Help Your Customers Move to the Cloud with Confidence

Increase Your Sales and Drive Profitability with Serenova

We have one focus: helping your clients take advantage of the cloud and achieve outstanding results by reducing costs, boosting efficiency, and improving the customer experience. The cloud is the foundation for our unified solution, CxEngage, which marries all of your clients' systems, data, and processes. This is in sharp contrast to on-premises and siloed systems which are often nightmares of inefficiency due to lack of integration and their inability to share data.

Why Partner with Serenova

Our partners are an integral part of our go-to-market strategy and overall success. To that end, Serenova's highly successful partner program is designed to help you effectively sell, implement, and service your customers. We've created a program that helps you not only be successful in terms of revenue and profit but also to maximize collaboration and trust. When your clients are ready to move to the cloud, we'll be there to help so the journey is as smooth and stress-free as possible—for both you and your client.

We Have One Focus:
Helping Contact Centers Take Advantage of the Cloud

Serenova started out as a business process outsourcer before we evolved into an independent cloud contact center solutions company. This means we deeply understand the technology challenges that your customers need to solve including stability, reliability and scalability.

Our unified cloud contact center platform, CxEngage, was built from the ground up for contact centers by a contact center. With CxEngage, your clients can connect with their customers via any channel, and they're equipped with the insights to provide an outstanding customer experience through one single, source of truth.

By integrating with key systems, like CRM and WFM, CxEngage brings all your customers' critical data together in one powerful system for critical business insights that are nearly impossible to uncover when they're siloed. With CxEngage, the organizations you work with can enhance the customer experience, enable process efficiencies and boost agents' productivity.

Solving Contact Centers' Biggest Concerns:

Stability
"Will it work when I need it?"

Reliability
"Can I trust it will always be up and running?"

Scalability
"Can it expand and shrink to fit my needs (and not the other way around)?"

How We're Different

Serenova isn't like other contact center vendors; our key focus is making your clients successful when they move to the cloud.

Rock-Solid Reliability
Architected to put stability and reliability first.

Unified Architecture
Integrates with your customers' existing solutions, like CRM and WFO systems.

Quickly Scale Up or Down
Easily satisfy fluctuating call volumes.

Global Reach
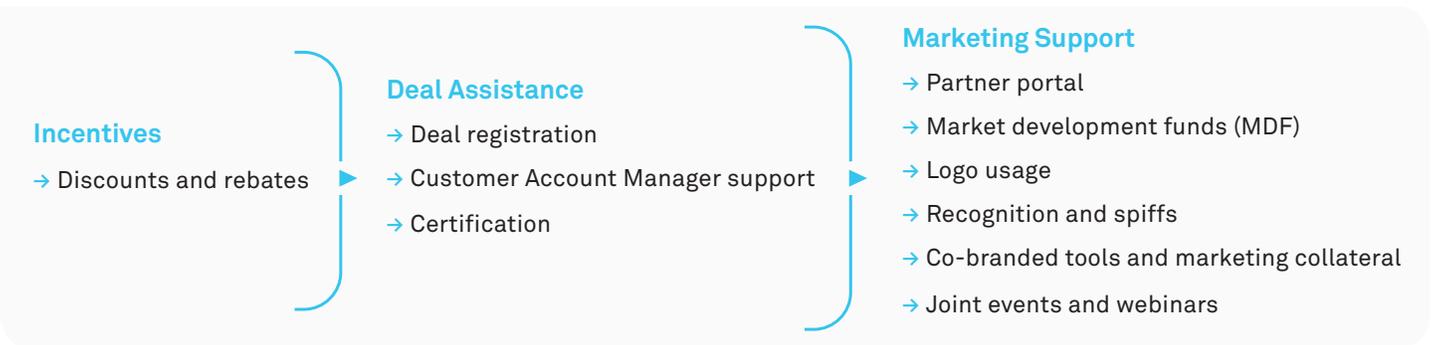Agents can be based anywhere in the world.

High Quality Global Voice
Affordable global telephony with crystal clear voice quality—even internationally.

Serenova Partner Program Benefits

Our partner program is based on different levels with corresponding benefits:

Incentives
→ Discounts and rebates

Deal Assistance
→ Deal registration
→ Customer Account Manager support
→ Certification

Marketing Support
→ Partner portal
→ Market development funds (MDF)
→ Logo usage
→ Recognition and spiffs
→ Co-branded tools and marketing collateral
→ Joint events and webinars

Partner Program Structure

	Service Providers	Master Agents	Agents	Referral
Who are they?	Service providers are resellers. They are typically larger companies who want to have a contact center solution as part of their offering. Serenova offers white label, grey label, or Serenova branded solutions to support these partners	Master agents leverage a broker model. They can be either regional or national agents who hold contracts with technology providers and make their portfolio of offerings available to their sub agents/sales partners	Direct agents leverage a commission based structure. Direct agents are managed service providers, VARs, or agencies who sell directly to the customer	Referral partners leverage a 'finder's fee' arrangement. They pass leads directly to Serenova but have no involvement in selling or support
Who carries the paper?	Service provider	Serenova	Serenova	Serenova
Who owns the customer relationship?	Service provider	Sub-agent	Direct agent	Serenova
Who leads the sales effort?	Service providers provide frontline sales and solutions support with additional support provided by Serenova territory managers	Jointly led between sub-agent/partner and Serenova	Jointly led between Direct agent and Serenova	Serenova
What is the payout model?	Discounted licensing and service costs. The service provider drives the pricing strategy	Monthly recurring commission (% of MRR) paid to master for distribution to subagent/sales partner	Monthly recurring commission (% of MRR) paid directly to agent	One-time flat finder's fee paid to referral partner
Who provides technical support?	Service providers may provide frontline support with additional backend support provided by Serenova	Serenova	Serenova	Serenova
Training	Included	Included	Included	Available for a fee

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Become Part of Our Elite Team

Here are six ways the Serenova Partner Program benefits you and your company.

Easy to Learn	Easy to Attract	Easy to Close	Easy to Price	Easy to Sell	Easy Payout
World class sales + technical product training	Joint marketing programs to drive demand	Dedicated support every step of the way	Basic and Pro pricing packages	Highly reliable, unified cloud solution	Faster firstcheck, monthly recurring payments

Corporate Offices

Canada

United States

United Kingdom

Australia

Current Partners?

Contact us at **partners@serenova.com** and you will be connected to your dedicated sales resource.

Not Yet a Partner?

Contact us at **www.serenova.com/become-a-partner** or send us an email at **partners@serenova.com** to discuss your company's eligibility to join our highly successful channel partner program.

About Serenova

Serenova simplifies every aspect of the customer experience to make life easier for contact center executives, their customers and employees. The world's most passionate, customer-focused brands achieve better interactions, deeper insights and more meaningful outcomes with Serenova's contact center solutions. To see the power of Serenova for yourself, sign up for a demo.

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