



## Concord Fax Online: Partner Programs



## Concord Services

### Hosted Fax: An Innovation in Communication

Faxing is a core method of communicating for surprisingly many key industries such as financial and professional services, legal, insurance and healthcare. Traditionally, companies have relied upon fax machines and fax server technologies, which have provided a communication method, but have inherent limitations as far as costs, capacity and efficiency are concerned. High-Availability and capacity on demand are standard features of Concord Fax Online while traditional fax servers or even traditional fax services provide a far lesser degree of business continuity support. Fax servers require hardware, fax software and telecommunications equipment. Moreover, they typically require on-site installation, training and ongoing maintenance costs. These costs include software maintenance and IT personnel costs for administering and maintaining the fax server. There are also monthly charges for phone lines and numbers or even costs for PBX ports. Because of the high costs, fax server solutions are cost prohibitive for small to medium sized businesses (SMBs). Even for mid to large-sized corporations, these solutions are costly alternatives to Concord Fax Online.

Concord provides fax machine and fax server cost savings calculator to all Concord Partners are used to calculate potential savings with Concord Fax Online integration in contrast to high maintenance costs with fax machines and server based solutions.

Organizations have embraced Fax over IP for a number of reasons: (1) lower operating costs and expenses, (2) substantial productivity gains and (3) electronic paper trail for record keeping and compliance purposes. This last point is especially important to comply with the increasing government regulations and reporting obligations. Additionally, Concord Fax Online is part of the broad movement toward "cloud computing", which espouses outsourcing services. An important component of the "in the cloud services" is the elimination of capital and maintenance expenses. In its place are operating expenses (fee for service), which are markedly lower both in the short and long term. Another key benefit of Concord Fax Online is a unique, industry leading network architecture that is fully geographically redundant and allows for complete service continuity even in the case of a complete data center outage.

"It's been a pleasure working with Concord Fax Online. They are quite honestly the best thing I've ever seen, as far as fax solutions. Their support is very personable and there have been no implementation problems."

**Jim Schwantes, IT Manager: Perez Trading**  
(Former fax server user)

Concord Fax Online is designed to meet the needs of businesses that depend on fax for their daily operations. Customers can send and receive faxes using their computer or mobile device just as easily as they send and receive email. This is done over a secure connection, using their own IT structure. Concord's services are easy to deploy, and businesses can be fax-enabled within hours in multiple locations.

Concord's service includes a number of across-the-board features designed to meet the most demanding fax requirements, including: international DID numbers, toll free numbers, comprehensive email client support, order processing, billing, and help desk support, global fax delivery, and a redundant, geographically distributed network built for reliability and speed.

Additionally, Concord's network supports a range of service offerings including versatile Web Services that facilitate integration with any corporate software application. Concord customers enjoy all the benefits of feature-rich fax communications without the cost, effort, and maintenance issues associated with conventional fax systems and alternative fax technologies. This is achieved by platform-independent integration of fax and email, which in turn adds value to existing IT infrastructure and maximizes return on IT investments. Concord provides a variety of off-the-shelf integrations such as full support for all internet fax features in Microsoft Office including Microsoft Office 2010. Concord Fax Online is the plug and play fax solution for Microsoft Exchange 2010 and supports even the upcoming hosted versions of Microsoft Exchange 2010. Concord further more provides a number of optional client software such as a comprehensive Print2Fax solution, fax management tools and a complete set of APIs for custom integrations.

## Building Success with Concord Fax Online

Concord's Partner Programs are the ideal way to participate in the revenue growth of hosted IP communications. Concord recognizes that successful partners are the key to our success. With over 15 years experience in the IP Fax industry, Concord is a proven leader offering technological innovations which set us apart in communication reliability, capacity and security. Becoming a Concord Partner allows resellers and distributors to provide added value to their customers who demand efficiency in their communications.

Our programs are designed to help our partners build successful businesses and foster lasting partnerships between both parties. Concord Channel Programs are designed to provide real value for your commitment and includes a number of marketing activities to help you close customers faster, and to generate additional leads in your area. For example Concord places regional online ads for every channel partner and all leads generated by those go directly to the partner.

### Concord Business Partner

Partners enjoy a steady income stream (commissions) of 10% of collected revenue generated by each customer. Partners provide first level customer support, while Concord handles all second level support, billing and account management. All commissions paid to our partners are based on the contract value and/or production monthly residuals.

#### PROGRAM HIGHLIGHTS:

- Attractive monthly commissions based on revenue generated
- Click-through online ads exclusively for the partner
- Exclusive access to sales support
- Free Concord Fax Online Service\*
- Network operations support 24/7
- Trade Show Support
- Free access to weekly training webinar

### Concord Business Partner GOLD

Partners enjoy all the benefits of Concord's VAR/Distributor Gold program with the additional benefits below. Most importantly, Gold Partners receive 15% commissions on collected revenue generated by each customer.

#### PROGRAM HIGHLIGHTS:

- All the benefits of the regular Channel Partner Program
- Training tools to maximize selling opportunities
- Access to sales support and co-branded marketing materials
- Increased Online Advertising
- Ability to sell Concord Services at reduced monthly minimum charges
- Concord Trade Show Kit
- Free Kiosk and Backdrop loaners for events
- Co-Branded Case Studies

### Concord Business Partner INTEGRATION

#### PROGRAM HIGHLIGHTS:

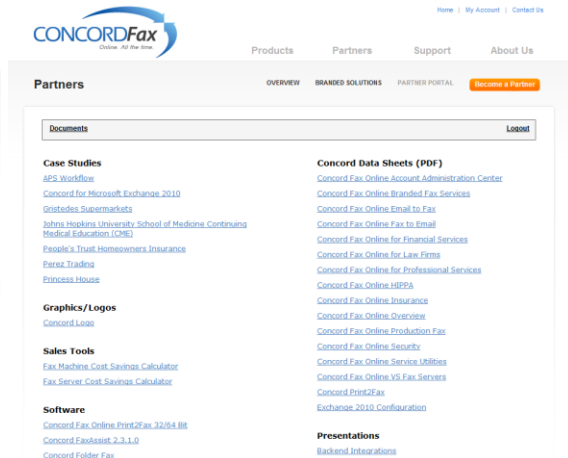
- All the benefits of the Gold Program
- Access to all Concord Fax Online APIs
- 10h free development support
- Access to free integrators development support
- Concord Press Release



## Concord Partner Program Benefits

Program Benefits	Business Partners (\$495.00 annually)	Business Partners GOLD (\$1,995.00 annually)	Business Partners INTEGRATION (\$2,995.00 annually)
5 free DIDs for in-house usage with up to 10 Users	✓		
15 free DIDs for in-house usage with up to 25 Users		✓	✓
Online Advertisements (Regional) \$25.00 per month	✓		
Online Advertisements (Regional) \$50.00 per month		✓	✓
Free training sales seminar	✓	✓	✓
Access to weekly webinars	✓	✓	✓
Concord branded promotional items	✓	✓	✓
Concord Banner	✓	✓	✓
Access to Inbound and Outbound APIs	✓	✓	✓
Tabletop Display Kit	✓	✓	✓
Concord Sales Support for new clients	✓	✓	✓
Co-branded Datasheets		✓	✓
Reduced Monthly Minimum Charge (\$100.00)		✓	✓
Co-branded case studies		✓	✓
Access to pre-release software		✓	✓
Free Tradeshow booth/Kiosk loaners		✓	✓
Full access to Account Management Web Services API			✓
Free development support (10 hrs annually)			✓
Reduced rate for development support			✓
Concord Press Release			✓

Concord's Partner Portal provides resources such as Sales Tools, SDK's and API's, Case Studies, Data Sheets and other self-help material for all partners. Our services help companies increase productivity and response time through more efficient communication.



## About Concord

Concord's award winning fax services date back more than 15 years. Since then, Concord has retained a leadership position due to its proprietary technologies which deliver IP fax capabilities with unparalleled reliability, security and speed.

What sets Concord apart is revolutionary, fully redundant network architecture which provides real-time failover for both inbound and outbound communications. Real-time failover for inbound communications, a product of significant capital investment, represents a technological breakthrough for the IP fax industry and is unique to Concord. Most IP fax providers and in-house solutions only offer outbound failover, making their networks less reliable. Concord customers enjoy the unique advantage of a robust network which is built for reliability and speed.

Security has always been a priority for Concord as well as its customers. For this reason, all communications to and from Concord's fully-secured data centers located in Seattle, WA and Chicago, IL., can be encrypted, guaranteeing secure communications which meet the most stringent requirements.

**To become a Concord Partner, please contact us.**

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