



Earn more **Money** from your **Existing** **Customers** **Primus** makes it **Easy!**

PRIMUS VoIP Opportunity

Whether you're a VAR, dealer or independent agent, the Primus VoIP partner program was designed to enable partners to take advantage of the explosive growth for VoIP products and services designed uniquely for SMB clients. Broaden your customer relationships without losing focus on what you know and do best with solutions sold in turn-key packages that are easy to understand and sell. Primus provides the right mix of tools, resources and professional IP services to extend your sales reach and create new revenue generating opportunities from not only new but existing customers as well.

Primus makes it easy for you to succeed

Primus takes the pain, cost and stress out of offering business-grade VoIP by simplifying the entire sales process. As a Primus partner, there's no need to hire expensive engineers or build our your own network operations center - all of the heavy lifting, from the initial proposal and implementation to billing and customer support, is handled by Primus. You help your clients dramatically reduce their telecommunications cost and you receive a residual income you can count on every month.

- Services designed specifically for SMB customers
- Receive the dedicated support resources and tools to attract and retain profitable clients

- Generate new residual revenue streams without adding overhead resources or costs
- Commission accelerators for revenue growth
- Security of a global billion dollar company

Unsurpassed Support and Resources

Through personalized Partner support and our web portal, PrimusLink, we provide you the necessary resources to succeed.

- Dedicated sales and engineering support
- Automated Order Tracking to quickly view order status
- Commissions, Sales Reports and Customer Invoices for research online
- Collateral, Product Information, Pricing and Order Forms all available online
- Promotions, Pricing Updates and Contact Information at your fingertips

Primus Telecommunications, Inc.

Founded in 1994 and based in McLean, VA, Primus Telecommunications Inc. serves enterprise, residential, data, ISP and telecommunication carrier customers in North America, Europe and Asia-Pacific. With over \$1.2 billion in annualized revenues, Primus offers an integrated portfolio of telecommunications services to more than 3.5 million customers worldwide and was named a winner in the first-ever American Business Awards in May 2003.

And Primus is an industry leader in VoIP, the future of telephony, carrying over 6% of global VoIP minutes, over 1 billion minutes, and operates over 450 VoIP POPs in more than 125 countries.

To Learn More, Call **877-EVOIP01 (877-386-4701)** or
Visit us on the Web: www.primustel.com



Choose the Partner Program the Fits your Business Model

Features	Referral Partner	Reseller Partner	Integration Partner
Authorization	None	All products	All products
Partner Service/Support Commitments	N/A	N/A	- System selection and design - Implementation services - Site & provisioning surveys - Level 1 Technical support - Customer contract initiation
Monthly Revenue Commitment	None	\$5,000 (within 6 months)	\$5,000 (within 6 months)
Certifications required	None	None	Cisco, HP, Juniper, etc.
Training	N/A	- Product packages & details - Value Propositions - Pricing - Available resources - Forms and procedures	Same as Reseller Partner, Including: - Product installation configuration
Technical and Sales/Marketing Support	N/A	- Electronic collaterals - Branded PPT presentations - Dedicated Channel Manager & SE - MDF Dollars for promotions - PrimusLink partner portal - Aggressive PR campaign	- Priority technical support - Electronic collaterals - Branded PPT presentations - Dedicated Channel Manager & SE - MDF Dollars for promotions - PrimusLink partner portal - Aggressive PR campaign

Referral Partner

- *Ideal for independent agents or consultants with a base of SMB customers. As a trusted business advisor, you direct your customer to us then we deliver reliable and affordable value-added solutions that boost their productivity and dramatically reduce cost.*

Reseller Partner

- *Ideal for telecom or data resellers, VAR's and dealers. Partners own and manage the sales process while leveraging Primus' delivery and support network. Primus Reseller Partners make the sale, initiate the customer contract, and Primus does the rest.*

Integration Partner

- *Ideal for Cisco, HP, Juniper or other network certified companies with proven experience in installation and support of IP telephony and/or data services equipment. This program combines the flexibility of a Reseller relationship with additional income opportunities from customer support, professional service fees, and equipment sales.*

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