

NewNet Communication Technologies

Conexus Partner Program

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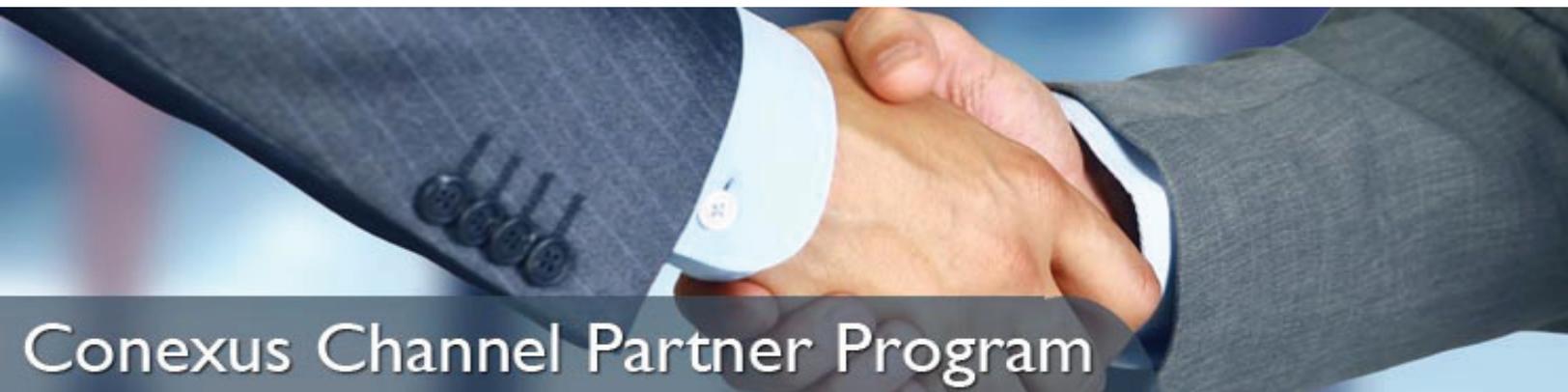
Introduction

NewNet Communication Technologies (NewNet) is pleased to introduce our NewNet Conexus Partner Program. NewNet is Connecting the Unconnected!

As NewNet's channel partner, your clear advantage is selling solutions based on a technology that dramatically improves the efficiency and effectiveness of the way customers work. The NewNet Conexus Partner Program ensures you will be well resourced to market, sell and implement NewNet Communication Technologies solutions.

This Program Guide details the opportunities, benefits, and requirements to participate. It outlines and ultimately symbolizes our commitment to employ industry-leading best practices in channel partnering. Our investment in a partner program is a critical building block for our company and we hope that you will easily see both the individual partner elements as well as the collective program strength that encourage you to work with us. We're building a network of high impact value-added resellers and solution partners that share our goal to bring leading business process solutions to your prospects and customers throughout the world. We appreciate your business and look forward to a successful and lasting partnership!

Rick Landry, Global Director – Channels and OEM Sales, NewNet



Conexus Channel Partner Program

About NewNet Communication Technologies

NewNet Communication Technologies is headquartered in the United States with sales and support teams located around the world. With over 23 years of global experience and a proven track record, NewNet continues to be a global leader in providing innovative solutions for next generation mobile and fixed line networks across the globe, with service and support responsibilities for over 180 customers across 92 countries. NewNet has nearly 300 systems deployed worldwide.

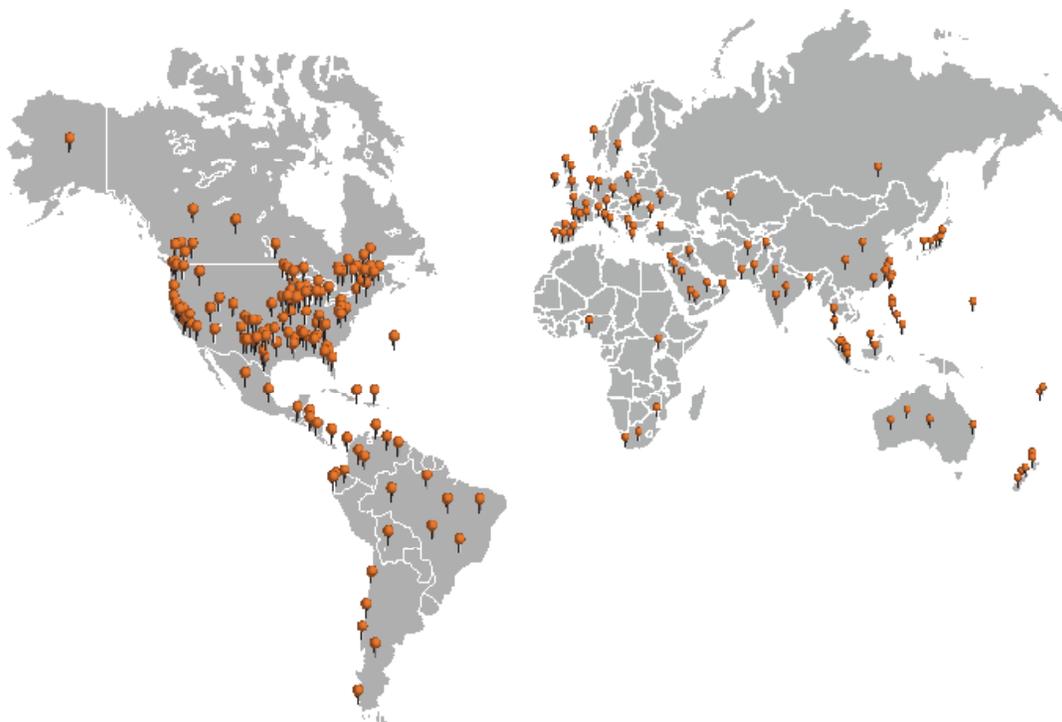
As an innovator and global industry leader in the mobile industry, NewNet firmly believes that our products keenly address the market needs like no other product, solution, or platform. For more than 20 years, NewNet has consistently set the bar for bringing solutions to market with the highest levels of reliability, flexibility, ease of use, and ROI compared to other products. NewNet-based solutions yield measurable business value and the results that dynamic organizations demand.

At NewNet, we recognize that Value-Added Resellers and OEM Partners like you are critical to our success. The solutions you provide play a significant role in our expansion, broadening our reach and increasing our footprint. With state-of-the-art products, a compelling business need, your geographic and domain expertise, and the collective reach of our community together we can deliver to our world an excellent and pleasurable mobile experience.

With this philosophy as our guide, we offer the NewNet Conexus Partner Program. We are committed to delivering a benefits-rich program with the resources you need most to increase your revenues, expand your product offerings to your existing customer base, and develop a new product line that attracts and delivers new clientele.

Partnering with NewNet leverages several key elements including:

- Innovative Secure Electronic Transaction Processing, Mobile Messaging, and Real-Time Rating and Charging Solutions
- Intelligent Broadband
- Flexible Interactive Voice Response (IVR) Solutions
- Best-of-Breed Solutions-Support methodology
- Global reach and set of experiences across a broad customer base
- Best-in-class channel program that includes compensation plans with substantial upside and margin protection
- Sales support model that allows you to define the level of support to foster a cooperative selling environment with NewNet professionals
- Training and support organization dedicated to the Channel Partner



NewNet Partnership Opportunity

The NewNet Conexus Partner Program presents significant opportunities for you to sell into the many companies looking to adopt the advanced mobile payment and mobile messaging solutions. With a long list of technology firsts and a best-in-class partner program, NewNet positions you for success where others have failed.

The many benefits of a NewNet Partnership include:

- Authorization to resell the entire NewNet product line
- Use of NewNet software for internal processes as well as marketing and sales support purposes
- Access to First Office Application versions of new NewNet products for internal use and customer trials
- State-of-the-art training program and platform
- Joint demand creation campaigns
- Access to Market Development Funds
- Access to NewNet support incidents for pre- and post-sales inquiries
- NewNet sales support and an assigned Business Development Manager
- Access to sales promotions, spiffs, and special rebates

Industry Dynamics

Mobile Payments

Mobile payment market has gained tractions lately. According to Gartner, the number of global mobile payment users up 32% annually to reach 212.2 million in 2012, and worldwide mobile payment transaction value is expected to surpass \$171.5 billion, 62% increase from 2011 values. The rapidly growing mobile payment market is supported by a series of merchant activities: more and more retailers and restaurants are joining the mobile payment game; grocery stores and convenience stores are planning mobile payment mechanisms; public transportation companies are testing mobile payment method to pay for transit fare. In fact, studies show that 1 in 8 smartphone users completed a retail transaction on their phone and 71% of convenience store customers would be willing to pay for purchase.

The mobile payment market is forecasted to grow at a fast pace in the next couple of years. Juniper Research predicts that global mobile payment transactions are expected to exceed \$1.3 trillion annually by 2017, an increase of nearly fourfold from current level, driven by sales of physical goods by both remote purchases and NFC transactions. Gartner projects that the mobile payment market will worth \$617 billion with 448 million users by 2016. Forrester Research estimates that mobile payments will hit \$31 billion by 2016, up from \$6 billion last year.

Under such favorable market conditions, we've seen global opportunity for payment transaction routing and processing solutions from mobile and internet devices using NFC mobile wallets, SMS/USSD, mobile apps, mobile internet payments, carrier billed services.

Mobile Messaging

Mobile network operators are presented with huge opportunity to enrich the mobile messaging experience and enhance applications and services. Juniper Research predicts that worldwide mobile messaging traffic will nearly double from 14.7 trillion per year in 2012 to 28.2 trillion by 2017. Despite the growing threat posed by over-the-top (OTT) messaging apps, SMS traffic will continue to drive more traffic than rival services, as mobile subscribers continue to embrace its ubiquity, reach and reliability.

Although statistics indicates that nearly half of smartphone owners now use some form of IM or OTT messaging apps in addition to or instead of traditional SMS, only a small percentage of consumers have fully replaced operator services by OTT apps. According to a recent survey issued by Analysys Mason, 97% of respondents still use SMS.

To cope with challenges from OTT messaging apps, mobile operators should provide enriched messaging services, which resonate with the user. As mobile messaging service providers has installed customer base, reputation of trust and quality, as well as insight into user behavior, they are in a unique position to leverage existing assets while integrating new messaging services into their offering. By enabling seamless messaging across all networks, devices, social networks and communities, operators can boost loyalty, retention and revenue.

Interactive Voice Response (IVR)

VoiceXML and CCXML technologies have changed the traditional thinking of automated telephony and voice systems, bringing standardization flexibility, and interoperability to telecommunication and networks. Because of the integration of text-to-speech, speech-to-text and web enabled functionality, IVRs are evolving to serve much broader applications and markets. At the same time, modern soft IVRs are driving costs and infrastructure dramatically lower; a win-win for developers and users alike.

IVR manufacturers that are compliant with the VoiceXML and CCXML standards bring the additional benefits of industry standards: ease of porting applications, a cadre of trained application programming specialists, protection from reliance on a single vendor, and in time, availability of “off the shelf” voice applications. The evolution and value doesn’t stop there. By the end of 2013 (according to T3i Group) 95% of all IVR systems shipped support VoiceXML and 90% of those will use SIP-based VoIP telephony, both of which add features while lowering costs. This is further proof that the use of VoiceXML and CCXML when paired with SIP/VoIP is the correct choice for the future.

The overall values and benefits of upgrading your IVR are plentiful. Upgrading to a soft IVR means more dollars to the bottom line for enterprise companies. Integration with back end databases is easy yielding more intuitive customer experiences. With this goes a reduction in agent interaction, yielding more calls with the same number of agents. Voice integration and VoIP technology means shorter call duration which leads to less channels and port, more calls serviced with the same or fewer personnel and less hardware overhead.

Real-Time Rating and Charging

As today’s telecom market continues to see a rapid increase in the popularity of smartphone devices, the massive amounts of voice and data consumed by these smartphone users will also continue to surge. Smartphone users currently account for 5 times more data usage than ordinary mobile phones, according to the International Telecommunication Union (ITU). Coda Research Consultancy forecasts that worldwide sales of smartphones will total 2.5bn units throughout 2010 to 2015, therefore subscribers will continue to demand and consume advanced voice and data services from their network operators.

As the convergence of advanced voice and data services gathers momentum, service providers (SPs) must implement a progressive and flexible real-time charging system to capture the potential revenue generated by these services. SPs face increasing demands in capacity, with mounting pressure to reduce costs and implement facilities such as service nodes. At the same time, SPs confront more complex business models and relationships as new types of service providers evolve, including content providers and mobile virtual network operators (MVNOs).

WiMAX Mobile Broadband

Global Demand For Mobile Data Services Isn’t Merely growing...It’s Exploding. What are the data applications driving mobile demand? They certainly include e-mail, Twitter, Facebook, and texting, but they are increasingly including more bandwidth-intensive applications like photo sharing, online gaming and perhaps most important of all, video. The rate at which end users are consuming video – like YouTube, Hulu, sports clips, TV shows and even movies – on their mobile devices is startling.

NewNet Growth Strategy

One of the major tenets of our plan to capitalize on these market opportunities is achieving aggressive growth through the NewNet Conexus Partner Program. As veterans in delivering innovative solutions, we realize that success starts with the wide adoption of your product platform. Where we believe our peers are more concerned with holding or acquiring incremental margin primarily through direct sales—which pits them against their “partners”—we prioritize the Partner Program and our partners’ business. NewNet is actively recruiting a strong channel partner community, the best of the best, to achieve the company’s aggressive growth plan over the next three to five years.

NewNet Technology

At NewNet, we are committed to support you every step of the way. We offer a program that is built on value, innovation, and commitment. Our Conexus Channel Partner Program lets you decide the level of participation that is most appropriate for your business and provides the highest return based on your value proposition. We have set the stage for success that supports you at every step, from pre-sales to field support. You can add NewNet innovative solutions to your product portfolio and differentiate yourself from the competition.

Channel-Ready Solution

Secure Transaction Processing Solutions

NewNet’s TraxcomSecure solutions are an integral component of the payments ecosystem, supporting both traditional payment methods using dial, broadband and mobile payment terminals as well as mobile wallet, secure web payments and NFC terminals. The comprehensive product portfolio of TraxcomSecure provides integrated capacity to offer secure access, transaction routing, protocol processing and IP routing in a single system. The platform is an all-encompassing set of solutions for the implementation of secure, high performance and highly scalable payment transaction networks.

TraxcomSecure solutions are developed with high security standards. They offer advanced cryptographic technology to provide the highest level of encryption ensuring secure processing of the transaction flow. The flexible TraxcomSecure Mobile/Broadband gateway platforms provide the capability to handle mobile transactions using a variety of protocols. The solution offers unique services necessary to enable mobile carriers or merchant acquirers and processors deploying advanced mobile payment systems. In addition, NewNet’s TraxcomSecure products support high capacity in small footprint, and overall reduction in OPEX.

The innate secure processing and high performance capabilities of the TraxcomSecure solutions have been extended to deliver secure processing of electronic benefits data, medical data and insurance information in m-health applications.

Mobile Messaging Solutions

NewNet’s Mobile Messaging platforms offer a complete and powerful modular mobile messaging solution to mobile operators worldwide, which allows mobile operators take advantage of the well-established SMS messaging market, as well as the vast global potential of MMS messaging and content services.

The future proof, innovative, modular and scalable Short Message Service platform is designed to overcome the obstacles of legacy SMS infrastructures and allow mobile operators to deploy advanced messaging services to increase revenues and reduce CAPEX/OPEX. The platform is an aggregation of modular software components, which are integrated in a single system to manage all aspects of SMS traffic within an operator’s network. It offers advanced capabilities to ensure security, scalability, performance and several features that allow mobile operators to maximize revenue potential from SMS messaging.

The feature rich Multimedia Messaging & Ad Services platform is a fully integrated MMS platform optimized to create, deliver and track multimedia content and service consumption on any device and any delivery channel. It offers a complete MMSC with a rich suite of application modules and business logic modules that empowers mobile operators to deliver mobile multimedia messaging content and services via video, audio, graphic, text and call to action, across their subscriber base with massive speed and intelligence. The robust SS7 signaling stack for mobile operators or service providers across 2G, 3G, 4G and all IP networks.

Interactive Voice Response (IVR) Solutions

The NewNet voice portfolio includes high performance Interactive Voice Response (IVR) platforms such as the Nimblevox Cloud, and Nimblevox Engine. Nimblevox enables development of cutting edge communications applications. It is cloud ready and can be hosted in NewNet's cloud or any cloud. A custom IVR application using Nimblevox Engine be deployed very quickly to accelerate time to market.

Nimblevox handles media resources such as voice, DTMF and video. With inherent SIP and VoIP capabilities, the Nimblevox Engine provides enhanced media handling for large conferencing, audio streaming, and most importantly provides a development that allows making changes quickly and reliably.

Real-Time Rating and Charging

As the convergence of advanced voice and data services gathers momentum, service providers (SPs) must implement a progressive and flexible real-time charging and rating system to capture the potential revenue generated by these services. SPs face increasing demands in capacity, with mounting pressure to reduce costs and implement facilities such as service nodes. At the same time, SPs confront more complex business models and relationships as new types of service providers evolve, including content providers and mobile virtual network operators (MVNOs).

Invigorate solution answers this critical need by bringing a world-class technology and providing a complete solution which simplifies and automates the complex tasks surrounding rating and charging in a collaborative, multi-partner and multi-price service provider environment.

For SPs, Invigorate enables a single point of control and an unified view of subscriber purchasing behavior, allowing SPs to take immediate advantage of every selling opportunity. Subscribers can utilize services more effectively based on pricing, quality of service and usage patterns, resulting in increased average profit per user, improved loyalty and reduced churn.

The Invigorate solution is modular and based on open standards for lower risk and cost-effective implementation. Also, since it can handle even the most complex multi-price packaging and service bundling demands, Invigorate helps accelerate the launching of new services and collection of the revenues they generated, and thus maximizes the return on investment (ROI).

WiMAX Mobile Broadband

NewNet's WiMAX provides a cost effective and easily deployable solution to meet today's data service demands. NewNet WiMAX base stations offer dramatic reductions in handover time and latency with dynamic pre-determination of optimal handover scenarios and pre-processing of admission controls. By developing products for both LTE and WiMAX utilizing the same base station controller hardware, NewNet is greatly increasing the benefits of scale for both technologies.

NewNet's WiMAX provides higher speeds throughout more of the cell, with multi-antenna operations with 2 and 4 element configurations leveraging Dynamic Switching MIMO A & B to provide highest coverage and capacity available from any wireless technology platform today. The WAP Portfolio enables low opex and capex for operators with simple tower top deployments and zero-footprint baseband installs.

Acquirers, Processors, Banks & Financial Institutions

The recast NewNet Conexus Partner Program has one over-arching goal: to identify, partner, and together implement business process solutions worldwide. To ensure success, we have gone back to the proverbial drawing board and identified a handful of basic tenets that will serve as the foundation of our program. These include:

- We prioritize the Partner Program
- We intend to organize ourselves around supporting our partners.
- We intend to develop products and services that meet the needs of our partners and their customers.

The detailed program specifications enclosed in this document hopefully fully embrace those tenets. NewNet Partners enter the program meeting base level requirements and having demonstrated success in selling software and services. In exchange, partners receive access to the NewNet resources that will help grow your business the most. NewNet will help you broaden your reach and lay a foundation for ongoing business. It is not just about the leading technology NewNet provides; it's about demand creation, sales assistance, and a compelling compensation model that drives sales—to get solutions into the hands of your customers when they need them.

Program Levels

NewNet Conexus Partner program is a multi-tiered partner program, which allows you to determine where your organization best fits. Each level enables you to develop new opportunities and increase your value-add by offering best-of-breed solutions to your customers. There are four levels of partner based on committed annual revenue:

- Authorized Reseller: \$250K
- Select Partner: \$500K
- Premier Partner: \$1MM
- Elite Partner: \$2MM

A key goal of NewNet Conexus Partner Program is to reward/compensate partners for increased levels of involvement. In simple words: as you sell more, you make more. Also, as you sell more, you have additional support programs that enable you to make more. We understand that your level of commitment will be commensurate with the size of the opportunity. Our job is to align your level of commitment with a commensurate level of compensation and support.

Value Added Reseller (VAR) Partner / System Integrator

VAR/SI partners have made a commitment to invest in the NewNet partnership through dedicated sales, technical, and support resources. Accordingly, NewNet rewards VAR/SI partners with the highest level of support and benefits.

Through certification, VAR/SI partners can be authorized to sell NewNet's Innovative solutions. With a solutions approach, VAR/SI partners overcome the most complex technology challenges their customers face. Their skill sets and expertise span a variety of technology areas such as:

- Infrastructure technology
- Process modeling
- Integration techniques
- Applications

VAR Discount Rates

The following chart outlines the various discount rates as applied to varying levels of annual NewNet revenue.

	Authorized Partner	Select Partner	Premier Partner	Elite Partner
Sales Volume	\$250K	\$500K	\$1MM	\$2MM
Discount Level	20%	25%	30%	40%

Partnership

Once your partnership is activated, your NewNet Business Development Manager (BDM) and you begin on-boarding your sales and technical groups with an in-person session at your location. This session launches the partnership and provides orientation to product, program, and process. Additional on-boarding resources are available through NewNet's Conexus Partner Portal at www.newnet.com/partners

Internal and External Communication

What's one of the most important activities in any successful business? Communication!! At NewNet, we believe it is important to start our relationship off properly by ensuring our alliance is properly communicated. This includes internal and external press releases as well as ensuring our Website is updated with your logo and brief description of your business.

Additionally, you will receive a free quarterly online newsletter designed specifically for partners. The purpose of this newsletter is to keep you informed of product releases, industry news, success stories, and tools for your business. This newsletter contains information that you can share with your customers and prospects as well. Archives of previous newsletters are on the portal.

Welcome Packet

Printed documentation of the NewNet Partner Sales and Marketing Guide is provided. This document is intended to help you gain the confidence and understanding that you need to position the NewNet solution to the right target using language that outlines "what's in it for them." This guide provides detailed information for the entire sales process including prospecting, qualifying, sales tools, competitive landscape, example presentations, and much more.

System Setup

Being a NewNet partner, one of the biggest advantages your organization has is the tools we provide to help you be more successful. Upon completion of the sales and marketing training, we will set up access to the following tools:

- Partner Portal P
- Online Training Portal
- Knowledge Center
- Customer Console
- Netsuite.com

Marketing Support

An invaluable part of being a NewNet partner is the marketing expertise we share with you. We provide tools and resources to help you develop business opportunities, including:

- Standard NewNet collateral (for example, product datasheets or other printed marketing material) may be downloaded freely from the Partner Portal.
- Subject to agreement of a common business plan, partners are eligible to access NewNet marketing managers for assistance in developing marketing plans to increase and accelerate lead acquisition. NewNet's marketing team will assist in your campaigns by ensuring that messaging and positioning are aligned with our corporate campaigns and product strategies.
- NewNet will provide partners with support in order to maximize the success of joint events. We do not commit in advance to any particular level of support. However, our level of support will be determined by your own investment into any given event and by the requirements of the common business plan.
- Marketing support for NewNet partners spans many areas to assist you with demand creation, promotion, sales materials, event support and more. NewNet provides support for ongoing demand creation campaigns that can be customized to fit your local and regional needs. Marketing tools and templates are also available if you wish to focus on slight customization vs. creating collateral, campaigns, press releases, and success stories from the ground up.

Training and Certification

The value in training is for you to build the expertise that you need in order to grow your business. Several methods for sales and technical training are available to match your needs. Instructor-led technical certification training is held at NewNet locations for a hands-on experience.

Sales Training: NewNet provides comprehensive sales-related training for your staff responsible for selling or recommending the NewNet products. Typically, this training is at your location and lasts two days.

Technical Training: NewNet's technical training is designed to provide partners with easy access to a comprehensive set of learning instruments that will facilitate the acquisition of knowledge required to successfully configure, sell, demonstrate, implement, and support NewNet's products. Training is delivered via Web-based sessions and traditional classroom-based sessions.

Technical Supports

NewNet Support Center: Staffed 24x7x365, the NewNet Support Centers takes calls for service and support issues involving products sold by NewNet and its NewNet partners. The NewNet Support Center features:

- Collaborative problem solving
- Online services, including support requests
- NewNet Knowledge-base and user documentation

NewNet Professional Services: NewNet Professional Services experts provide quality service and support, focused on maintaining successful, long-term customer relationships. Fee-based Professional Services include:

- Installation of NewNet solutions
- Post-sale support

Partner Management

As a valued NewNet partner, the opportunity for lucrative benefits is yours. The support and tools you need are available every step of the way to get your organization on board, ramp your business, and excel!

Rules of Engagement

NewNet has established a clear code of conduct for supporting partners as they work through sales opportunities. NewNet's commitment is to communicate every step of the way as you identify and register opportunities, and work to effectively assist you as you bring those opportunities to closure. Your most important questions about how NewNet sales teams support you in a variety of circumstances are clearly addressed in NewNet Rules of Engagement.

Guidelines include:

- How do NewNet teams work to support partners when multiple parties pursue the same opportunity?
- How do NewNet AEs work to support partners who have registered opportunities and those who have not?
- Under what circumstances would NewNet do business directly with a customer?
- NewNet is dedicated to your success and a mutually profitable relationship.

A clearly communicated Rules of Engagement policy, practiced and enforced, provides a strong foundation that builds lasting trust.

Partner Empowerment

Opportunity Registration

NewNet believes in the importance of an opportunity registration program and delivers a best practices program to prove it. Make sure to register your leads with NewNet to reduce the risk of conflicts. To keep us updated, use the Opportunity Registration Form and send it to your BDM. Both the Opportunity Registration Form and the Opportunity Registration Guide are available on the Partner Portal. NewNet values the view into your sales funnel that opportunity registration provides. It is a qualified pipeline that assists NewNet with forecasting and resource appropriation.

Demonstrations: Online, Remote, and NewNet Systems

NewNet recognizes the importance of effective demonstrations to support the sales process. The company offers several methods for conducting product and solution demos to match your needs and the needs of your prospects. As you begin your training with us, feel free to leverage online and remote demos with NewNet's technical sales personnel.

For greater flexibility, knowledge, and control, you should leverage the reseller kits you purchase as a part of the NewNet Conexus Partner Program for your internal use. This software can be used to showcase NewNet solutions at your location for briefings and events, internal staff training, testing with other products, proof of concept and more.

The Role of NewNet Partners

NewNet partners play a critical role in the customer relationship and take on the following responsibilities:

- Lead the sales cycle and the customer relationship
- Take ownership of NewNet system
- Set end-user pricing, provide quotes, and sell products and/or services directly to the customer
- Maintain a NewNet price list

Program Benefits

NewNet sets the stage for success with training, sales and marketing tools, superior service and support, and incentives to promote success. The NewNet Authorized Partner designation lets customers know you've invested in technical and business competencies to help meet their evolving needs.

Sales support and teaming

NewNet's evolution to a best-of-breed partner management model means the company views and treats NewNet partners as a true extension of its sales, support, and services teams. This message can be found from the CEO to our support teams: our partners are our priority. NewNet's account managers focus on supporting the company's channel partners' sales efforts vs. competing with them. NewNet's compensation models, together with a Code of Business Conduct and enforced Rules of Engagement, are critical to successful teaming and building trust between NewNet and NewNet partners.

The relationship between NewNet and its partners is vital to mutual success and at the field level, requires open communication regarding potential and existing customers. NewNet's sales management model, complete with a corresponding best practices compensation model, paves the way for true cooperative selling. When you notify NewNet of opportunities you've identified, you will lead the sales effort and if necessary, you can leverage the NewNet sales, technical, and support teams, as needed. NewNet is there to support your efforts to bring deals to closure.

Inside sales support

NewNet also offers regionally focused inside business development managers to assist partners with selling, and day-to-day process assistance. NewNet's suite of local sales support, regional support, partner management, and inside sales teams provides a strong network of support to all NewNet partners, which is second to none!

Business Development Manager

Each NewNet VAR partner is assigned a primary NewNet contact that fills the role of Business Development Manager (BDM). These channel managers are teamed with NewNet channel systems engineers and are dedicated to your success. The NewNet BDM regularly works with your executive team and is responsible for:

- Business planning, forecasting, and marketing planning
- Coordinating partner training activities, translating product features into customer value propositions, and ensuring appropriate certifications are achieved
- Participating in seminars, executive briefings, etc., as requested
- Serving as the liaison to other NewNet resources to support NewNet
- Partner activities
- Effectively train NewNet partners on the use and technical superiority of
- NewNet products
- Providing knowledge about competitive offerings

Sales Teams

The NewNet BDM has many sales-associated resources at their disposal to help you in your sales cycles. If necessary, these resources can include account executives, systems engineers (who provides pre- and post-sales support), and professional services associates, who generally handle installation and on-site field support. Via the BDM, you may bring in these sales associated resources as needed on individual opportunities. Proactive, consistent joint account planning at the local level determines which opportunities to target, the role each team will play, and the sales strategy to win.

Partner Portal

NewNet's Partner Portal is a Web site portal designed exclusively for NewNet partners enrolled in the NewNet Conexus Partner Program. It is accessed from www.newnet.com/partners and is a secured Web site with requisite security to manage all aspects of your business.

This Web-based resource center provides the information you need to grow your NewNet business, providing tools that will help you move quickly and efficiently through the sales process. NewNet's Conexus Partner Portal provides five main areas:

- Plan & Manage Your Business
- Market & Sell
- Implement & Support
- General Resources
- Feedback & Suggestions

NewNet's commitment is to provide the most useful information NewNet Partners need to generate sales, locate needed information with ease, and keep it up-to-date. Each of the areas are described in detail below.

1. Plan & Manage Your Business: Provides tools and resources to help you develop and grow your business.

- a. NewNet Partner Program Guide
- b. Register and Update Partner Information
- c. Register your Leads
- d. Convert Leads to Opportunities
- e. Update Opportunities
- f. Update Contacts
- g. View your Book of Business
- h. Pipeline/Forecast Report

2. Market & Sell: Provides personalized and customized content and communications relevant to partners to help you build sales around NewNet's products.

- a. Sales tools including:
 - Sales Presentation: Value Proposition
 - Sales Presentation: Differentiators
 - Sales Presentation: Competition
 - Pricing Spreadsheet
 - RFP Boilerplate
 - Logo Usage Guidelines
 - Speaker/Tradeshaw/Event Support Request
- b. Marketing tools including:
 - Data Sheets
 - Solution Guides

3. Implement & Support: Offers the tools and services needed to deliver and support NewNet's products.

- a. Link to Customer Console
- b. Access Knowledge Center
- c. Link to Online Training Portal (for both technical & sales training)
- d. Link to Netsuit.com
- e. Implementation & Installation Documents
 - Implementation Methodology
 - Migration Guide for NewNet
 - Hardware & Software Requirements
 - Installation Guide for NewNet
 - Migration Guide for NewNet

4. General Resources: Provides additional resources to assist you in connecting with and strengthening your customer relationships.

- a. Partner Newsletter Archives
- b. NewNet Press Releases
- c. NewNet Events

5. Feedback & Suggestions:

Netsuite.com

NewNet provides its partners access to a customized version of netsuite.com, exclusively for your business. This Web-based resource center provides the information you need to manage your NewNet business.

Netsuite.com allows you to:

- Securely register deals; quickly request marketing funds, and directly access relevant information pertaining to your prospects and clients
- Mitigate channel conflict by offering qualified leads, verified deal registrations, opportunity collaboration, and defined territories or accounts
- Build your business and increase your bottom line with collaborative planning tools
- Obtain the right sales and marketing information at the most relevant time
- Increase dialogue among various partners via a community forum



Program Requirements

To participate in the program, several base requirements must be met. As partners move up through program levels, corresponding benefits and requirements increase.

The initial phase includes filling out the partner application and submitting along with appropriate attachment. The NewNet management team will review applications and notify you of acceptance into the program.

NewNet Partner Agreement

A fully executed agreement is required to join the NewNet Partner Program. Once completed and approved, you will receive access to NewNet's Partner Portal (Partner site) for the resources needed to begin. Your NewNet BDM is your main contact as you plan the on-boarding and development activities that your sales, technical, and operations teams need to gain a solid foundation with NewNet.

Sales and Technical Staffing

NewNet partners are required to have minimum levels of staff to support the partnership. Staffing requirements for sales professionals and technical sales engineers are determined by your program level.

Training and Certification

Sales and technical staff at each major selling location are required to complete training, beginning with on-boarding to review product and process fundamentals, and continuing throughout the partnership. Depending upon your program level, some number of your technical staff must complete NewNet certification training, which focuses on configuring and maintaining NewNet solutions.

Relationship Contacts

Through the application process, NewNet partners are required to provide NewNet with a relationship management contact responsible for the day-to-day activities with NewNet. At least one contact is required.

Annual Business Plan

All NewNet partners are required to develop an annual business plan together with the assistance of a NewNet BDM. Business plans focus on establishing annual and quarterly goals and identifying revenue and growth attainments, resource requirements, marketing plans, and the corresponding investments to be made. NewNet BDMs will coordinate with you to develop a plan, monitor progress to identify gaps and make course corrections if necessary.

	Authorized Partner	Select Partner	Premier Partner	Elite Partner
Trained Engineers	*1	*1	1	2
Trained SE's	1	1	2	2
Trained Sales	1	1	2	3
Engineer training seats at N/C (SE's included)	1	1	3	4
Sales Volume	\$250K	\$500K	\$1MM	\$2MM

**May opt to resell NN professional services by agreement rather than have onstaff trained engineer*

About NewNet Communication Technologies, LLC

Headquartered in Arlington Heights, IL, NewNet is a recognized leader in mobility technologies with a primary focus in messaging, signaling, wireless broadband, consumer internet, multimedia content delivery, mobile advertising, real-time rating and charging, Interactive Voice Response (IVR), and secure transaction processing. NewNet Communication Technologies is a part of the Skyview Capital LLC, portfolio of companies. Skyview Capital, LLC, is a private investment firm that specializes in the acquisition and management of companies across multiple sectors of technology, telecommunications, services, and niche manufacturing. For further information, please visit www.newnet.com

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NewNet Communication
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