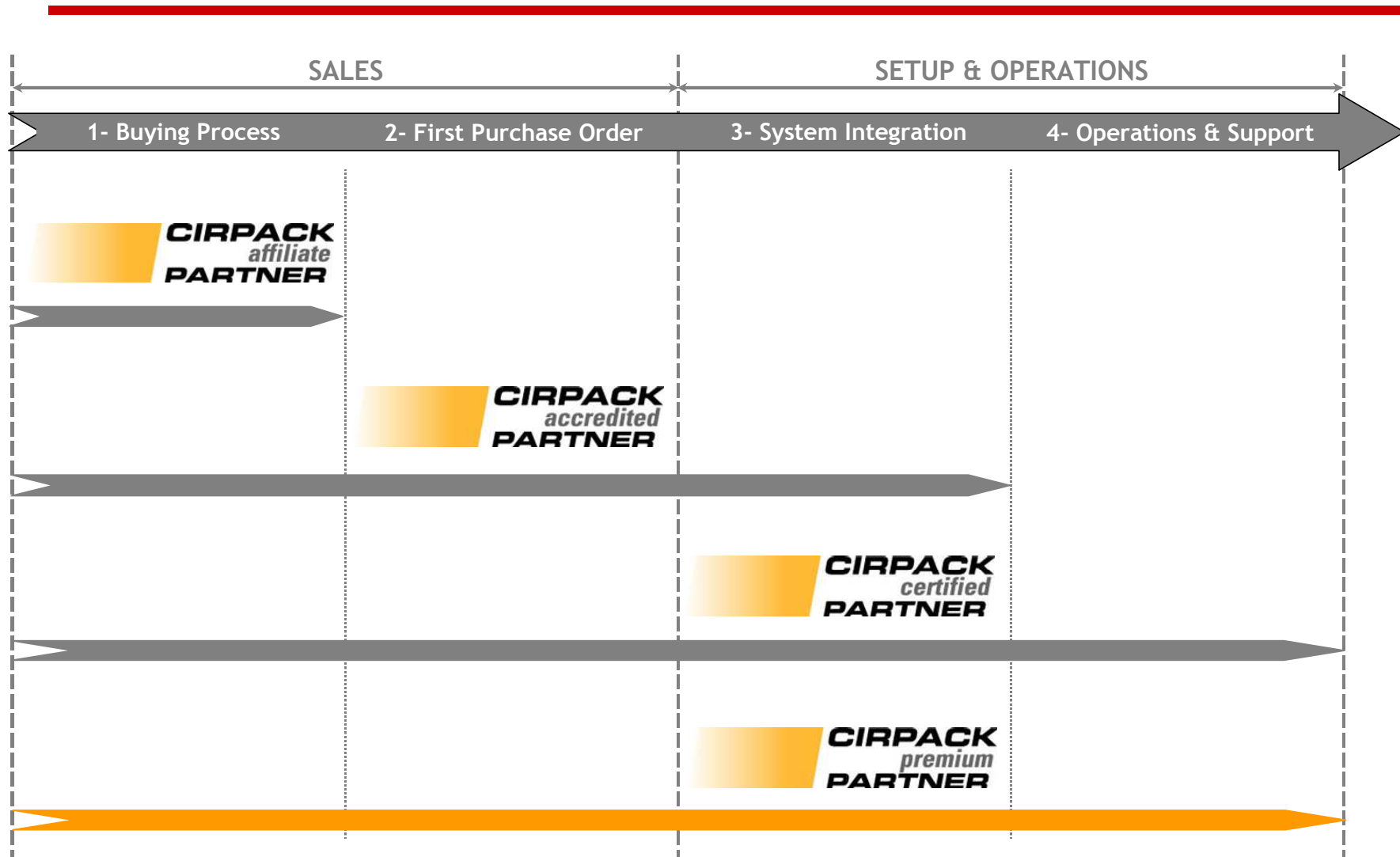
- **Certified PARTNERS** are solution Providers able to make a strategic investment to integrate Cirpack Solutions into their portfolio and gain CIRPACK world-class installation and support services.
 - Support the Customer during the solution's **complete life cycle**: from Sales to daily Operations & Management.



- **Premium PARTNERS** are expected to achieve targeted revenue and provide strategic value to their customers. Premium Partners are national and global in scope, make Thomson/Cirpack solutions a key component of their sales strategy.
 - Support the Customer during the solution's **complete life cycle**: from Sales to daily Operations & Management.

THOMSON

Partners Positioning



THOMSON

Summary

- Our Vision
- Why a partner program ?
- Partner Program Definitions
- **Expectations & Commitments**
- Partner Program Content
- Day-To-Day Channel management

THOMSON

Expectations for a Sales Affiliate Partner



- ***Thomson SSP Commitments***

- Deliver best-in-class Trainings & Tools
 - Sales Seminar (free of charge)
 - Sales Tools
 - Extranet
- Give awards
 - x% fee when we will sign the P.O.

- ***Partner Commitments***

- Best effort to promote CIRPACK Solutions
- Do not promote a technology in full competition with CIRPACK Solutions
- Create leads
- Use Thomson SSP team to check technical offers and submit quotations

THOMSON

Expectations for a Accredited Partner



- ***Thomson SSP Commitments***
 - Deliver best-in-class Trainings & Tools
 - Sales Seminar (free of charge)
 - Technical Training & Certification (please refer to price list)
 - Sales Tools
 - Documentations
 - Extranet
 - Guarantee best-in-class support for Installation
 - Provide when necessary complementary Professional Services

- ***Partner Commitments***
 - Ensure best effort to promote CIRPACK Solutions
 - Do not promote a technology in full competition with CIRPACK Solutions
 - Create leads
 - Get the P.O.
 - Deliver and install the complete solution including third party applications
 - Integrate the solution
 - Perform the Acceptance Tests
 - Sign the Acceptance Form
 - Handover properly the complete solution to either the customer and/or Certified or Premium Partner

THOMSON

Expectations for Certified/Premium Partners



- ***Thomson NGN Commitments***




- Deliver best-in-class trainings & tools
 - Sales Seminar (free of charge)
 - Technical Training & Certification (please refer to price list)
 - Sales Tools
 - Documentations
 - Extranet
- Guarantee best-in-class Level-3 support for Installation & Operations
- Provide when necessary complementary Professional Services

- ***Partner Commitments***

- Ensure best effort to promote CIRPACK Solutions
- Do not promote a technology in full competition with CIRPACK Solutions
- Create leads
- Get the P.O.
- Deliver and install the complete solution including third party applications
- Integrate the solution
- Perform the Acceptance Tests
- Sign the Acceptance Form
- Daily manage & operate a CIRPACK solution which is up-and-running
- Provide support Level 1 & Level 2 - 365/7/24

THOMSON

Classification & Criteria

			
Commercial	Minimum sales requirements Business plan	Higher sales requirements - Business and Marketing plan	Higher sales requirements - Business and Marketing plan
Personal Certification	Sales Training & Technical operational/Engineering	Sales/PreSales Training & Technical Engineering/Specialist certified staff	Sales/PreSales Training & More Technical Engineering/Specialist certified staff
Equipments and Tools	No	Lab Platform	Lab/Demo Platform
Service Capability	Installation capabilities with potential professional services	HotLine Support and on-site intervention capabilities	HotLine & Helpdesk Support and on-site intervention capabilities

THOMSON

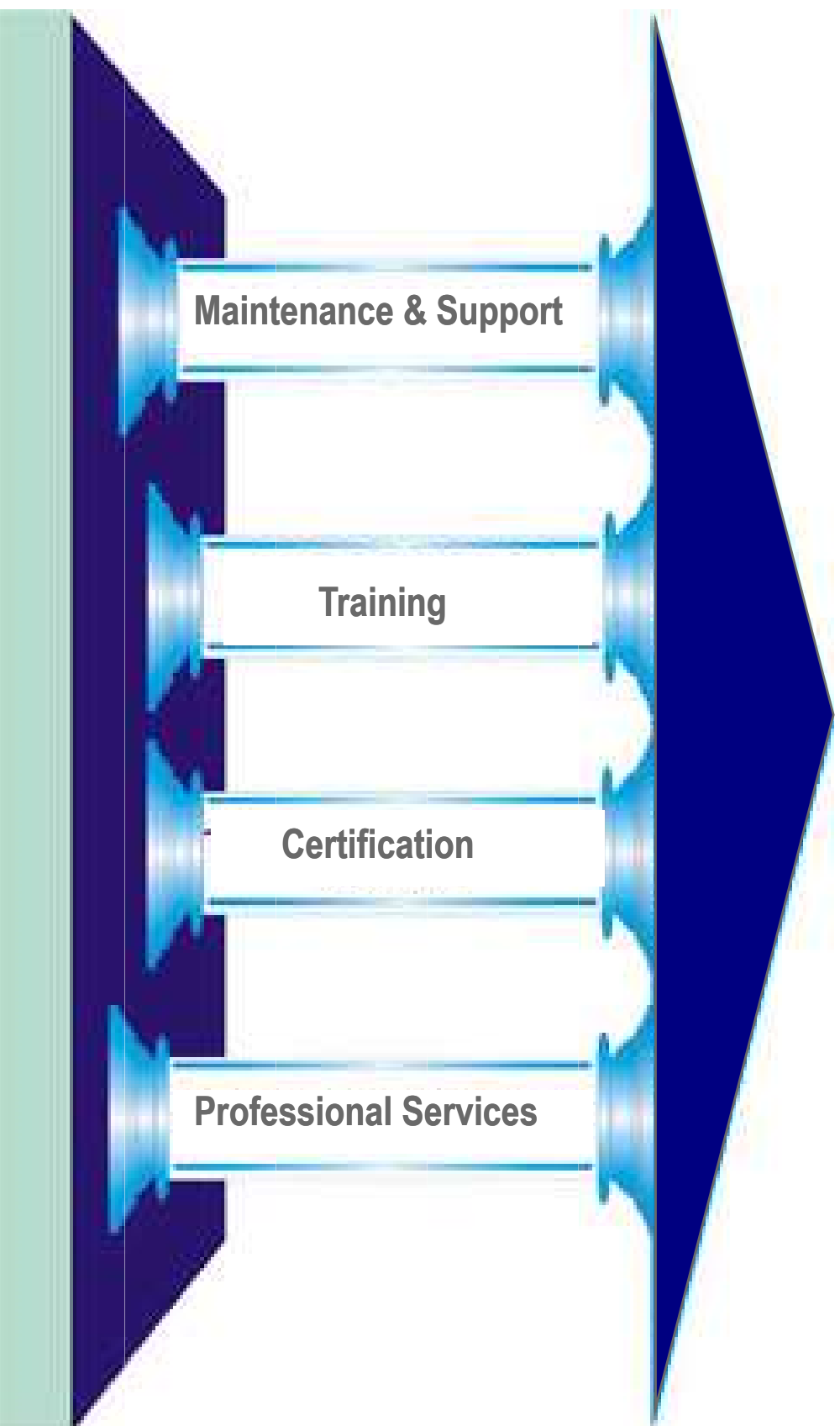
Thomson SSP Tools to meet our commitments

- ***Partner Program Framework***
 - Access to the Extranet
 - Marketing Communications
 - Newsletter
 - Event (*)
 - Co-ops (*)
 - Discounted Test Platform (*)
 - Discounted Lab Platform (*)
 - Discount Demo Platform (*)
 - Channel Support: Email + Call Center
- ***Training & Certification***
 - Sales & Pre-Sales
 - Sales Seminar
 - Technical
 - Technical Training
 - Technical Certification
 - Professional Services
- ***Support***
 - Access to our Troubleshooting Ticket System (TTS)
 - Hotline for Level 3 support 365/7/24
 - Dedicated SPOC for Level 3 support*
- ...

* Depending on the partner level

THOMSON

Technical Training & Certification



THOMSON

1. Maintenance & Support

- With this pillar of our channel strategy, we will deliver all the necessary information to our Partners to transfer the know-how of our CIRPACK products for them to ensure a professional level of maintenance and support to the end-customers
- WebTool TTS to handle Technical issues

THOMSON

2. Training

- **This second pillar of our channel strategy will cover Sales Training and Technical Training**
 - > Sales & PreSales Training (1 level)
 - > Technical Training : theory and practical hands-on
 - System overview and configuration,
 - System supervision,
 - ...

THOMSON

3. Certification

- **This third pillar of our channel strategy will cover Sales Training and Technical Certification and verify, for whom who would like to reach this level, if they have assimilated the knowledge**
 - > Sales Training (1 level)
 - > Technical Training (3 levels: Operational, Engineering, Specialist)

4. Professional Services

- The fourth pillar of our channel strategy is our ability to provide accurate professional services on-demand to our Partners. This activity will cover 3 sections:
 - > Operations
 - Installation
 - Interconnections (SS7)
 - ...
 - > Services activation
 - Class 4,
 - Class 5,
 - IP Centrex
 - ...
 - > Expertise
 - Tailor-made offer
 - On-site expertise
 - ...

THOMSON

Summary

- Our Vision
- Why a partner program ?
- Partner Program Definitions
- Expectations & Commitments
- **Partner Program Content**
- Day-To-Day Channel management

THOMSON

Partner Program Content



Sales

Deliverables: product info,
templates ...

Support

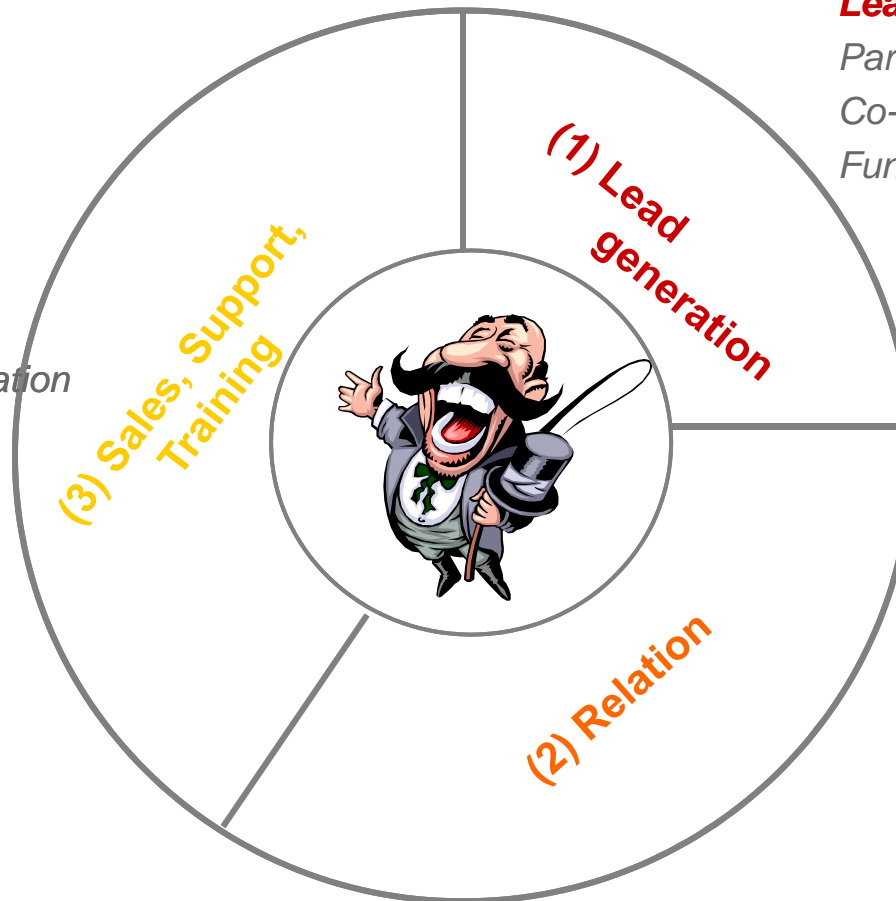
Technical documentations

Training

Training Program, Certification

Lead generation

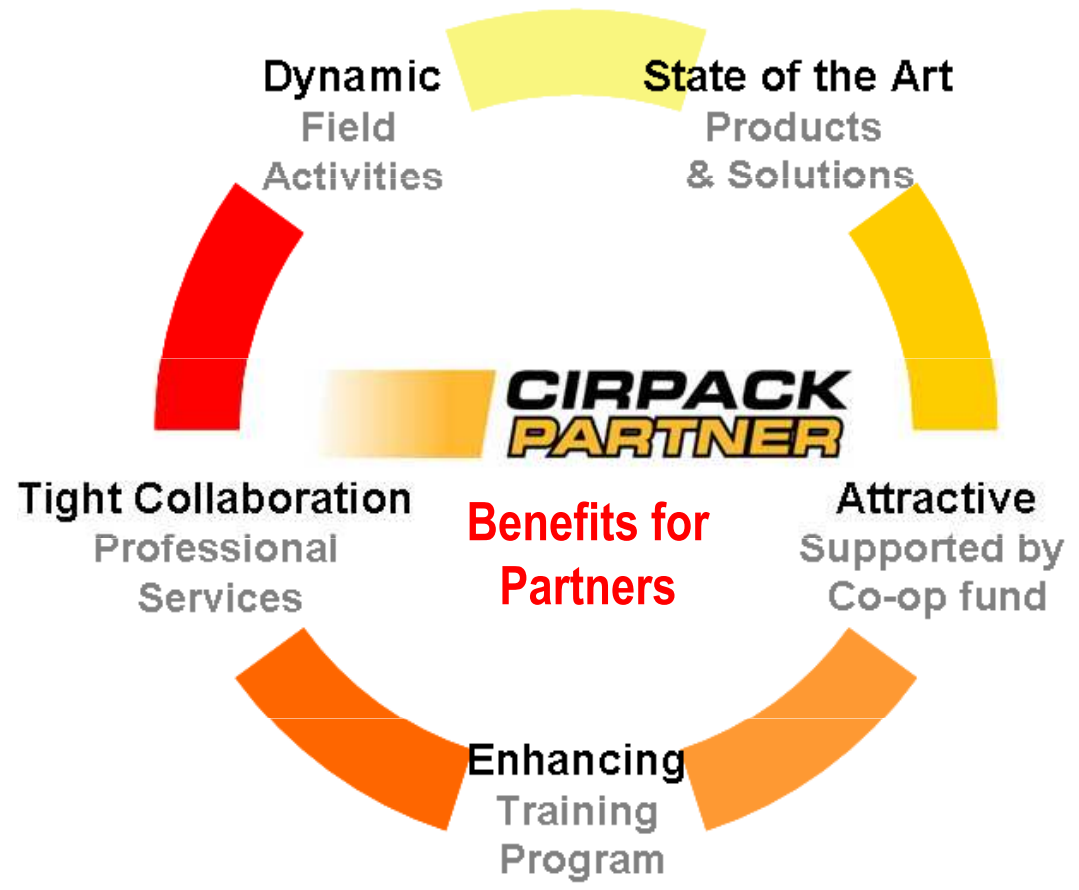
Partner locator
Co-marketing initiatives
Funnel Review



Relations

E-newsletter
Get together event
Field Channel
Management

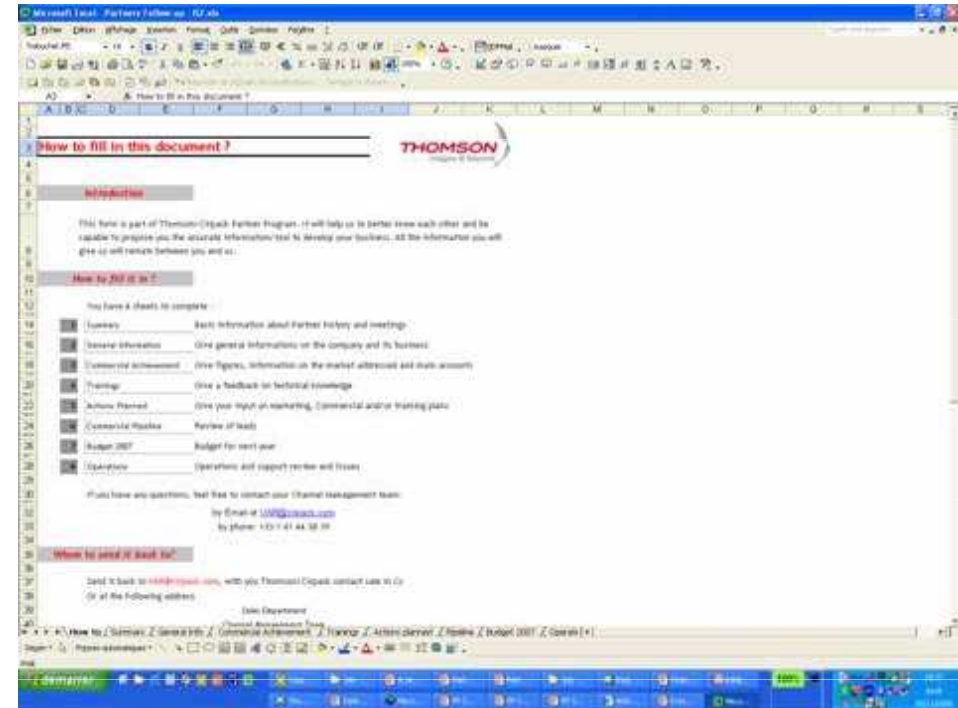
Partner Program Benefits



THOMSON

Examples

- E-Newsletters
- Field Channel and Co-marketing event
- Funnel Review & Partners Follow-up



THOMSON

Extranet

<http://www.thomsonbroadbandpartner.com/softswitch-ims-solutions/index.php>



SoftSwitch & IMS Solutions

Search: [OK](#)

THOMSON

Thomson's Broadband Partners Website

[Homepage](#)

[Softswitch & IMS](#)

[Solutions](#)

[Partners](#)

[Partner Program](#)

[News/Training](#)

Home / [SoftSwitch & IMS Solutions](#)

SoftSwitch & IMS Solutions

Welcome

[Contact us](#)

PARTNER ZONE: LOG III

Your ID

..... [OK](#)

[Forgot password?](#)

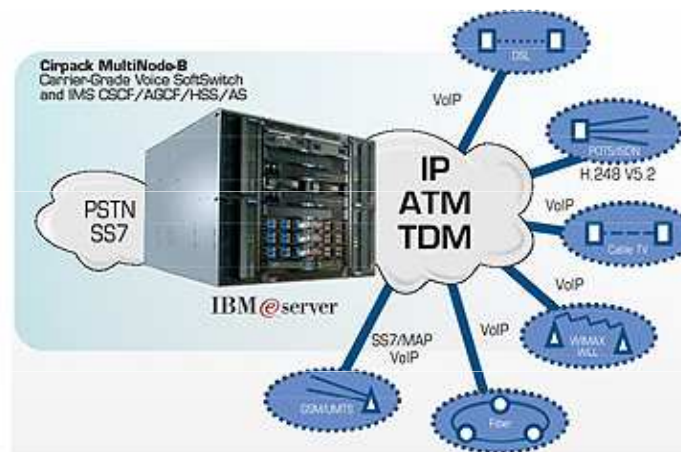
[Become a partner](#)

SoftSwitch & IMS Solutions

Thomson provides technologies, systems and services to help the media and entertainment industry create and distribute new multimedia services made of voice, data and video. With its CIRPACK brand, Thomson is one of the leading suppliers of softswitch solutions enabling operators to offer advanced phone services to any types of broadband and legacy subscribers simultaneously, including ISDN, VoIP, IP Centrex and Fixed-Mobile Convergence with a migration path to IMS/TISPAN architecture.



CIRPACK's solutions are softswitches and media/signalling gateways providing carrier-grade reliability, scalability and regulatory features for massive deployments of broadband telephony and IP Centrex as well as of legacy PSTN infrastructures delivering ISDN or POTS services. CIRPACK switches are fully compliant with all local protocol variants and regulatory requirements such as lawful intercept, number portability and emergency numbers.



Fully integrated with Thomson's SmartVision IPTV platforms, CIRPACK switches allow operators to easily deploy quadruple play services on a large scale, offering primary line telephony services with carrier-grade reliability. CIRPACK switches can be

Channel Support

- **1 E-mail address**
 - > VAR@cirpack.com
- **A hunting group**
 - > +33 1 41 10 56 39
- **WebSite:**
 - > <http://www.thomson-SSP.com>
 - > <http://www.thomson.net>

THOMSON