

DIGIUM® TECHNOLOGY PARTNERSHIP PROGRAM SUMMARY

Asterisk® has created a revolution in the Telephony world by enabling cost-effective, standards-based open-source solutions. Digium®, as the sponsor of Asterisk, creator of Asterisk Business Edition™, and vendor of Asterisk Appliances and Digium interface cards, has proven that a large market exists for products and services supporting Asterisk. An estimated one million Asterisk installations, with thousands of new downloads per day, demonstrate that Asterisk deployments are extensive and growing – and with them, opportunities for companies that create products and services that complement Asterisk.

To provide a complete Asterisk solution, Digium realizes that system integrators often need a variety of third-party components not offered by Digium, such as:

- VoIP Endpoints
- Network Infrastructure
- Application Software
- Telephony Services

The Digium|Asterisk Technology Partner Program is a joint marketing program that allows companies with products and services complementary to Asterisk to market to the large audience of resellers, VARs, and IT departments creating Asterisk-based solutions. This partnership benefits the partner/vendor, the systems integrator, and most of all, the end customer, by providing a complete and competitive open-source telephony solution.

Marketing and Sales Opportunities

Digium has several dozen Authorized Distributors, hundreds of Authorized Resellers, and even more unaffiliated resellers and VARs. The Asterisk Community consists of hundreds of Asterisk developers and thousands of users of Asterisk on forums and mailing lists. The Digium website boasts tens of thousands of unique visitors per month, many of whom are highly qualified potential customers of telephony products and services. A primary goal of the Digium|Asterisk Partners Program is to provide our qualified partners with visibility and joint marketing to these channels.

Ensured Interoperability through Certification

Digium also offers certification of selected partner products to ensure their interoperability with Asterisk Business Edition™ as well as Digium's other products. Once testing is completed, the certified products are granted the Digium|Asterisk Certification logo. Customers recognize that this logo provides an assurance of quality and interoperability of the products with Asterisk Business Edition.

Types of Partnerships

Digium offers several types of technology partnerships, depending upon the product or service offered by the partner company and their business relationship with Digium.

Interoperability Partners

Interoperability Partners manufacture standalone products that interface with Asterisk through standards-based interfaces (e.g. SIP). Examples of such products include VoIP phones, media gateways, and analog telephone adapters. As an integral part of the Interoperability partner program, Digium and the partner company work to test the interoperability of the candidate partner products with Asterisk Business Edition and other relevant Digium products, resulting in Certification for qualified products.

Software Partners

Software Partners have software products or services that interface with standard (unmodified) Asterisk and Asterisk Business Edition using pre-defined software interfaces, such as the Asterisk Manager Interface (AMI), Asterisk Gateway Interface (AGI), Asterisk file system, or Asterisk resource modules. Examples of software partner products include speech recognition, text-to-speech, billing software, specialized IVR software, and auto-dialers. These products may be optionally certified by Digium.

Solutions Partners

Solutions Partners offer a "whole product" which incorporates Asterisk (including modified versions) as an integral part of the product. These offerings may be targeted at specific vertical industries, niche markets, or special applications. For companies whose business model and products employ Digium's products, a Solutions partnership offers significant marketing benefits. Since Solutions partners sell or recommend Digium products, Solutions partners may also be Digium authorized resellers.

Training Provider Partners

Training Provider Partners offer classes and related training services for Asterisk. The class content and materials are created or approved by Digium. Classes offered include the Asterisk Bootcamp, as well as advanced, customized, and localized training. Courses are offered by Training Partners around the world in 5 languages. Training Providers maintain Digium's high standards of technical ability and training competence.

Service Provider Partners

Service providers typically market telephony services for use with Asterisk, such as SIP trunking, IAX™ trunking, PSTN, or other telephony services. Service providers may either be self-certified by filling out surveys and completing testing with Asterisk Business Edition, or may optionally be certified by Digium. *Note: At this time, for technical reasons, additional Service Provider partners are not being considered.*

Partner Program Benefits

The following is a summary of the benefits offered to standard Digium|Asterisk Technology Partners*.

- A listing in the “Digium|Asterisk Marketplace” and Partner section of Digium website, including a logo and up to 450 characters of description of the company and its products. Listings are sorted by partner level, then date of initial partnership. All Partner company listings are displayed before Marketplace listings.
- Use of the appropriate Digium|Asterisk partner Logo and the words “Digium | Asterisk Partner” on Partner’s website and marketing literature
- Listing on Digium’s internal web portal for Digium’s Distributors and Authorized Resellers for a one-page collateral brochure on Partner Products
- A copy of Asterisk Business Edition at no cost for testing/evaluation purposes
- A 50% discount from standard list price on a limited number of standard Digium hardware cards and Appliances for testing and evaluation purposes
- A joint press release with Partner announcing partnership, renewal, or Partner Product Certification
- Distribution of information on Partner Products to Digium’s internal Account Managers and Field Sales personnel
- Explicit permission for use of Digium trademark words such as Asterisk in online advertising campaigns such as Google® AdWords.

The following additional benefits apply for Certified Partner Products:

- If partner products are Certified by Digium, Partner may use the “Digium|Asterisk Certified” logo on product marketing literature, collateral, and packaging for Partner Products that are currently Certified
- Listing on the Digium website of the Certification Test Report and Application Notes provided by Partner
- First-tier tech support for Digium customers who are using Certified Partner Products

Premier Level Partners

Additional benefits apply for Premier-level partners. Detailed information on Premier Level partner benefits are available to pre-qualified companies upon request.

** This information is provided for reference only and is subject to change without notice. All benefits may not apply to all types of partners. For a definitive list of benefits, the terms and conditions, and other requirements of the Program, refer to the applicable Digium Partner Agreement.*

Partner Program Eligibility

Digium is seeking Partner companies that have products complementary to Asterisk and business models complementary to Digium's customer base. Typically, Digium partners with companies that meet the following criteria:

- Company must have a branded product or service that is interoperable with, uses, or interfaces with Asterisk, Asterisk Business Edition, or other Digium products;
- Company must have been in business for at least 2 years offering applicable products or services (5 years for Premier-level partners)
- The Asterisk-related product/service offered by the company must have achieved some level of market recognition, and needs to have been generally available on the market for at least 3 months (12 months for Premier-level partners), and have at least 2 reference customers available
- Company should generate at least US \$1 million per year in revenue (\$5 million per year for Premier-level partners)
- Company should have at least 10 full-time employees, and must have at least one full-time dedicated support person, and one dedicated sales person for the product(s) in question
- Company should support and have active customers within a large geographical base (e.g. US/Canda, Europe, Asia/Pacific, or Worldwide).

Companies that are typically not eligible as Partners include start-ups, direct competitors of Digium, authorized Digium Distributors, companies with poor financials or with a history of substandard business practices. Companies whose main business is providing general-purpose consulting or custom development services are not eligible for the Program at this time.

Due to technical reasons, Digium is not signing up additional Service Provider partners (including VoIP, SIP trunking, or Telephony Service Providers) at this time. We hope to resume the program for Service Providers in Q3 2008.

Digium reserves the right to solely determine the eligibility, program type, level, and associated fees for applicant companies.

What if my company doesn't meet these requirements?

Digium offers a program called the Digium|Asterisk Marketplace with broad eligibility criteria that most companies would meet. For a relatively small fee, your company can obtain some of the benefits of a partner – such as a listing on the Digium partner Marketplace, use of a specified Marketplace logo, and explicit rights to use Digium trademarked words in online advertising (such as Google® Word Ads). You can sign up and pay online and have your listing on the Digium Marketplace website typically within two business days.

Partner Program and Certification Fees

The typical program fees for the Digium|Asterisk Partner Program are \$3450 per year for standard-level partners. Certification fees, which are required for Interoperability partners and optional for Software Partners, range from \$2500-\$5000 for one product/product line, depending upon the product type and complexity. Additional certification fees of \$500-\$1000 apply to certify additional products within the same product family.

Solutions partners (who use Asterisk as part of their product) must also meet requirements of selling a minimum amount of Digium products or services. For standard Solutions partners, the requirement is sales of \$5,000 per quarter of Digium products (including boards, software, licenses, and services; calculated based on MSRP).

Additional fees or alternative business arrangements may be applicable for certain types of partners, depending on the products, markets served, and business model. Higher fees apply for higher partner levels (such as Premier Partners).

For a definitive assessment of the fees that apply for your company, please fill out a Partnership Application at www.digium.com (look under "Asterisk Ecosystem"), or e-mail: partners@digium.com

Marketplace Fees

The fees for a listing on the Digium|Asterisk Marketplace start at \$395 per quarter or \$795 per year for a standard listing. A premium listing, which provides a larger listing, a more detailed product description, and priority (above all standard listings), is \$595 per quarter or \$1195 per year.

For more information on the Digium|Asterisk Marketplace, please visit us online at: www.digium.com/marketplace.