

# Nectar Solutions Providers Partner Program Overview

Nectar's Partner Program provides a number of ways to drive growth and profitability for your company. Making Nectar's award-winning suite of software solutions part of your managed service offerings will enable you to compete and differentiate yourself on value created for your customers.

## Nectar Unified Communications Management Platform (UCMP) – A Growth Engine For Your Company

Nectar UCMP dramatically improves visibility into the performance of Unified Communications networks and UC applications. With Nectar UCMP, solution providers can boost their profits, increase their service delivery capabilities and create a new path to customer loyalty.

Nectar UCMP'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. With Nectar's solution and our partner program support you can:

- **Increase your annuity revenue opportunity by incorporating Nectar UCMP into your services portfolio**
- **Realize new product sales opportunities when selling Nectar UCMP 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**



## Nectar Solutions Provider Program

Our Partner Program is designed to foster sales, marketing, training and technical expertise throughout our solutions partners' network. Our focus is on building new revenue streams for our partners and adding 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 customers.

### Getting Started

Nectar's Managed Solutions Providers may deploy Nectar UC software solutions as part of your Managed Services portfolio leveraging your own infrastructure. Or, Nectar can pair you with one of our trusted distributor partners who can help bridge you into offering hosted Nectar UC solutions.

Our distributors can provide special training and 24X7 support to enable you to deliver a highly differentiated set of managed business voice services in conjunction with your own unique portfolio of IT services.

As a strategic member of the Nectar Services Partner Community, we look to build strong, collaborative relationships with you and are committed to delivering powerful innovative solutions and services in the market. We offer a full program of sales and marketing, training, implementation and technical service and support resources.

### Nectar offers complete partner program support including:

- Training
- Software/Service Support
- Brandable Marketing Materials
- Lead Generation

[Apply for Nectar's Partner Program](#)



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