



TELIRIS
TELEPRESENCE

Partner Program Overview

September 2011

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ABOUT TELIRIS

Since 1999, Teliris has pioneered the telepresence industry with the world's first commercially available telepresence solutions, realistically replicating the human dynamics of an in-person meeting experience. Through our innovative core platform and unique intellectual property, Teliris has radically simplified the acquisition, deployment and operating costs of telepresence, breaking new ground in adoption and reach of the technology.

Teliris is dedicated to delivering the most innovative video solutions, and we are now leading the industry by offering high quality video solutions at lower bandwidths than ever before paired with cutting-edge infrastructure that fully leverages the cloud to deliver a flexible solution anywhere. Teliris allows businesses to access telepresence-quality video without the telepresence price tag.

Teliris' broad range of telepresence solutions are delivered with:

- Lightweight software-based architecture for flexible deployment over general purpose networks and the internet
- Comprehensive interoperability with any telepresence or videoconferencing solution and B2B connectivity
- End-to-end managed services with SLA for guaranteed reliability and maximum ROI
- Lifecycle Management to develop telepresence use cases, track ROI and drive greater adoption



WHY TELIRIS?

As video becomes the cornerstone of any UC deployment, businesses are looking for a flexible video solution that is easily deployed and seamlessly managed. In establishing the Teliris Partner Program, we aim to offer our partners access to a unique video solution that had only been available to some of the world's largest corporations, allowing you to deliver a truly differentiated product portfolio.

Real Market Differentiation

In a growing market for high-quality video solutions, Teliris has continued to offer unmatched quality and comprehensive services across our broad range of telepresence solutions. Coupled with our lightweight architecture and end-to-end managed services, Teliris delivers the most flexible managed telepresence offering on the market, designed to meet virtually any customer need or budget.

Immediate Recurring Revenue

Unlike competitive solutions, Teliris offers comprehensive solutions including end-to-end managed services and optional network services, allowing our partners immediate access to multiple and recurring revenue streams in addition to endpoint sales for an ongoing relationship with each customer.

Founding Partner Status

By joining us as we launch the Teliris Partner Program, you will help us shape the program and benefit from preferential pricing and support. As the program grows, you will maintain your Founding Member status for continued pricing benefits.

Global Sales Recognition

Our partners are enabled to deliver Teliris solutions around the world regardless of region, allowing your customers to benefit from a truly global solution.

Select Opportunity

Our goal is not to flood the market with channel partners who only end up competing with each other on price with little opportunity for differentiation. Teliris intends to work with a select number of channel partners who have a core business that benefits from the inclusion of the industry leading video collaboration solution in their portfolio. Whether your company is an MSP, IT or A/V Integrator, Carrier service provider or VAR—the addition of Teliris solutions will make your go-to-market proposition stronger.



PROGRAM SUMMARY

The Teliris Telepresence Partner Program is designed to offer our partners the tools and training necessary to deliver Teliris' market-leading telepresence solutions to businesses around the globe. As a Teliris Channel partner, you will receive competitive pricing, global sales opportunities and sales support to help you sell telepresence solutions.

Teliris Channel Partners will be authorized to resell a selected range of Teliris' telepresence solutions including room-based telepresence, lightweight videoconferencing systems or desktop solutions. All Teliris solutions, regardless of size or cost, are paired with the complete Teliris Ecosystem, our end-to-end environment that encompasses:

- **Teliris AccessPortal:** streamlined meeting booking interface and monitoring for ROI tracking
- **Teliris Network Operations Center:** 24x7x365 remote diagnostics for meeting set up and in-meeting support
- **Dynamic Scenario Manger:** the industry's only geometric logic engine for optimized meeting layout and natural eyelines
- **Teliris Telepresence Gateway:** access to most standards-based videoconferencing, telepresence and UC endpoints

In addition to this comprehensive set of products, Teliris solutions are wrapped with our market-leading Managed Services to provide guaranteed reliability and ease-of-use across the entire Teliris Ecosystem, critical for an efficient and effective telepresence experience that allows all participants to simply walk into the room and begin meeting.



PROGRAM BENEFITS

Becoming a Teliris Channel Partner will arm you with the skills to differentiate your business by delivering Teliris' high-performance products and services. As a founding member of the Teliris Partner Program, you will benefit from priority status as we shape the program to meet the needs of our partners.

Multiple Revenue Streams

Because the Teliris solution set is wrapped with a managed service and optional network service, our channel partners have multiple avenues for driving profit.

- **Equipment Resale:** Teliris provides generous discounts for our partners to preserve margin
- **Maintenance:** All equipment sales are bundled with annual maintenance programs which Teliris fulfills and the partner sells at a profit
- **Managed Services:** Teliris solutions have a built-in residual revenue component in the form of monthly managed services. Teliris bears the load in delivering the service, our partners benefit from an ongoing profit center
- **Network Service:** At the end user or partner option, Teliris will bundle InfiNet, our dedicated MPLS network to support the connectivity requirements of our shared customers.

In addition to these direct sources of profit, our channel partners can benefit by providing an additional set of services throughout the Teliris Telepresence Lifecycle directly to the end user or back to Teliris itself, including:

Plan	<i>Professional Services:</i> Consult with customers to determine their requirements for a telepresence deployment
Design	<i>Professional Services:</i> Develop a solution that is designed to fit the way your customers conduct business
Deploy	<i>Additional Hardware:</i> Provide lighting, extra displays, furniture or other equipment <i>Installation Services:</i> Install all Teliris solutions and other equipment <i>Project Management:</i> Manage the installation process including Teliris endpoints and additional peripherals
Manage	<i>Teliris Managed Services:</i> Earn additional revenue from our end-to-end managed service
Adopt	<i>Customer Relationship Management:</i> Deliver monthly utilization reports and quarterly service reviews as a part of an ongoing services contract

Training

Teliris offers comprehensive training to provide our partners with the expertise to deliver, service and support the full range of Teliris Telepresence solutions. A series of video-based or on-site training sessions will provide your team with the knowledge and skills required to sell Teliris solutions paired with operational training to prepare you for deployment and maintenance.

Sales Support

Teliris Channel Partners have access to dedicated partner sales managers as well pre-sales technical support to design telepresence deployments to meet each customer's unique business requirements.

Management Tools

Teliris Channel Partners will have access to management tools for both lead registration and tracking as well as for continuing customer support. To ensure a productive and effective sales cycle, each of our partners will be integrated with Teliris' sales tracking tools for opportunity registration.

Partners will receive access to the monitoring capabilities of the Teliris AccessPortal to develop reports and recommendations based on Teliris' Working Practices methodology.

Pricing

Teliris will provide partners with wholesale pricing for one-time costs on products and installation along with monthly recurring charges for Teliris' industry-leading end-to-end managed services.

Though membership status will be based on volume as the program grows, founding members will receive preferential pricing and support for the full term of your participation in the Teliris Partner Program.

Demo Equipment

Teliris Channel Partners can purchase Teliris Telepresence solutions for demonstrations at a deeply discounted rate.

Marketing Support

All partners will receive co-branded marketing materials including presentations, brochures, data sheets as well as support for any additional custom marketing content and events.

Teliris will additionally provide customer-facing documentation including user training materials for products, control panel and the Teliris AccessPortal.

MEMBERSHIP PROCESS

Interested companies need only fill out the attached form. One of our Partner Sales Managers will contact you to better understand your business help evaluate the fit between Teliris and your company.

Following the evaluation period, Teliris and the Partner will sign the Teliris Remarketer Agreement.