



At Digium®, we're changing the way businesses communicate.

Partnering for success.

As a Digium Authorized Channel Partner, you can sell the full line of Digium's award-winning Switchvox® Unified Communications systems, as well as a host of Asterisk® software, hardware and third-party components designed to build custom communications solutions.

Whether you're selling our award-winning Switchvox system or a complete solution built on Asterisk, the world's most popular open source communications engine, Digium has field-proven solutions that meet the needs of the growing SMB market.

"I like selling Switchvox because I can easily show most companies how Switchvox can be a huge value-add to their environment. I also like seeing my clients' expressions after they find out about the cool features that they now have."

Infradapt

“Our customers truly appreciate the simplified licensing with Switchvox. With one subscription, every user has access to all the features. Need ACD — done. Need call recording — done. Need iPhone® integration — done.”

KME Systems, Inc.

Take advantage of a growing market for UC

“A recent study conducted by In-Stat and Wainhouse Research¹, concluded that the market for Unified Communications products is forecasted to be \$24.6 billion USD by 2012 with a compound annual growth rate of 7.2% over the period. Additionally worldwide UC services expenditures will exceed \$24.1 billion USD by 2012.”



Who is Digium?

Digium® is shaking up the world of proprietary telecom with Switchvox®, our award-winning phone systems and Asterisk®, the world's most successful open source communications project. Asterisk has created a revolution in the communications world by enabling cost-effective, standards-based, open source solutions. 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.

Built on this successful platform, Switchvox is an award-winning solution that offers SMBs a whole new way to communicate — and a winning business proposition for our partners who service these customers.

Partnering for success

Join the award-winning program that consistently provides you with the greatest opportunity for success.

Whether you're selling our award-winning Switchvox system or a complete solution

built on Asterisk, the world's most popular open source communications engine, Digium has field-proven solutions that meet the needs of the growing SMB market.

www.digium.com/ucpartner



Digium Channel Partner Programs — Designed to Grow Your Business Profitably

Digium offers a tiered program for **Channel Partners** who sell both custom communications Asterisk solutions as well as Switchvox SMB Unified Communication systems. At Digium, we recognize that our channel partners are the key to our success. No matter how great a tool or technology is, our customers benefit when they have support from trusted advisors, from implementation to expert training.

Choose the level that works for you — we'll grow with your business.

Select Channel Partners represent the top tier of the Digium's Channel Partner Program. They must meet a series of stringent criteria and have a proven track record of providing outstanding customer service. They also offer a consistently high level of technical expertise and deep knowledge of their industries. If this sounds interesting to you, then talk with us about becoming a Digium Channel Partner. You could be selling one of today's most popular technologies and benefitting from additional discounts, leads, training, MDF, and sales resources, all designed to help us grow our businesses together.

Registered Channel Partners have access to a similar set of entitlements as our Select Channel Partners, but are required to make a smaller revenue commitment. They benefit from access to the full set of Digium solutions, guided discounts on all Digium products, access to channel managers, and training. This level is a great fit for companies who have a track record of success in selling communications solutions and want to ramp-up their sales with Digium. It's also an attractive level for partners focused primarily on open source Asterisk solutions who may generate revenue on Digium products and support subscriptions.

Affiliate Channel Partners participate in our entry-level program with an opportunity to begin selling Digium solutions without making an annual revenue commitment. This level is a great place to get started, with access to Digium's full product portfolio and training.

Capitalize on a growing VoIP phone system market with Switchvox and Asterisk.

Digium is the key to drive additional revenue streams for your business.

Use Digium to attach profitable revenue sources to every sale!

Select Channel Partner

- Top tier of Digium's Channel Partner program
- \$75,000 annual revenue commitment
- Greatest rewards and benefits
- Access to marketing, sales and training

Registered Channel Partner

- Mid-tier of Digium's Channel Partner program
- \$25,000 annual revenue commitment
- Access to marketing, sales and training

Affiliate Channel Partner

- Entry level of Digium's Channel Partner program
- No annual revenue commitment
- Access to marketing, sales and training

The Certification Advantage:

- Gain the knowledge to design, implement and support communications solutions based on Switchvox or Asterisk
- Confidently recommend a solution that you know and trust
- Ensure customer confidence by being a valued Digium-Certified Reseller
- Efficiently and cost-effectively train your sales and technical staff on Digium solutions
- Asterisk Integration partners receive visibility from thousands of potential buyers on AsteriskExchange, Digium's Asterisk marketplace.



Partner Certifications — Providing you a competitive edge

Digium is committed to enabling your success and providing you a competitive edge as a valued partner.

Digium offers the Digium Channel Certification Program to provide you the product training to be successful. To participate at the Registered or Select partner levels, your company must be certified in at least one Digium solution specialty: Asterisk or Switchvox.

Switchvox Certification Specialty

This provides Digium partners with the knowledge to design, implement and support telephony solutions based on Switchvox, Digium's award-winning Unified Communications solutions. Channel partners who certify under this specialty will receive recognition as a Certified Switchvox Partner. Organizations who wish to be recognized as Certified Switchvox Partners must execute a Digium Registered or Select Channel Partner agreement and certify two individuals in their organization as Certified Switchvox Sales Professionals, and one individual in their organization as a Certified Switchvox Sales Engineer.



Requirements for Asterisk Specialization

Organizations who wish to be recognized as Certified Asterisk Integration Partners must execute a Digium Registered or Select Channel Partner Agreement and certify one individual in their organization as a Digium Certified Asterisk Administrator (dCAA).

The dCAA must take the online Digium Product Training curriculum and achieve an 85% passing grade on the associated online test.

Individuals may bypass coursework and proceed directly to the test phase if they already have prerequisite knowledge. There is no charge for this curriculum or test. Individuals must also take the online Asterisk Essentials curriculum. Individuals may bypass coursework and proceed directly to the dCAA exam if they already have prerequisite knowledge. The expense to access this coursework is 100% reimbursable by Digium, once the Digium partner requirements have been met. For the purposes of Asterisk Specialization, Digium Certified Asterisk Professional (dCAP) credentials can be substituted for the dCAA credentials.



Requirements at a glance

Asterisk Specialization Requirements

- 90 days to complete certification process
- Completion of the Digium Product Training course
- Certification renewal every 2 years
- Submission of two customer references
- Successful completion of Asterisk Integrator curriculum: dCAA and Digium Product Training

Switchvox Specialization Requirements

- 90 days to complete certification process
- Update certification within 30 days of a new Switchvox firmware release
- Certification renewal every 2 years
- Submission of two customer references
- Two dCSP-certified employees and one dCSE-certified employee

Program Benefits

Support

- Access to Digium Channel Managers
- Discount Demo Program
- Access to Pre- and Post-sales Support
- Sales Collateral
- Access to Partner Portal
- Marketing Resources
- MarketSource content syndication
- Web-based Training
- Discounts on Classroom Training
- Quote and Configuration Tool

Access To Digium Solutions

- Switchvox Unified Communications solutions
- Digium Telephony Interface Cards

Growth And Profitability

- Access to Digium Sales Leads
- Special Pricing
- Deal Registration
- Guided Discount Pricing
- Product Promotions
- Proposal-based Marketing Development Funds

Communications

- Advance Product Information
- Welcome Kit
- Partner Council Candidate
- Ongoing Communications and Digium Newsletter
- Regional Seminars
- Access to Partner Forum
- Support Renewal Notification

Program Requirements

	Affiliate	Registered	Select	Service Provider
Minimum Annual Revenue Commitment (MSRP)	\$0	\$25K	\$75K	\$75K
Partner application profile	●	●	●	●
Partner agreement	●	●	●	●
Sales certification		●	●	●
Technical certification		●	●	●
Required demo equipment purchase		●	●	●

Program Benefits

Digium MarketSource content syndication	●	●	●	●
Sales templates/Best practices	●	●	●	●
Free marketing literature	●	●	●	●
Access to Partner Portal	●	●	●	●
Digium logo usage	●	●	●	●
Web-based training	●	●	●	●
Quote and configuration tool	●	●	●	●
Approved to sell Switchvox appliance family	●	●	●	●
Approved to sell Digium telephony interface cards	●	●	●	●
Approved to sell Digium IP Phones	●	●	●	●
Ongoing communications and Digium news	●	●	●	●
Access to Digium Channel managers		●	●	●
Discount demo program		●	●	●
Priority access to pre- and post-sales support		●	●	●
Marketing resources		●	●	●
Deal Registration Program		●	●	●
Discounts on classroom training		●	●	●
Access to Digium sales leads		●	●	●
Special pricing		●	●	●
Product promotions		●	●	●
Advance product information		●	●	●
Access to Partner Forum		●	●	●
Support renewal notification		●	●	●
Proposal-based Marketing Development Funds (MDF)			●	●
Partner Advisory Council candidate			●	●
Product discounts	Good	Better	Best	Best

Apply today at www.digium.com/ucpartner

Join us and change the way the world

More than a phone system— It's a better way to communicate



Switchvox 65

Ideal for offices that don't have a computer rack and need the space-savings of a small platform

Switchvox 305

Ideal for medium-sized businesses with a computer rack or shelf space that want the power of a server-class UC system

Switchvox 355

Ideal for medium to large businesses that want a high-performance, highly redundant, full-featured rackmount UC system

	Switchvox 65	Switchvox 305	Switchvox 355
Switchvox real-time Switchboard web interface included	✓	✓	✓
Users supported	1-30	1-150	1-400
Max. number of concurrent calls	12	45	75
Max. number of concurrent recorded calls	5	10	20
Max. number of concurrent conference users	5	15	30
Softphone compatible	✓	✓	✓

Asterisk Integrator Program

Asterisk is the world's most widely adopted open source communications software, with over one million production deployments worldwide. Digium empowers our global network of Asterisk Integrator Partners to build custom communications solutions by offering a variety of software, hardware and third-party components that leverage the power of Asterisk. The Asterisk Integrator Program is open to solution providers and system builders with a passion for innovative open solutions.

Partnership Opportunity

Asterisk Integration Partners receive significant discounts when purchasing through Digium authorized distributors, access to sales and technical training, co-marketing opportunities and priority technical support. We are actively seeking VARs, consultants, systems integrators and OEMs with expertise in the development of Asterisk-based communication solutions to join our global network.

Digium products for Asterisk solutions

Digium is the leading manufacturer of hardware and add-on software components that extend the power of Asterisk. Our hardware products include phones, interface cards and redundancy appliances, all designed exclusively for use with Asterisk



"Digium is at the forefront of the telephony business — with the strength of the Asterisk-based community and the turnkey Switchvox system, our SMB customers finally have a smarter choice for their IP-PBX system."

The Fulcrum Group

World's first family of IP phones designed for Asterisk and Switchvox



D40

Digium's entry-level phone with 2 line keys. This is Digium's best value phone designed for any employee in the company.



D50

Digium's mid-level phone with 4 line keys and 10 rapid dial/busy lamp field keys for your most important contacts.



D70

Digium's executive-level phone with 6 line keys designed for administrators and executives who need to manage up to 100 contacts.

communicates.

and Asterisk-based solutions. No other manufacturer offers a complete line of products designed to extend the power of Asterisk.

HD IP Phones – Uniquely Designed for Digium Solutions

Digium is the only manufacturer of HD desktop phones built exclusively for use with Asterisk. Featuring effortless deployment, advanced productivity applications and an open API, Digium phones are the perfect counterpart to Asterisk-based phone systems.

Telephony Interface Cards

Digium is the leading maker of telephony interface cards, with over seven million ports in production. Our high-quality analog and digital cards are manufactured and tested at an ISO9001 certified facility in the United States. All cards come with a five-year warranty, our ESP guarantee and support directly from the makers of Asterisk. Optional hardware echo cancellation modules are available for all models.

Voice Compression Cards

Voice compression saves significantly on bandwidth but can tax the host processor of an Asterisk system. Digium's voice compression cards reduce the load by handling encoding/decoding on the card, freeing the host CPU to handle more calls.

Add-On Software

Digium offers a number software products that extend the power of Asterisk. All add-on components are either built by Digium's software engineering team or are offered by industry-leading technology partners.

Developers, Consultants and VARs:
Grow your business with Asterisk, the world's most popular open source communications engine



With Asterisk, you can build small business solutions or complex multi-location enterprise communication systems using standard computer hardware. Grow your business with Digium phones, the world's first phones designed exclusively for Asterisk. Together with Digium's line of PCI and PCI Express interface cards, it is easy and affordable to help your custom-

ers connect and communicate. Provide your customers with a complete Digium solution, including analog, digital and hybrid interface cards, as well as redundancy appliances. These solutions provide end-to-end connectivity so that you can provide your customers with the most value and the highest quality. Start winning more business with Asterisk custom communications solutions.

	D40	D50	D70
HDVoice	✓	✓	✓
Rapid Dial/ Busy Lamp Field Keys		10	10 keys 100 Contacts
LAN Connection	100 Mbps w/ Switch	100 Mbps w/ Switch	1000 Mbps w/ Switch
Main Display	3.5-inch	3.5-inch	4.5-inch
Power over Ethernet (PoE)	✓	✓	✓
Full Duplex Speaker Phone	✓	✓	✓
Advanced Phone Applications	✓	✓	✓



Asterisk – the world’s most popular open source communications engine, growing every day

- Deployed in more than 170 countries
- Annual downloads: 2 million+
- Community members: 80K+
- Code contributors: 800+
- Forum threads: 30K+
- Forum posts: 98K+

Digium Channel Partner Programs — designed to grow your business profitably

In summary, what’s in the program for you?

- Unified Communications that provide enterprise-class features small and midsize businesses can afford
- Recurring revenue stream with service opportunities
- Innovative systems built on open source and non-proprietary hardware
- Partnering with a channel-centric company dedicated to the SMB market opportunity
- Competitive discounts so you can grow your business more profitably
- Access to leads, training and marketing support
- Certification Programs help you differentiate your business

Delivering the features, flexibility and cost savings businesses need

Advanced features and flexibility are just two of the many reasons Switchvox continues to gain traction with small and medium companies. Digium simplifies communication challenges for businesses and makes it easy to improve productivity, without increasing monthly budgets.

Find out how you can grow your business more profitably with the award-winning Switchvox system. It’s the field-proven Unified Communications solution that can help you win new business. Or, grow your business with Asterisk, the world’s most popular open source communications engine. Whether you want to build your business with Digium’s Switchvox Unified Communications solutions or Asterisk, the world’s most popular open source communications software, Digium is the answer.

Why Digium?

- In short, Digium can help you win more business. With feature-rich unified communications systems designed for your SMB customers who need an affordable alternative to expensive, proprietary phone systems, Digium is the vendor you can trust to grow your SMB business.
- Digium is the creator, sponsor and innovative force behind Asterisk, the world’s most popular open source communications engine.
- Digium offers knowledgeable technical support as well as paid support subscriptions.
- Digium’s Switchvox 355 won the Top Midmarket Award in the VoIP category

“Digium Switchvox is a great choice for SMBs’ VoIP needs.”

CRNTEch



Join us today. Visit www.digium.com/ucpartner

Take advantage of the Digium program and offer your customers a valuable choice.

Digium has a strong, value-added distribution program with a worldwide network of established distributors. Together, with Digium, you can provide your clients with the most user-friendly, flexible, and sophisticated communications systems available today.

Sign up now. +1 256 428-6000 or partner@digium.com



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