



CHANNEL PARTNER PROGRAM

Brightmetrics is the ONLY ShoreTel add-on developed with the ShoreTel partner community in mind

Own the ShoreTel Sale with Brightmetrics

Are you interested in increasing your ShoreTel sales? We understand the challenges of growing your ShoreTel practice because the founders of Brightmetrics ran a successful ShoreTel reseller for more than 10 years. We've taken everything we learned about selling ShoreTel, included things we wished we had at the time, and created the leading analytics platform for the ShoreTel system AND a centralized information portal that consolidates your ShoreTel customer information in one place. Save sales time, save engineering time and impress your customers by having the information you need at your fingertips.

Here are 3 Ways Brightmetrics Helps You Own the ShoreTel Sale:

Differentiate Yourself in the Sale

How do you differentiate your ShoreTel offering? By getting in early in the sale. Introducing the topic of business analytics is an immediate way of differentiating yourself in the sale and offering immediate value. With Brightmetrics, you'll be offering your customers industry-leading analytics for the ShoreTel system. From one location you can obtain all the information that you need about all of your customers' ShoreTel systems. In addition, you can have beautifully formatted, co-branded business review reports that your sales team can use to engage with your customers at a more strategic level.

Increase Recurring Revenue Opportunities

Where can you get a recurring revenue stream with little sales cost? Brightmetrics' ShoreTel Reporting & Data Analytics Services is one of the easiest add-on sales to any ShoreTel system. And we make it even easier by offering all the support you could want. We provide marketing materials, customer demos, training, webinars or any other level of support you need. You're the hero--you get the benefit, we do the work.

Offer your Customers a Completely New Path to ROI

With Brightmetrics you can show your customers and prospects more than beautiful phones and a simple management interface. The insights available through Brightmetrics can be instrumental in getting more value from a system in which they've already invested or are considering. Brightmetrics makes data that can show everything from customer satisfaction to employee productivity. Offering them a service this important, that no one else is talking about, will lead directly to more sales.

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Brightmetrics' Partner Program is a unique way to build your business. Offering Brightmetrics is not merely a way for you to gain additional revenue, use Brightmetrics to:

- Differentiate yourself early in the sale
- Close more new ShoreTel business
- Engage with your customers in a way that has simply not been possible before
- Reduce the cost to support your existing ShoreTel base

Contact us today to start using Brightmetrics to own the ShoreTel Sale

Here are 2 ways to Use Brightmetrics to Own the Sale

Brightmetrics' Reseller Program offers an easy way to offer Brightmetrics to your customers with no commitment. You will get a discount off of the standard-tiered retail price based on the number of customers that you sign up for the Brightmetrics service. This level is great for the small ShoreTel reseller that has an occasional need to offer an essential reporting and data analytics package for their customers' ShoreTel systems.

Brightmetrics' Partner Program offers you a way to build your brand while offering your customers a completely unique and powerful analytics platform for their ShoreTel system. The Partner Program not only co-brands the service with you, but offers powerful back-end tools that dramatically reduce your ShoreTel service times as well as offering your sales people a new way to strategically engage with your customer base. Partner Program licenses start as low as 15 customers.

Email us at info@brightmetrics.com today for more information about our Partner Program.

Product Features	Reseller Level	Silver Partner Level	Gold Partner Level	Platinum Partner Level
Add recurring revenue by offering Brightmetrics to your customer base	✔ INCLUDED	✔ INCLUDED	✔ INCLUDED	✔ INCLUDED
Co-Branded service		✔ INCLUDED	✔ INCLUDED	✔ INCLUDED
VAR Portal for centralized management	✔ INCLUDED	✔ INCLUDED	✔ INCLUDED	✔ INCLUDED
VAR-Side Branded System Review Reports		✔ INCLUDED	✔ INCLUDED	✔ INCLUDED
Call Flow Reporting		✔ INCLUDED	✔ INCLUDED	✔ INCLUDED
Co-Branded PDF Brochure		✔ INCLUDED	✔ INCLUDED	✔ INCLUDED
Allow creation of a custom Brightmetrics login page for your customers on your site			✔ INCLUDED	✔ INCLUDED
Dedicated, branded, regularly scheduled training sessions for your customers			✔ INCLUDED	✔ INCLUDED
Offer Brightmetrics to all your customers with under 50 extensions at no cost to you			✔ INCLUDED	
Offer Brightmetrics to all of your customers with under 75 extensions at no cost to you				✔ INCLUDED
3% MDF funds			✔ INCLUDED	✔ INCLUDED
Brightmetrics will create your custom login page to be hosted on your site (or a site of your choosing)				✔ INCLUDED



Start benefitting from the Brightmetrics business intelligence today, check out our **free 21-day trial** to discover what your ShoreTel data is telling you!

Visit: www.brightmetrics.com | Call: +1 707 238 4455 | Email: info@brightmetrics.com