Televerde

Solution Guide

Innovative Solutions for Your Channel Ecosystem

Televerde provides sales and marketing solutions and services to OEMs and their partner networks, establishing a central hub for lead acquisition, qualification, and routing, direct partner support, MDF spend tracking and accountability, and partner program reporting and optimization.

We deliver pipeline, revenue as a service, lead generation as a service, and customer experience expertise with human connections, best-in-class technology, and an operating model that is resilient to shifting market conditions.

Our unique approach, business model, best practices and experience across industries have enabled us to deliver $65B+ in pipeline and $14B+ in revenue creation for our customers.

Lead Pool | **Lead Qualification** | **Deal Registration** | **Partner Helpdesk** | **Outreach and Renewals** | **MDF Tracking & Analysis**

Lead Pool

Our team acquires and qualifies leads for your company's various product and solution offerings before routing those qualified leads to the most appropriate partner. Our agents are trained on your entire product and solution portfolio, enabling them to recognize which solutions are best suited to solving the challenges prospective customers are facing.

Our Lead Pool service enables more effective lead routing and fewer missed opportunities.

Through our Lead Pool program we:

- Deliver turn-key campaigns with tele-prospecting. Drive a higher volume of qualified leads to partners who may not be fully mature in their marketing and lead development efforts.
- Provide closed-loop feedback and deep-funnel insights.
- Ensure transparent visibility into ROI on Market Development Fund (MDF) spending.
- Ensure that your partners are prioritizing selling your solutions over competing solutions.
- Provide centralized reporting and program analytics.
- Maximize potential revenue opportunities for you and your partners.

Partner Helpdesk

We provide a variety of partner support services, including partner onboarding, technical support, deal registration, documentation and contract detail support.

Partner Onboarding: Smooth partner onboarding is crucial to a successful partner relationship. Televerde helps manage and simplify the partner onboarding process while building strong relationships with yourpartner organizations. Our agents verify all new partnerships and send partner certificates, badges, and partner authorization letters. We also ensure all new partners are properly onboarded into your partner portal and related platforms.

Technical Support: Technical issues are often a major point of frustration for channel partners. Televerde provides prompt, empathetic support to partners and their customers, including account access assistance, installation support, walkthroughs and training, license issue resolution, and documentation lookup. Our agents also serve as a bridge to the Product Management teams, ensuring that more complex issues are resolved quickly and effectively.

Deal Registration: A simple and effective deal registration process is critical to revenue growth. Televerde qualifies incoming deals and routes them for approval. Our team notifies partners about whether the deal is approved or rejected, and we provide monthly deal reporting and analysis to all stakeholders, assessing deals by region, partner, project, and value.

Documentation and Contract Detail Support: For deals to move quickly, quotes must be accurate. Televerde provides contract details to partners, ensuring that the most correct, up-to-date information is provided when submitting a quote.

Our team also reviews contract details to ensure that licenses for partners and end users are properly assigned, updating details as needed to consolidate ormove licenses. Televerde supports channel partners and their end users from the beginning of the sales process to long after the deal is closed.

Partner, Product, and Solution Certifications: Televerde manages the partner certification process, ensuring that all necessary certifications are current, arranging certification renewals, and providing information and resources to partners seeking certification or recertification.

Televerde agents can also earn and maintain certifications relevant to your product portfolio, enabling them to provide specialized support and resolve technical requests.

Detailed Reporting and Program Optimization

Televerde provides weekly reporting and we meet regularly with stakeholders to review data and results.

Our team also meets bi-weekly to share updates and attend regular training sessions. This regular cadence of communication optimizes processes and drives better results consistently. It also ensures that partners and end users always receive the most relevant information.

Outreach and Renewal

The median annual churn rate for SaaS companies is

14%

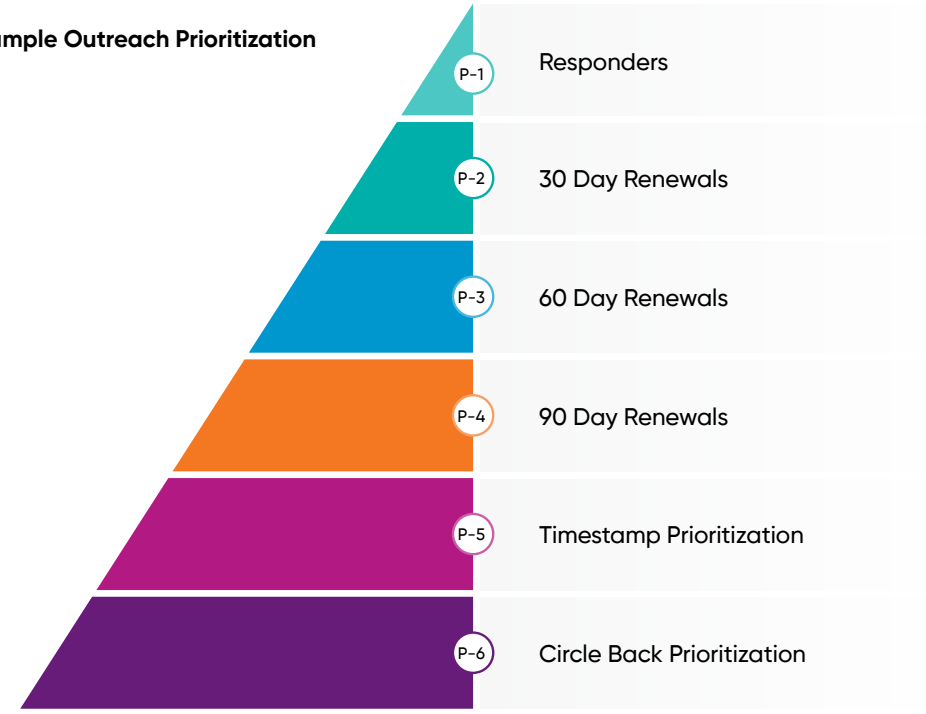
Source
KeyBanc CapitalMarkets
2022 SaaS Survey

Our outreach program aims to reduce customer churn, uncover customer satisfaction or dissatisfaction, and discover new contacts and opportunities.

Program Benefits

- Improve brand recognition and deliver new product features and information to the customer base.
- Improve customer retention and relations through proactive and continuos nurture and outreach.
- Increase revenue through proactive identification of capacity, upsell, and cross-sell opportunities.
- Cross-sell, upsell and promote partner services.
- Combat customer churn and improve first-year customer retention.

Example Outreach Prioritization



P-1 Priority One
Follow up with anyone engaging with the nurture emails. Responders. Could be any stage of funnel.

P-2 Priority Two
Outreach to highest value customers. Renewals at shortest time frame within 30 Days.

P-3 Priority Three
Outreach to next highest value customers. Renewals at shortest time frame within 60 Days.

P-4 Priority Four
Outreach to next highest value customers. Renewals at shortest time frame within 90 Days.

P-5 Priority Five
Look at your data timestamps and further prioritize the data in terms of renewal.

P-6 Priority Six
Circle back to check on recent renewals. Introduce professional services. Apply your human touch!

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