CHANNEL PARTNER 2022 PLAYBOOK

EVOLVE IP
WORK ANYWHERE™

2022 PARTNER PLAYBOOK

Increase your value to your clients and gain access to their full IT spend by having a business conversation about their strategy to meet the demands of the new remote/hybrid workforce.

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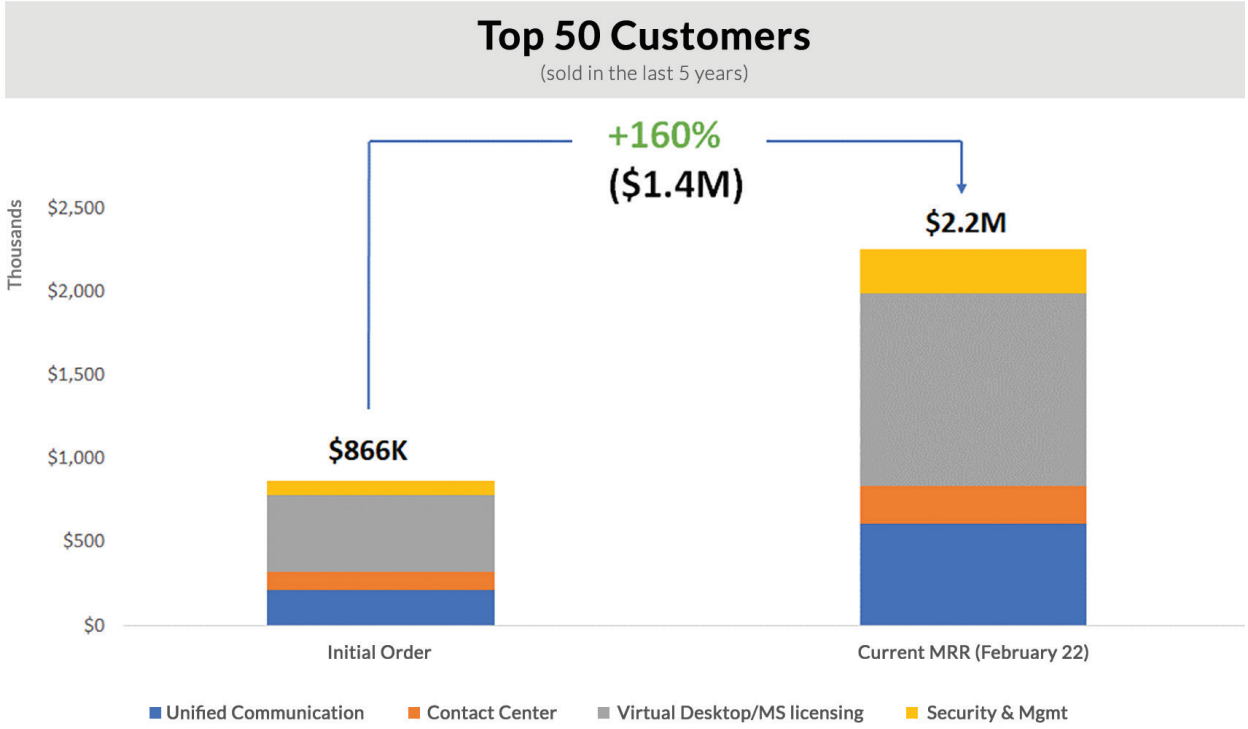
WELCOME TO 2022...

A year ago, we concluded that the majority of employees that worked from home during the pandemic would expect to continue to do so in the future. Fast forward to 2022, and COVID still dominates the headlines. Consequently, the need for businesses to support remote workers has shifted from being an option to being an absolute necessity. As a result, many of the solutions that we sold in previous years may not be the priority solutions customers are seeking today to solve their most pressing concern: the ability to deliver a secure virtual desktop, collaboration, and communication solution that can be accessed through ANY device at ANY location.

Why Evolve IP?

As the only cloud provider that offers secure remote workforce solutions for Virtual Desktop, Collaboration, and Contact Center, Evolve IP's sales partners continue to experience a significant increase in their commissions based on our unique ability to add more services. Many of your customers will start with Microsoft Teams Voice or Cisco Webex Calling, but over time, they will add high-margin services like DaaS and Contact Center, which results in a significant increase in both billed revenue and commissions.

We consistently measure our most recently sold Top 50 Channel Accounts from the initial sale through to their current value. The most recent accounting of these clients revealed a 160% growth rate and an average take rate of 4 product categories, including Unified Communication, Contact Center, Security and Management, Microsoft Licensing and Virtual Desktop solutions.



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The Evolve IP Process for Uncovering Your Clients' Most Pressing IT Challenge

Being a trusted advisor to your clients today requires more than a background in just any one area. Technologies are converging, and your customers want to buy them together from one trusted source. The below process will make you more money by allowing you to access a larger portion of your clients' IT spend. Qualify the products that you are comfortable with and engage suppliers on the others, and together we'll enhance your value to your clients, which will increase your access to their IT spend, which will maximize your income.

As you follow the process outlined on the next page, listen for these things to determine if Evolve IP's solutions are a good fit:

"I managed to 'get through' the pandemic but now I need a more secure, reliable, and permanent solution to serve my hybrid workforce."

"I'm struggling to deliver, secure, and support laptops and other end points now that everyone works anywhere."

"We are wasting so much money on deploying laptops to a workforce that is experiencing higher than usual turnover."

"I need to reduce the time my IT staff spends managing desktops and devices so that they can focus on more meaningful and strategic work."

"My organization is growing faster than my IT team can keep up. I need the ability to quickly onboard new users and offboard exiting users."

"I have too many supplier relationships that all have to work together. My life would be simpler if I could consolidate a few and buy from a single trusted source."

"I need to simplify my security posture, more easily meet our compliance requirements, and better protect my data."

"I'd like to consider combining my collaboration tool with my phone system but need help understanding the financial and technical impact."

"I struggle to deliver a single remote desktop solution for my contact center users that combines voice and the other applications necessary for them to be productive."

Starting the Conversation

To really understand your clients' challenges around delivering a remote or hybrid work solution you need to dig a little deeper. The questions below are a guideline for having a simple business conversation about your clients' remote work strategy. We find that most organizations are challenged in one or more of the following three areas: Enabling Remote or Hybrid Work, Device Management and Security, and Collaboration and Communication. As you engage in the conversation, you may find that the areas bleed together, so feel free to jump around.

Enabling Remote or Hybrid Work

Tell me about your remote or hybrid work strategy. What was it like before the pandemic, what did you do when everyone went home? How are you viewing your future strategy?

Supporting questions:

- → How would you change your current environment to handle your future strategy?
- → What are the legacy business applications that your employees are using to support your clients today and how will that change in the short term?
- → Are you able to support a 100% remote work requirement should the need quickly arise again?
- → How has work changed for your IT crew? Do you have a deep enough bench to both 'keep the lights on' with the technology you already have in place, as well as strategically support your future roadmap?

97%
of workers desire some form of remote work (FlexJobs)

55%
of C-level execs believe that most employees will not return to the office full time (Evolve IP Remote Work Survey)

61%
of all employees believe that remote work is no longer "a perk but a prerequisite" (VMware)

Device Management and Security

Tell me how you currently handle Device Management and Security and how you see that changing in the future.

Supporting questions:

- → How do you currently deploy, patch, monitor, secure, and support devices in the field? What tools do you use today to help with that?
- → (If the client is still issuing laptops and VPNs for end users) What are the most common Help Desk tickets in supporting laptops and VPNs?
- → (If the client is supporting Bring Your Own Device (BYOD)) How are you managing and securing those devices and/or providing access to your legacy server-based applications from these devices?
- → Are you regularly adding and removing users from your company? What is your average time to onboard/offboard a user?
- → Do you have to reclaim company assets (such as laptops, phones, etc.) when a user departs the organization? How difficult is that process today now that everyone is remote or hybrid?
- → How are you ensuring the security and confidentiality of your organization's data? Are there any additional challenges supporting a remote or hybrid workforce?
- → How are you protecting against data loss in the event of a lost or stolen device (laptop, mobile device, etc.)?
- → What regulatory compliance requirements does your organization face? How are you strategically positioning yourself to ensure adherence and compliance and are you doing anything to simplify your auditing processes today?

75%
of decision-makers suggest security is more important than user experience (BT and Cisco)

$1.59M
average total cost of lost business due to a data breach (IBM)

80%
of senior IT and IT security leaders believe their organizations lack sufficient protection against cyberattacks (Forbes)

80%
of virtual desktops served to remote users will be DaaS by 2024, up from fewer than 30% today (Gartner)

Collaboration and Communication

Tell me about the tools you use for voice, video, chat, and file sharing across the organization.

Supporting questions:

- → Have you consolidated on one collaboration tool or still use multiple solutions? How do you see that changing in the future?
- → Have you considered using your collaboration tool (Microsoft Teams, Webex, Zoom) as a replacement for your phone system in order to consolidate voice, video conferencing, chat, and file sharing? If yes, have you engaged in the analysis? Tell me what you are finding. If not, what are the obstacles in doing the analysis?
- → Do you have an existing premise-based or collocated PBX infrastructure? Do you use analog devices, receptionist consoles or apps, call recording and or transcription, or common area phones?
- → Do you have Hunt Groups, Contact Centers, or IVRs? If yes, do you provide Omnichannel Support to your customers? How are these solutions working together?
- → Describe how work for your contact center agents has changed over the past few years.

3.5

the number of collaboration tools an average person uses (BT and Cisco)

85%

of business executives want a better way of integrating different collaboration tools (BT and Cisco)

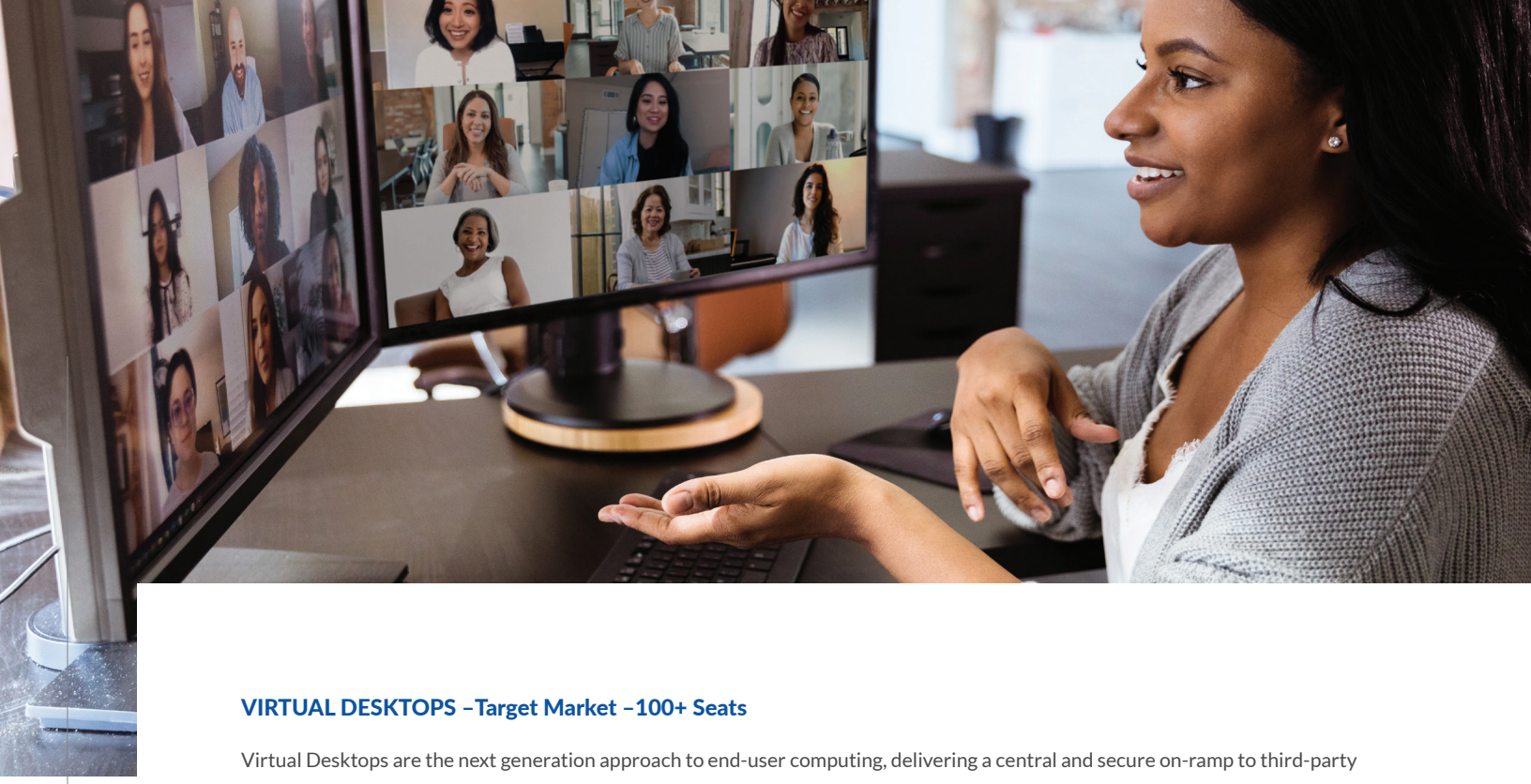
25%

increase in enterprise spending on cloud-based collaboration tools since the start of the pandemic (Gartner)

80%

of organizations will prioritize collaboration and meeting platforms over telephony when defining their unified communications strategy by 2024 (Gartner)

Once you have discovered how your clients are enabling their different types of employees to work anywhere, you will be in a stronger position to identify many more opportunities where Virtual Desktops, Unified Communications, or Teams/Webex-based CCaaS solutions can solve your customers business challenges. In doing so, you will help your clients achieve significant business outcomes while opening several doors to larger, more lucrative opportunities.



VIRTUAL DESKTOPS –Target Market –100+ Seats

Virtual Desktops are the next generation approach to end-user computing, delivering a central and secure on-ramp to third-party SaaS and legacy applications from nearly any device (mobile, tablet, or PC), in the office, at home, or on the road. Evolve IP's tailored virtual desktop solution delivers the technology, support, management, and expertise needed to fully embrace hybrid work – in Evolve IP's cloud or Azure. As VMware's largest multi-tenant hosting provider, and a Microsoft Gold Partner and Microsoft CSP, Evolve IP can provide unmatched features, service, and security. Evolve IP's virtual desktop solution has been noted in every Gartner Market Guide for Desktop as a Service (DaaS) and delivers a seamless, personalized user experience.

Key Features & Differentiators

- → Flexible Multi-Cloud, Multi-Protocol Approach
- → Expert at delivering Real Time Audio and Video (RTAV) in Virtual Desktops
- → 100% Managed Service from Environment to Desktop
- → Identity Management and Application Hosting
- → Fully Compliant and Secure
- → Bring Your Own License Approach to DaaS
- → 24x7x365 Service and Support
- → White Glove Onboarding and Migration
- → Cloud Infrastructure, Disaster Recovery, Backup
- → Single Partner for DaaS, M365, Azure, Contact Center, Unified Communications and Collaboration

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EVOLVE ANYWHERE WITH MICROSOFT TEAMS Target Market – 250+ seats

Evolve IP has been delivering Microsoft Teams Direct Routing since it was first available. Our solution is a native integration between the Microsoft Cloud and Evolve IP's Global Voice Cloud, which means it works everywhere, on every device, without 3rd-party bots or browser concerns. Our head start in the market also means we provide features others cannot, like an integrated contact center, call recording with voice AI, business messaging, virtual desktops, receptionist clients, multi-level hunt groups, hybrid deployments, and more.

Key Features & Differentiators

- → Microsoft Gold Partner and Global CSP
- → Supports Hybrid Deployments
- → High Availability and Disaster Recovery
- → Business Messaging / SMS Texting
- → Call Recording with Voice AI
- → Contact Center Integration
- → Number Routing
- → Receptionist Application
- → Web-Based User Management
- → Advanced Hunt Groups
- → SIP Phone Compatible
- → International Reach in 50+ Countries

Evolve IP's award-winning solutions are built on the world's leading platforms to simplify and future-proof your customers' technology footprint.

Microsoft cisco vmware citrix Zerto veeam dubber

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EVOLVE ANYWHERE WITH WEBEX- Target Market – 250+ seats

Our decade-long partnership with Cisco for hosting Cisco telephony solutions enables us to provide unparalleled service, support, and the latest features that no other provider can. By embracing Webex as the center of the employee experience and providing superior dial tone, premium features, and world-class integrations, Evolve IP is able to meet users and businesses where they are. Making it easier for everyone to successfully adjust to a Work Anywhere™ future.

Key Features & Differentiators

- Business Messaging / SMS Texting
- Call Recording with Voice AI
- Integrated Contact Center and Virtual Desktops
- Single Sign-On (SSO) & Multi-Factor Authentication (MFA)
- CRM Integrations
- Receptionist Application
- Web-Based User Management
- High Availability and Disaster Recovery
- Easy to use and secure
- Decade-long partnership with Cisco for telephony solutions
- Crystal clear voice, video, messaging, file sharing, screen sharing, conferencing capabilities, and more

CONTACT CENTER –Target Market –50+ Contact Center Seats

Evolve IP's omnichannel contact center provides all the features enterprises need to work remotely and deliver a world-class customer experience. In fact, Gartner noted in their 2021 Magic Quadrant, that our CCaaS offering is "fully-featured" and "cost-effective" (30-40% less), while providing a "tight integration with Cisco and a deep integration with Microsoft Teams". Our solution integrates agents and managers into Teams, can be easily unified with Evolve IP's Global voice, and connects them securely to the rest of the business.

Key Features & Differentiators

- → Complete Omnichannel Feature Set
- → Microsoft Teams Integration
- → Unified with Cisco Webex and Evolve IP Global Voice
- → Workforce Optimization
- → Call Recording with Voice AI
- → IVR & Post Call Survey
- → Remote Application Access through Virtual Desktops
- → Advanced Reporting
- → Industry-best Pricing
- → Flexible Deployment
- → Critical Agent and Supervisor Tools
- → Ability to Work and Hire Anywhere
- → Complete Agent Experience including Contact Center, Collaboration, and Desktop
- → Noted for five consecutive years in the Gartner Magic Quadrant for Contact Center as a Service

The Evolve IP Partner Portal

When you become an Evolve IP partner, you become part of a community with a shared goal to do more for our customers. The Evolve IP partner portal is designed to enable our partners to accelerate revenue growth and take advantage of the growing industry shift from premises-based solutions to the cloud.

This interactive platform connects partners and provides the news, information, and resources most important to you:

→ **Deal Registration:** Submit and track the progress of your sales opportunities

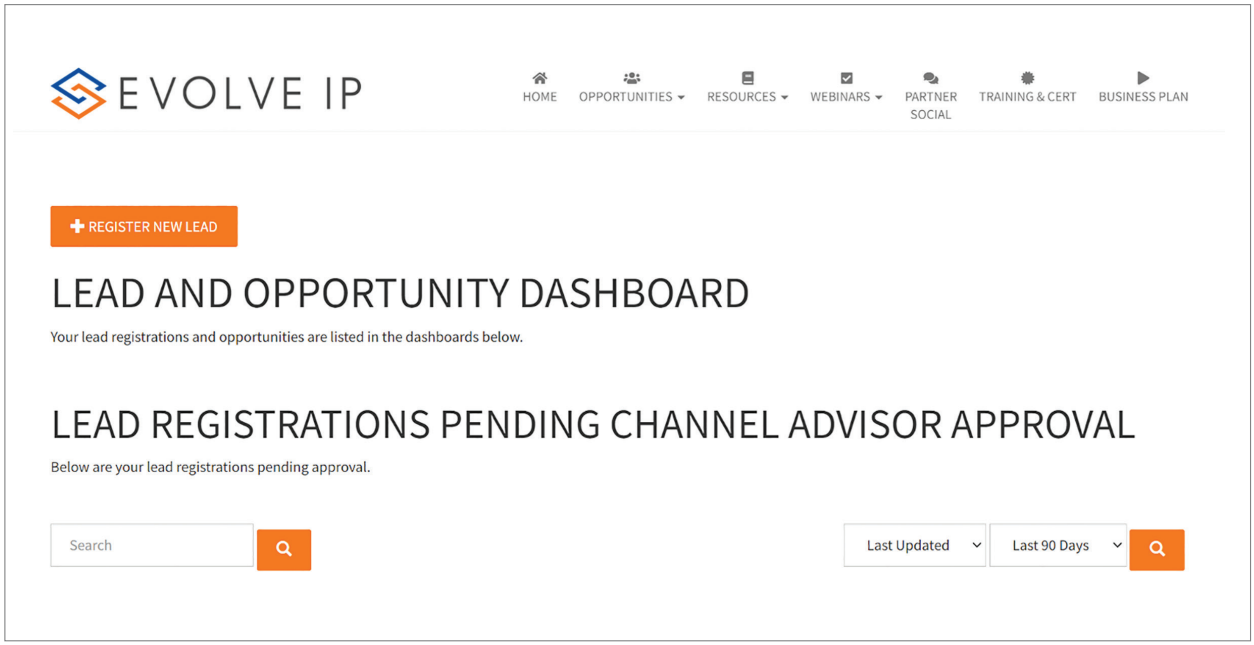
→ **Sales Tools:** View and download Evolve IP's full collateral library, the latest SPIFF, Channel Manager Map, and more

→ **Marketing Tools:** Access Evolve IP's top performing marketing assets and post social content with a click of a button

→ **Training and Support:** Sign up for Evolve IP's monthly trainings on leading industry topics and product deep dives or listen to our previously recorded sessions

Visit: https://partners.evolveip.net

Use Evolve IP's partner portal to improve your sales cycles by better managing, tracking, and forecasting opportunities, leads and deals.



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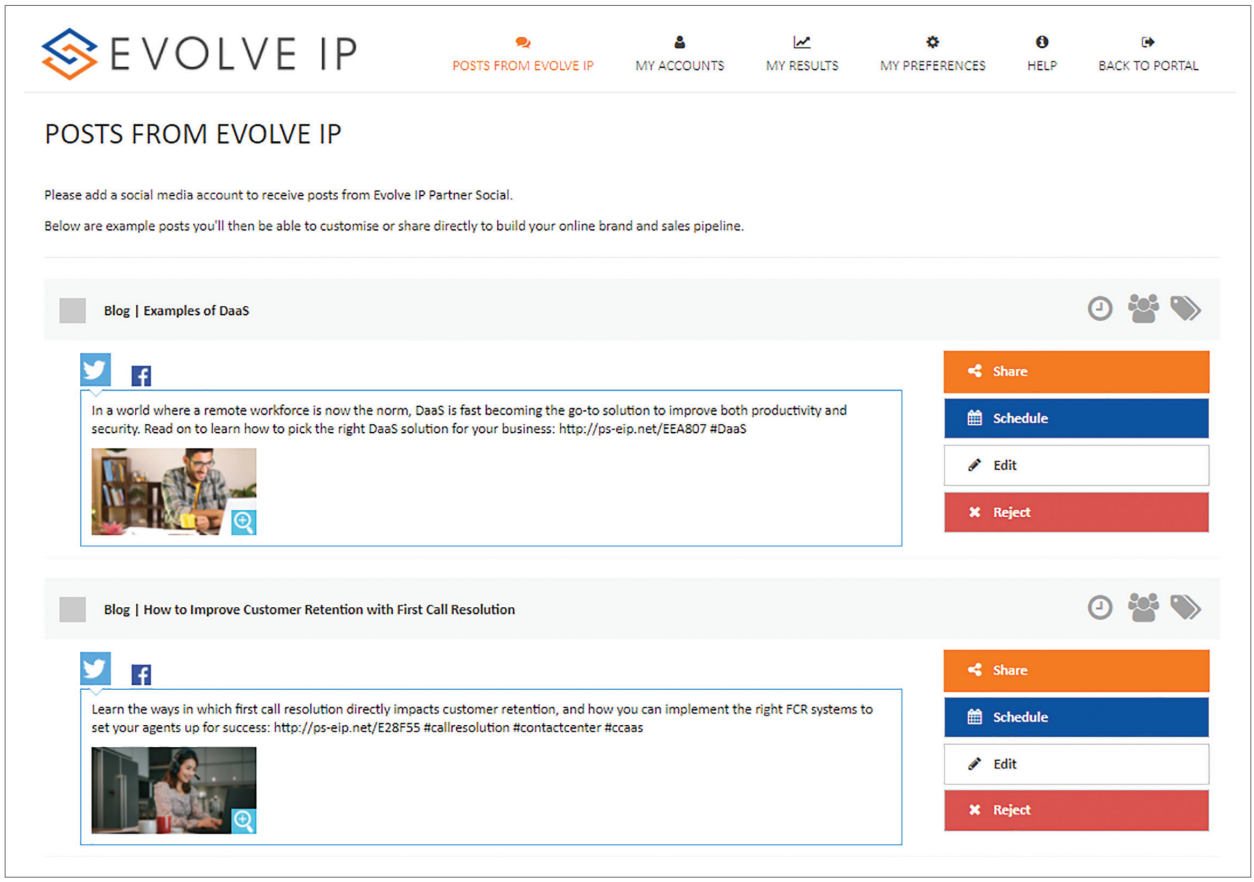
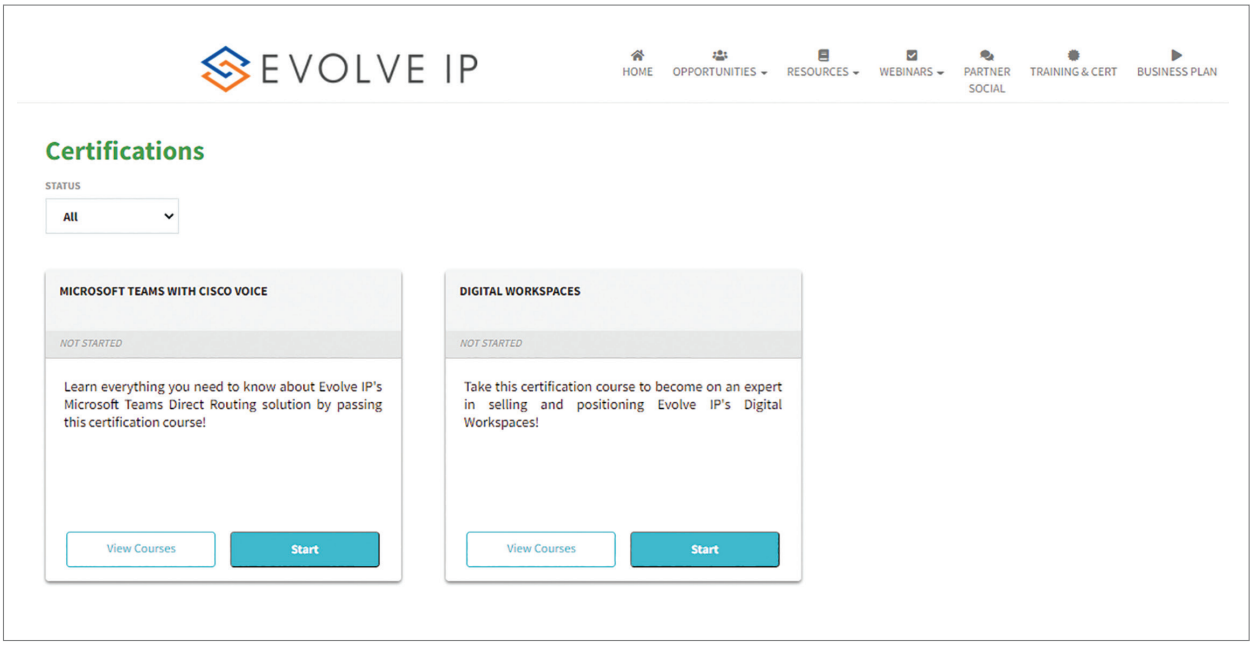
Social On-Demand provides you the opportunity to "drip" relevant content on all your social media platforms like LinkedIn, Twitter, and Facebook. All with a click of a button!



Our new **Partner Training and Certification Program** will allow partners to get "certified" on Evolve IP's products and sales process. These certification courses include a 15–30-minute educational video recording followed by a short quiz that will need to be passed in order to become Evolve IP "certified".



About Evolve IP

Evolve IP is designed to advance today's hybrid workplace. We partner with the world's biggest tech companies to bring together their unified communications, collaboration, voice, virtual desktop, and contact center tools into a single, secure solution, fine-tuned for the hybrid workforce. By integrating these disparate systems from leaders like Microsoft, Cisco, and VMware, and filling in the gaps, we improve both productivity and security, increasing uptime to make the future of work better for everyone.