

# Partner with Digium



With **out-of-the-box** solutions,  
**success** is in sight  
and **growth** is inevitable.

As a Digium® Reseller, you will sell the full line of Digium's award-winning Switchvox® IP-PBX phone systems as well as a host of software, hardware and third-party components designed to build custom telephony solutions.

At Digium we are committed to ending the days of expensive proprietary telecom with software enabling technology tailored to give resellers and systems integrators the ability to design products and solutions for a variety of vertical markets. Asterisk solves a wide range of challenges, from common PBX and key system replacements to highly specialized VoIP applications.

Your customers are counting on you to offer them the very best VoIP communication solutions at a fraction of the cost.

*Digium provides a winning blend of feature rich products, world class quality, open standards based telephony and outstanding commercial support. The end result is a product portfolio with low TCO and ROI that cannot be beat.*

**EUS Networks, Digium Select Reseller**



## Who is Digium?

Digium® is the creator, sponsor, and innovative force behind Asterisk®, the world's most popular open source telephony software. We provide a variety of VoIP communication solutions that fit the needs of small, medium, and large businesses. Our product lines include commercial business phone systems as well as software, hardware, and other components needed to create powerful custom telephony solutions.

Digium is unique in the VoIP industry because we give resellers and system integrators the ability to build a phone system for small and medium businesses with our Switchvox SMB solutions, or put the creation of a unique solution into your hands with Asterisk software and Digium hardware. Digium's products are based on open standards, which means that resellers are not locked into buying phones or servers from a single vendor.



Silver Award



## Gartner Group's Magic Quadrant for Corporate Telephony

- 1st year in Visionary Quadrant
- Only open source company in the Magic Quadrant
- 3rd Consecutive year in the Magic Quadrant

*"Open source phone systems comprise 18% of the North American PBX market."*

**Eastern Management Group**

*"If there's an appliance or SMB IP-PBX to beat, this is the one."*

**Matthew Nickasch, Network World**

Digium changes the rules with a

# a New Way to Do Business

## Stand Above Your Competition

Digium solutions can help your company stand apart from your competitors.

Digium created the new wave of open-source solutions in IP telephony. By partnering with Digium, you can propose solutions that will significantly change the rules of the game. Customizing Digium solutions can make them unique to your company. Let's face it, many of your competitors sell the same tired legacy solutions. Are you tired of being one of many competitors quoting the same brand to your clients? Be better, be different.

## Win More Opportunities

Digium solutions are solidly positioned to help resellers win more VoIP opportunities.

Digium's solutions provide advanced features, typically found in enterprise solutions, to SMB customers. Custom telephony solutions using Asterisk allow resellers to build complex solutions serving hundreds of users at a fraction of the cost of legacy phone systems. We deliver a superior return on investment for your customers. If you're tired of giving your customers sticker shock, if you're tired of your customers "waiting 'til next year", or if you're tired of reducing your margin to close the sale, then Digium solutions are right for you.

## Grow Profitably

Digium solutions allow you to profitably grow your business.

Digium provides competitive discounts as part of our reseller program. Digium solutions are easy to install and maintain, which lowers your labor costs. Web-based management enables remote monitoring, which means fewer truck rolls. We provide opportunities to provide highly customized solutions, allowing resellers to attach consulting and project management fees to the solution. Additional profit opportunities come from installation, maintenance, training, and network optimization services.

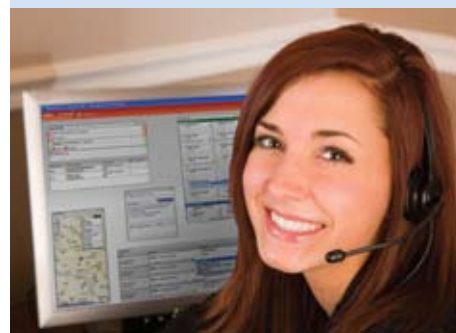
*Coretek has leveraged selling Digium PBX Solutions to clients as an entry point to other key revenue opportunities including installation, training, carrier and maintenance dollars. Digium has given Coretek Services the ability to put together client solutions that let us compete and win against other established PBX products from Cisco, Avaya and ShoreTel*

**Coretek Services, Digium Select Reseller**

# Solutions That

## Business Phone Systems

Digium's line of award winning Switchvox IP-PBX phone systems is built on a strong foundation of its open source Asterisk software. Switchvox solutions are designed to be extraordinarily easy to use and provide features that most small and medium businesses had previously considered out of their reach. Switchvox's web-aware unified communications capabilities are unique in the telephony industry.



## Custom Telephony Solutions

Digium empowers resellers and integrators with the ability to build custom telephony solutions for a variety of vertical markets by offering a variety of software, hardware, and third-party components. From a simple phone system to a sophisticated telephony application, Digium makes it possible for the world to communicate in an infinite number of ways at a fraction of the cost of proprietary solutions.

Visit <http://www.digium.com> for a complete list of all Digium's product offerings.

# Make the Phone Ring

Our Switchvox SMB IP-PBX systems are available on one of three different appliances to suit your needs:



### Switchvox SMB AA60

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

### Switchvox SMB AA300

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

### Switchvox SMB AA350

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

Base Package Includes	Switchvox SMB AA60	Switchvox SMB AA300	Switchvox SMB AA350
Appliance included	AA60	AA300	AA350
Switchvox SMB pre-installed software	✓	✓	✓
Users supported	1-30	1-150	1-400
Max. number of concurrent calls supported	12	45	75
Max. number of concurrent call recordings	5	10	20
Max. number of concurrent conference users	5	15	30
Softphone Compatible	✓	✓	✓
RAID1 (mirroring) and Redundant PSU			✓
Real time switchboard for every user	✓	✓	✓
Firefox and Outlook Plugins	✓	✓	✓

## What You Can Build With Asterisk



# Why sell Digium to your Customers?

## Scalable Solutions for Enterprise and SMB

- Digium's Switchvox solutions bring enterprise class features to the SMB customer at affordable prices.
- Solutions can scale from under 10 users to nearly unlimited users with multi-site installations.
- Customized Asterisk solutions can bring new features to existing legacy systems, eliminating the need for entire system replacements.

## Easy to Install and Support

- Digium's Switchvox solutions provide an intuitive GUI for administrators and users. Web-based training is available on our reseller portal.
- SIP phones can be automatically provisioned using our Switchvox provisioning tokens.
- Bulk loading of extensions & templates makes installation a snap.
- Multi-tiered administration logins allow you to provide as much control to each customer as they can handle. Automatically scheduled off-site FTP backups provide your customers added security for disaster recovery planning.

## Complete VoIP Product Line

- Digium provides either Switchvox for turn-key solutions or custom telephony solutions for customized applications.
- Digium supports a variety of connections, including SIP, FXS/FXO, T1/PRI/J1/E1, BRI, or Ethernet.
- Compatible with any SIP-compatible telephones such as Polycom, Snom, Aastra, and Linksys.

# Digium Channel Program Entitlements

The Digium Authorized Reseller Program is designed to provide resellers with the tools they need to excel in the market, with particular emphasis given to reseller profitability. Digium will assist resellers in promoting, marketing and selling Digium's products, solutions and services. All resellers must meet a base level of certification requirements, and in return will benefit from a comprehensive range of Digium support programs.

- Efficient sales and technical training programs help you realize revenue quickly and minimize the time your staff is away from the office.
- Comprehensive pre- and post-sales support to increase wins and repeat business
- A worldwide network of distributors to serve customers in every corner of the globe.
- A highly responsive product support team to provide 24/7 technical support
- Support from committed account executives and sales engineers
- End-user sales promotion programs to win new business
- Sales incentive programs to reward your team's success

## PROGRAM REQUIREMENTS

	REGISTERED	SELECT	SERVICE PROVIDER
Minimum Annual Revenue Commitment (List Price)	\$25,000	\$75,000	\$75,000
Reseller Agreement	✓	✓	✓
Annual Qualification	✓	✓	✓
Sales Certification	✓	✓	✓
Technical Certification	✓	✓	✓
Required Demo Equipment Purchase	✓	✓	✓

## PROGRAM BENEFITS

### Support

- Access to Digium Channel Managers
- Discount Demo Program
- Access to Pre- And Post-Sales Support
- Sales Collateral
- Access to Reseller Portal
- Marketing Resources
- Program Certificate
- Web-Based Training
- Discounts on Classroom Training
- Quote and Configuration Tool

### Access To Digium Solutions

- Switchvox® Appliance Family
- Digium Telephony Interface Cards
- Asterisk Business Edition™ Software

### Growth And Profitability

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

### Communications

- Advance Product Information
- Welcome Kit
- Reseller Council Candidate
- Ongoing Communications & Digium News
- Regional Seminars
- Access to Reseller Forum
- Support Renewal Notification

*More resellers, telecom professionals and software developers choose Digium's products over the competition because only Digium delivers the technical superiority, security and flexibility customers require. - Foehn, Digium Select Reseller*



**Sign up now. +1 256 428-6000 or [reseller@digium.com](mailto:reseller@digium.com)**

**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 business phone system available on the market.

**For where to buy, please visit [www.digium.com/wheretobuy](http://www.digium.com/wheretobuy)**