

# Product Partner Information



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## Become an **anynode**<sup>®</sup> partner.

Becoming a member of our **anynode** partnership programs enables you to leverage our powerful and feature rich **anynode** solution.

Keeping pace in today's markets takes effective focus and teamwork. Everything needed to increase sales and profits can be grouped together. TE-SYSTEMS welcomes you as a product partner for the software session border controller **anynode**. We offer 2 levels, the **anynode Product Partner (aPP)** and the **anynode Premium Product Partner (aPPP)**. You can choose aPP or aPPP depending on specific needs.

### 3 reasons for an **anynode** product partnership

- **anynode** is a unique software session border controller with a wide range of applications.
- TE-SYSTEMS has been an industry innovator for 25 years.
- **anynode** product partners expand their business and improve their bottom line.

You need more details to be convinced? Please read the following pages and we hope you are as excited as we are with the new programs!

### Who can become an **anynode** partner?

We are looking for focused partners who want to benefit from using the features in **anynode** to stabilize their own unified communications. Technology leaders, software vendors and anyone else needing stable, cutting edge technology will set themselves apart in the market place with an **anynode** partnership.

## anynode® – A strong product at your side

anynode expands your customer base in all areas of unified communications.

### A feature rich product with and extremely bright future

anynode is no sales gimmick. anynode is continuously being improved with extensive further development and compatibility features. This enables anynode to lead the way into future markets.

### Flexible use

Unlike most session border controllers, anynode offers more features and is platform independent. Whether as a link to Skype for Business, as a link between different phone systems or to encrypt data, anynode fulfills many of today's market demands.

### Easy operation

Why complicate the deployment? We do it the easy way. anynode has an intuitive user interface enabling users to work quickly and efficiently. The application's own installation wizard makes installation extremely easy.

### Lync certified

Thanks to the integrated installation wizard, anynode can be easily connected to Microsoft Lync and respectively to Skype for Business. We do not just say that we can. anynode is Microsoft certified for Lync Server 2010 and Lync Server 2013.

### Cost-effective

Unlike hardware solutions, you can start with anynode as a cost-effective entry into the distribution of session border controllers. As an anynode partner you will receive free inhouse and demo licenses and get special discounts on purchases.

### Simple license model

anynode includes all available features for each session. No need to configure for added features. Only the G.729 codec extension must be ordered separately, if required.

### Virtualization and compatibility

As a software session border controller, you can install anynode where needed. Choose to install on hardware or a virtual environment. anynode offers extensive compatibility and flexibility with all common PBX.

### Helpful tools create efficiency

anynode's tools will make daily work easier. Whether using the monitoring tools, installation wizard, SNMP / WMI, Load Balancer, anynode simplifies processes and thus saves time and costs.

## TE-SYSTEMS - A company with experience

With TE-SYSTEMS, you have serious and focused partnership collaboration. Honest, efficient and successful!

TE-SYSTEMS has been a leading innovator in a fast-moving industry for over 25 years. With a keen understanding of market trends and customer requirements, coupled with a great development team, TE-SYSTEMS products lead the industry. Distinguished by continuous updating and development, this is just another reason for you to join the anynode partner programs.



### Specialist in the field of VoIP

TE-SYSTEMS is a specialist in the field of VoIP protocols, virtualization and real-time processing on Windows and Linux-based platforms. TE-SYSTEMS brings leading edge technology, through optimal user-friendliness, to a wide business audience.

### Worldwide network

With partners and customers in Europe, the United States, China and Australia, plus a subsidiary in the United States, TE-SYSTEMS has an excellent network in the telecommunications sector. Partnerships through the market-leading middleware XCAPI with well-known companies have existed for many years and have been extensively promoted by TE-SYSTEMS.

### Flat hierarchies

TE-SYSTEMS is characterized mainly by fast procedures and processes. The flat hierarchies in the corporate structure always mean quick decisions and individual solutions for partner and customer concerns either in German or English.

### Customer satisfaction

Our high degree of customer satisfaction is due to 2 things. Our customers trust our product. Our customers trust the company that distributes the product. TE-SYSTEMS has a proven track record since the company's founding year of 1990.

## anynode<sup>®</sup> Partner - Guaranteed benefits

A good partnership always benefits both sides. Here are just some of the benefits that a partnership with anynode can create for you.

### Attract new customers

With anynode in your product line, you get the opportunity to generate additional profit with your existing customers and anynode will definitely open the door to new customers.

### Increase competitiveness

As the saying goes: "Competitors aren't ones to sit idly by". The best "antidote" is to become more active than your competitors! As anynode partner you have the opportunity to remain at the cutting edge of competitiveness for customer loyalty and customer acquisition and to increase your market shares by expanding your product portfolio with an extremely innovative product such as the software session border controller anynode.

### Increased profit-margins

As an anynode partner you naturally also benefit from the special conditions of purchase which TE-SYSTEMS offers. In addition, marketing can also continue successfully in after sales, as anynode can be extended at any time and therefore sales are set to continue in the following years with the anynode software update service.

### Focus on core competences

You are professional in selling, TE-SYSTEMS is the professional in the development. With a sophisticated product like anynode you can focus on your skills in sales. You will pass on customer requirements in terms of product expansion to TE-SYSTEMS for implementation.

### Starting made easy

You do not take any risk with anynode in your product range: The initial investment is the cost of a mandatory staff training in the anynode academy which is extremely reasonable. The product has reached maturity and is already enjoying great popularity. Support is guaranteed and in particular always available through a wide variety of technical documents in the TE-SYSTEMS community.

### Boost your awareness level

Benefit from the exposure your business will receive as a member in the existing partner network. You get the opportunity to talk with other partners and expand your own network of business contacts. Joint marketing activities such as trade shows or partner days provide direct communication with the TE-SYSTEMS team.

## anynode<sup>®</sup> Partner - This is what to expect

An anynode partnership will benefit you at any level: Regardless, if you are an anynode Product Partner (aPP) or an anynode Premium Product Partner (aPPP), your choice can be tailored to meet your needs.

### Extremely efficient license deliveries

You purchase from TE-SYSTEMS without intermediate distributors. This saves time and costs. With quick delivery of the licenses for the required sessions via e-mail, you and your client are ready for work fast.

### Outstanding terms guaranteed

As an anynode partner you get attractive buying terms, adjusted to your partner-level, that allow you maximum profits when selling anynode.

### Free testing licenses

You get free licenses for testing and demonstration. This enables you to prepare your presentations for each specific customer with their needs highlighted.

### Training and instruction opportunities

Well trained partners are extremely important. You will receive training at special rates in our anynode academy. For each completed initial training you receive a credit, which you can use either on your next anynode order or in another training.

### Excellent remarketing

As an anynode partner you benefit not only from the sale of anynode licenses and the great flexibility in the license extension, but you are also ensured long-term profits from the anynode software updating service.

### Secure product future

anynode demonstrates to everyone, that as a

high quality software product, the future is exciting. Continuous development and the expansion of features make anynode the choice of customers who are looking for a long term stable solution. For this reason, you can be confident with anynode in your product line for a brighter, more profitable future.

### Technical support in German or English

As an anynode partner, you get professional TE-SYSTEMS support in German or English. You receive the expert help, in the language of your choice quickly.

### anynode partner certificate

By receiving an anynode partner certificate, your customers and competitors recognize you as a qualified partner for the software session border controller anynode.

### 24/7 access to the community

As an anynode partner you have access to an extensive list of product documents, configuration manuals and release notes in the TE-SYSTEMS community on our website. TE-SYSTEMS YouTube channel extends the support to 24/7, 365 days a year to assist in answering questions you may have while enabling simple concise explanations for your customers.

### Website marketing

Benefit from being listed on our webpages and the exposure to its many industry-specific visitors. Depending on the level, you get a mention in our news ticker or a detailed profile of your company's development on our website.

## anynode<sup>®</sup> Partner - Your choice

An anynode partnership has varying benefits in both levels: Regardless, if you are an anynode Product Partner (aPP) or an anynode Premium Product Partner (aPPP), here you can see what choice is best for you..

### Expertise in VoIP

Your company is already knowledgeable in VoIP technology. By deploying anynode, you will have the ability to solve problems your competitors cannot solve.

### Regular staff training

Your customers need competent, well-trained admins in order to fully leverage the potential of anynode. That will require highly trained anynode partners. As an anynode partner, you will have access to the anynode academy. The academy offers complete, comprehensive training. By fully taking advantage of the academy, you will be able to keep your staff trained and up to date on the latest feature offerings of TE-SYSTEMS.

### Takeover of the first level support

Should your customers need this, you will have competent trained staff to assist them with configurations or product demonstration. You are also first level support, so that you maintain that close relationships with your customers and continue to help them grow. Your customers will appreciate the support provided them by your response with well-trained VoIP professionals that have been trained in your organization.

### Internal use of anynode

As an anynode partner, you will use anynode internally in your company. This further enhances your confidence when talking about anynode features to your customers.

### Team focused

An important component of success is a good working partnership. As an anynode partner, your relationship with TE-SYSTEMS will lead to success all around. We truly do become a part of your team when assisting you in solving your customer's challenges.

### After sales marketing in service

As an anynode partner you achieve market acceptance after sales for the anynode software update service. Due to continuous enhancement of the product by the TE-SYSTEMS development department your customers benefit operational from the updates and you achieve a solid return.

### High priority in the product line

Because you are absolutely convinced of the product and fully support it, it will achieve a high priority in your product line.

### anynode promotional material

Another benefit of being an anynode partner is using the anynode logo in your documents and on your website

### Signing a partnership agreement

For the official anynode partnership you sign the specially for you worked out partnership agreement partner with preconditions linked to you.

## anynode<sup>®</sup> Partner - A little more "P"?

As anynode Premium Product Partner (aPP) your premium partnership will make this extremely valuable.

### Extended payment terms

You can take advantage of extended payment terms as an anynode Premium Product Partner.

### Innovative and unique partner events

Combine business with pleasure! Combine fun with work! Combine information exchange with action! That is the goal of the anynode partner days.

### Special offerings in the anynode academy

You will receive extensive training and that you can continue to build on in the anynode academy. This is available to you as an aPPP.

### Joint marketing activities

TE-SYSTEMS will assist you in the marketing of anynode. Joint marketing activities are a part of the anynode Premium Product Partner agreement.

### Collaboration an anynode roadmap

Your requests for new features in the development planning will give you a voice in the development work. In many cases this would enable you to get the features you know your customers want.

### Attractive pricing

As an anynode Premium Product Partner you will be able to control your costs making your sales of anynode more profitable.

Furthermore, as Premium Product Partner you will fulfill other requirements in addition to the above mentioned features and this will strengthen your premium partnership.

### Extended VoIP- and SIP competence

Your company is already in the VoIP and SIP market. Your understanding of this market will highlight just how powerful anynode can be and where it can solve your customer's challenges.

### Training for partner program

As anynode Premium Partner you will keep at least two employees trained in order for you to take full advantage of the anynode solution.

### First and second level support

As anynode Premium Partner you will also support second level and will be the first point of contact in technical questions for your customers.

### Constantly improving solution

anynode can be a vital offering in your product line. Because of its constant improvements and development, it will be much easier for you to sell a product you believe in. .



## anynode<sup>®</sup> Partner - Overview of benefits and requirements

You decide what is best for your needs, **anynode Product Partner (aPP)** or **anynode Premium Product Partner (aPPP)**.

### This is what you can expect

Benefit	aPP	aPPP
Special offers on purchases	■ ■	■ ■ ■
Free evaluation licenses	■	■
Special offerings in the anynode academy	■	■ ■
Technical support	■ ■ ■	■ ■ ■
Support for after sales marketing (SUS)	■	■
Influence on development work		■
Project support	■	■
Partner events		■
Extended payment terms		■
Partner certificate	■	■
Marketing advantages	■	■ ■
Website marketing	■	■ ■

### This is what you fulfill

Requirements	aPP	aPPP
Expertise in VoIP	■ ■	■ ■ ■
Expertise in SIP	■	■ ■
Support takeover	1st Level	1st & 2nd Level
After sales marketing (SUS)	■	■
anynode training	1 employee	2 employee
Internal use of anynode	■	■
High marketing priority	■	■ ■
Teamwork	■ ■	■ ■ ■
Exchange promotional material	■	■



## anynode<sup>®</sup> academy

anynode is constantly evolving as functions are being developed and expanded, and compatibility is increased.

As an **anynode Product Partner** or an **anynode Premium Product Partner** it is important to keep track of the latest developments. Regular training of your employees in the anynode academy will ensure you stay current with your partnership requirements.



### Training Schedule

You will find current schedules and content on our website [www.anynode.de](http://www.anynode.de) under **Partner** → **anynode academy**.

The training is carried out by a specialist coach and is a prerequisite to be included in our anynode partner program.

### Registration

Please register for training in the anynode academy via the website [www.anynode.de](http://www.anynode.de) or contact us:

Mail: [sales@te-systems.com](mailto:sales@te-systems.com) | phone +49 5363 8195 0

If you are located in the USA, please call our US office + 1 781 850-4118

### Training equipment

Please bring your own laptop with you. TE-SYSTEMS will provide further necessary material for free for the duration of the course.