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Your Key to Unlocking Complexity



**Nectar Services Corp.®**

**A Winning Future Together**

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## About Nectar Services Corp.

Nectar Services Corp.® delivers innovative software solutions that dramatically improve the management, visibility, and service delivery across global and enterprise converged Voice-over-IP (VoIP), SIP and MPLS networks. Through the development of innovative solutions Nectar Services Corp.® delivers business value which enable IT organizations with actionable information to adapt to change, manage complexity, and transform their infrastructure.

Our flagship offering, Nectar Converged Management Platform™ (CMP™), is uniquely designed with business services in mind. It equips management, business, and technical resources with the essential information they need to facilitate the alignment of business and IT initiatives. Leveraging the power of Nectar CMP positions you to transform your infrastructure, free up critical resources and improve service delivery across integrated voice, data, and application solutions.

Since its founding in 2006, Nectar Services Corp. has been committed to delivering market-leading software innovations to our partners and customers. Nectar Converged Management Platform (CMP) was conceived to revolutionize network management and monitoring, enabling our customers to address the increased complexity and interdependencies of today's newly converged networks. Our world-class solution is available in a Software-as-a-Service (SaaS) model or as a CapEX purchase.

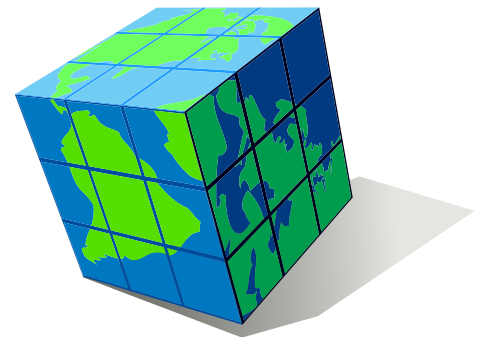
Our **Nectar Services Community** is comprised of more than 800 customers and global partners, direct and indirect, spanning industries such as education, finance, healthcare, government, retail and technology. Together, our managed service providers, global channel partners, and the Aura Alliance serve as our trusted advisors. They operate Nectar CMP in over 86 countries, managing across domestic and international carrier networks, unified communications and contact centers. Members of the Nectar Services Community experience gains in operational intelligence, network optimization, performance, and availability that results in a reduction in business loss and interruption.



**Customer Community** – Our community of customers depend on the innovation of Nectar CMP to engage their business constituents through the inherent design of business services, at-a-glance dashboards and service level reporting while relying on CMP to manage their complex, converged networks, ensure peak performance and improve utilization of system resources.

**Solutions Provider Program** – Our service providers, global channel partners and resellers are a vital part of the Nectar Service Community and are often asked to take on a greater role in the management of their customers' IT environments.

Nectar's commitment to the success of our solutions providers is to listen, communicate and collaborate while making continuous investment in research, development, training and sourcing of industry experts.



## A RETURN ON INVESTMENT

*Nectar CMP's unique and innovative features, ease of deployment and end-to-end service management provide our partners with major advantages in your delivery of managed services, customer commitments and service level management. We recognize that any new service needs to deliver a return on investment and with our solution and partner support you will be enabled to:*

- ➔ *Increase your annuity revenue opportunity by incorporating Nectar CMP into your services portfolio*
- ➔ *Realize new product sales opportunities when selling Nectar CMP as a solution alternative to a service*
- ➔ *Develop new professional services revenues with design, implementation and consulting offers*
- ➔ *Improve new customer acquisition via a differentiated service, and increase customer retention through enhanced service delivery*

**Together We Can** – Our Solutions Provider Program is designed to foster sales, marketing, training and technical expertise throughout our referral, reseller and solutions partners' network with a focus on building new revenue streams and value to our joint customers. Together, we can further develop your business, transform maintenance to managed services and empower you to meet the business needs of your clients.

## Solutions Provider Program Levels:

**Referral Partner** – As a member of the Nectar Services Community, referral partners promote Nectar CMP to their client network through list marketing, webinars and events. Working as active promoters, referral partners are very involved with the sales process leveraging Nectar's sales and pre-sales resources for demonstrations, strategy sessions and assist in identifying target markets.

**Reseller** – Share your marketing and business knowledge with Nectar's customers as a certified Nectar reseller. As a certified reseller, you'll receive special training from our team and become part of our Nectar Services Community of experts who support our mission to analyze, inform and enable customers. You'll also have exclusive rights to resell Nectar CMP and bundle it with your own services.

**Solutions Partner** – As a strategic member of the Nectar Services Community, we look to build strong, collaborative relationships with you and are committed to delivering powerful innovative solutions and services in the market. With a full program of sales and marketing, training, implementation and technical service and support resources, we empower solutions partners for mutual success.





# Solutions Provider Program Benefits

	Referral	Reseller	Solutions
<b>Nectar CMP™</b>			
Central Intelligence Platform (CIP™)	X	✓ (Limited)	✓
<b>Marketing</b>			
Use of 'Powered by Nectar' Logo	X	✓	✓
Use of Nectar Accredited Partner Logo	✓	✓	✓
Access to Marketing Development Fund	X	X	✓
<b>Sales and Presales</b>			
Presales and Design Training	X	✓*	✓
Sales Training	✓*	✓*	✓
Sales, Demonstration and Presentation Support	✓	✓	✓
Nectar Online Pricing Tool Access	X	X	✓
<b>Implementation Engineering</b>			
Technical Implementation Training	X	✓*	Additional Fee
Accredited Engineer Requirement	n/a	Optional	✓
Online Technical Updates	✓	✓	✓
Quarterly Technical Briefings	X	X	✓
<b>Support Engineering</b>			
Offer Definition Consultation	X	✓	✓
Service Operations Training	X	✓*	Additional Fee
Nectar Service Operations Assistance	X	✓	✓
Tier 1 Support Call Requirement	n/a	✓	✓
Tier 2 Support Call Requirement	n/a	n/a	✓
<b>Trial Licenses</b>			
Demonstration Site License	X	✓	✓
Prospective Client Trial License	✓**	✓**	✓
Independent Proof of Concept Client Trial (60-day)	X	X	✓
<b>Collaboration</b>			
Nectar Online Partner Portal Access	X	✓	✓
Quarterly Business Reviews	X	X	✓
Nectar Partner Council Membership	X	X	✓

\*Web-based introduction, \*\*With Nectar Collaboration



**Nectar CMP™ – Analyze, Inform, Enable**

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