Callture:

Enabling Value-added Resellers for Success

Generate new revenue streams with solutions that
are easy to sell and a partner that is even easier to work with

BUILD INNOVATIVE solutions, for your customers on our fully customizable, future-ready, integrated platform
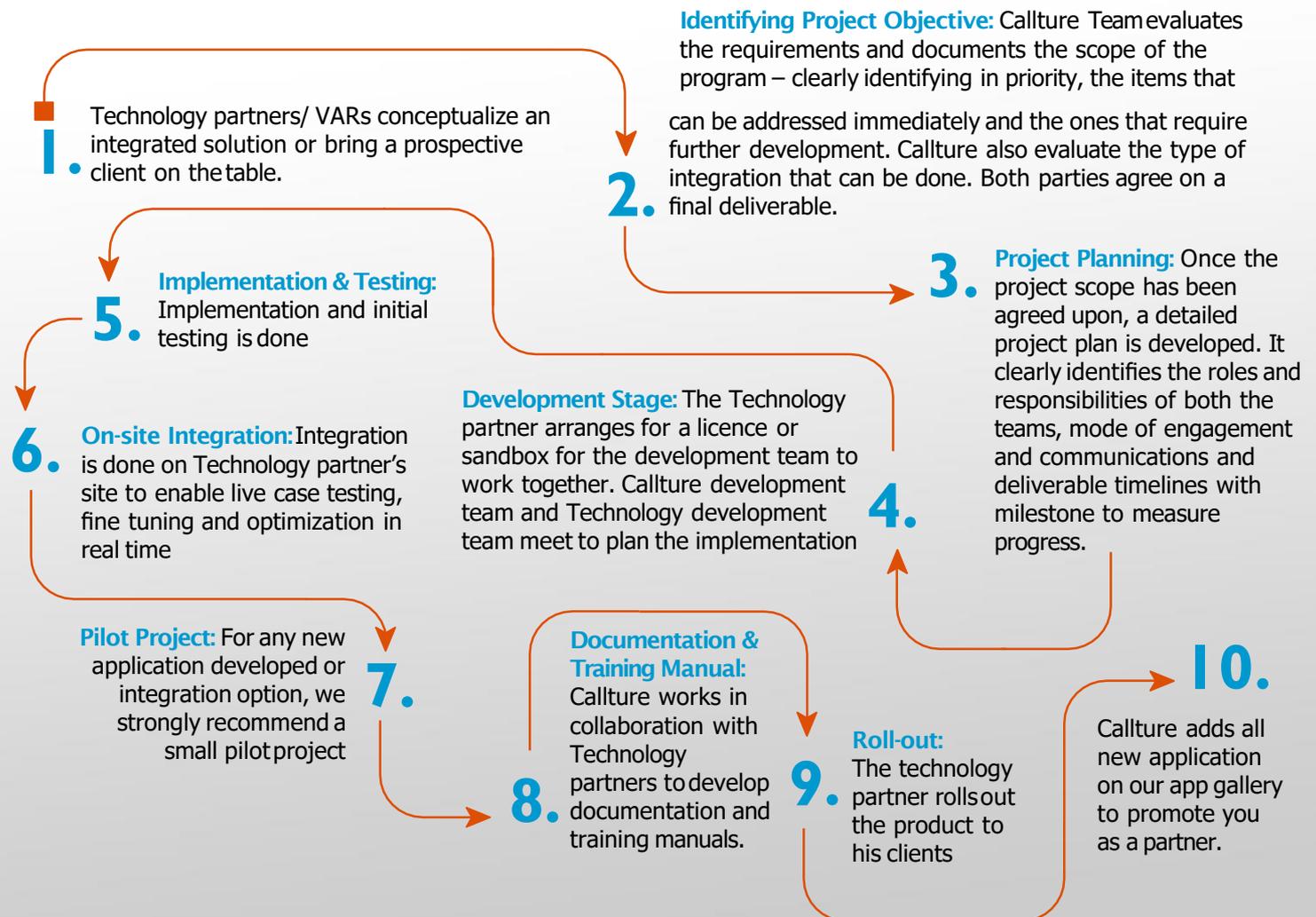
Program Overview
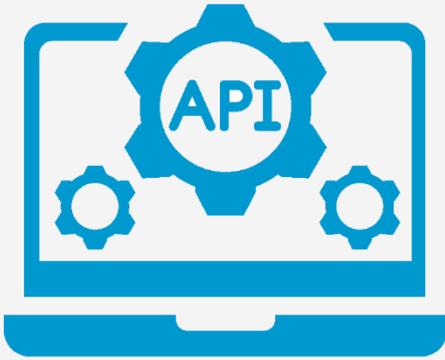
TECHNOLOGY PARTNER PROGRAM

Best suited for partners that deliver turn-key, value-added solution for specific industry or business requirements.

Deliver innovation to your end-users with customized solutions developed fully on Callture's flexible, future-ready, integrated platform.

How does it work: Step-by-step process

1. Technology partners/ VARs conceptualize an integrated solution or bring a prospective client on the table.

2. **Identifying Project Objective:** Callture Team evaluates the requirements and documents the scope of the program – clearly identifying in priority, the items that can be addressed immediately and the ones that require further development. Callture also evaluate the type of integration that can be done. Both parties agree on a final deliverable.

3. **Project Planning:** Once the project scope has been agreed upon, a detailed project plan is developed. It clearly identifies the roles and responsibilities of both the teams, mode of engagement and communications and deliverable timelines with milestone to measure progress.

4. **Development Stage:** The Technology partner arranges for a licence or sandbox for the development team to work together. Callture development team and Technology development team meet to plan the implementation

5. **Implementation & Testing:** Implementation and initial testing is done

6. **On-site Integration:** Integration is done on Technology partner's site to enable live case testing, fine tuning and optimization in real time

7. **Pilot Project:** For any new application developed or integration option, we strongly recommend a small pilot project

8. **Documentation & Training Manual:** Callture works in collaboration with Technology partners to develop documentation and training manuals.

9. **Roll-out:** The technology partner rolls out the product to his clients

10. Callture adds all new application on our app gallery to promote you as a partner.

⊕ Callture.com ☏ 1-800-520-4903 ✉ sales@callture.com

TRUSTED NAME, CUSTOMIZABLE PLATFORM

At Callture, we understand that as Value-added Resellers you must constantly integrate with third-party IT software and hardware to be able to offer innovative turnkey solutions to your customers.

As constant innovation is critical to your success, we offer you a fully customizable platform backed by a strong support team. You can now develop and sell innovative solutions to your customers or simply enhance their existing back-end application by easily integrating it with Callture's hosted VoIP platform.

Trusted by 100,000+ users, our robust, innovative platform provides strong SLA – with ~99.999% uptime so that you can focus on what you do best without having to worry about maintenance cycles or service downtime.

EASY TO ENGAGE, SIMPLE TO DEPLOY

With our highly adaptable platform you can bring your innovative ideas to life.

We make it simple for you to do business with us. Our fully open API architecture and wide suite of development tools gives you the control you need to visualize, build, test and deploy customized business solutions in few simple steps. With access to every aspect of the service from switching, admin portal and billing through easy to use API you can drive demand, scout prospective clients and grow your revenue.

Our platform is not only easy to engage but simple to deploy as well. Our platform has been completely developed in-house without any third-party software. Our team of experts is available to collaborate with you to develop additional functionalities and capabilities to ensure successful completion of your end-user projects. From switching, web, database, network to development tools and support we provide you with the whole kit you need to succeed.

ENABLING PARTNERS FOR SUCCESS

Callture is a collaborative partner that will work with you every step of the way, enabling you if and where you need it.

We understand how important it is for you to manage your face-time and visibility with your end customers. We work in the backend providing you with the subject-matter expertise you need to deliver an integrated solution quickly and efficiently.

As your partner in success we provide you with dedicated channel partner teams that provides you with end-to-end support. Whether you want to help in finding prospective leads, marketing development, sales or customer service support, we can do it all.

And with 100% of our sales coming through channel partners we do not compete with our partners.

Benefit of Callture's Technology Partner Program

★ **Highest commission in the Industry**

★ **Hassle-free deployment & installation**

★ **No development fee or charges**

★ **Reliable service with ~zero maintenance**

★ **Dedicated support team providing end-to end support from lead -gen to installation & beyond**

★ **No minimum commitment or upfront investment required**

DRIVE NEW CUSTOMER GROWTH WITH SEAMLESS INTEGRATIONS

✓ **Connect front-line sale & customer service software to back-end CRM so that the front-line staff can access customer data in real time when responding to an incoming call for better customer service**

✓ **Automate lead-assignment that initiates a call and/or text to sales when a lead is generated in CRM through online forms, for faster response time**

✓ **Automate account update in CRM with information such as inbound and outbound customer call details (date, time and duration etc.), call recording, voicemail, faxes etc. so the sales person has a consolidated view of all the information and can serve them better by maintaining conversation continuity**

✓ **Enable click-to-call on the website to automatically connect customers to a live agent directly from the web-page for reduced abandoned cart rate**

About Callture:

Callture is a leading Hosted VoIP Service Provider in Canada delivering value-added voice service to businesses.

Our business services include our proprietary cloud-based business phone service with its business-class features. Other business services include Enhanced Toll-free Service, Fax, SMS and Video Conferencing. All Callture services include a user-friendly online portal with automated order processing.

Since our launch in 1997, we have valued our partners and have been committed since to help them grow. Our industry-leading, constantly evolving technology, holistic cloud-based hosted VoIP solution and unparalleled end-to-end support are just of the things that provide our partners a competitive edge.

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