Sales Instructions

#ask-tech-partner-resell

All Tech Partner Resell opportunities must meet these requirements. Fill out <u>this form</u> and our team will confirm if your deal qualifies.

1. Minimum opportunity size of <u>15 Zendesk agents</u> (*size of the current opportunity, not of the account*)
2. Must be an active Zendesk opportunity closing at the same time (i.e. we're not just selling a partner to an existing customer)
3. Partner sale must be co-termed with Zendesk
4. Customer has requested solution sale to be consolidated on a single sales order
5. Partner term must be a minimum of 12 months
6. Auto renewal must be turned off

#ask-tech-partner-resell

zendesk

Products for Resell

AssetSonar

- $5.00 per asset per uear

- Optional: implementation packages - EZweb will inform us which package fits each deal
  - Small (Less than 5,000 IT assets)- $2,600
  - Medium (5,000 - 10,000 IT assets - $5,800
  - Large (10,001 - 15,000 IT assets) - $8,400
- Optional: EU hosting adds 30% fee to ARR
- Optional: EZweb Premium Support offering matching Zendesk Premier Support adds 30% fee to ARR

You can find information on these products here and a pricing calculator here.

Pricing Considerations

1. Zendesk can only resell AssetSonar.

assets**nar**
Powered by EZOfficeInventory

ezo

#ezoffice-ext-p

SALES MUST COMPLETE THESE TASKS TO ENSURE WE CAN RESELL <u>ASSETSONAR</u>

1. The option to resell is designed for joint opportunities generated by Zendesk for the Tech Partner
2. Please confirm that the AssetSonar deal meets the minimum deal size requirements. This requirement is imposed on Zendesk as part of our Resell Partner Agreement. **The deal must be greater than $7,200 MSRP ARR in order to qualify for resell.**
3. Please inform Zendesk Tech Alliances of your intention to resell AssetSonarl in #ask-tech-partner-resell and provide the opportunity link
4. Please inform EZweb of your intention to resell by emailing <u>dealreg@assetsonar.com</u>. Send them the following information:
    a. *Company name*
    b. *Lead Contact name & Title*
    c. *Email & Phone*
    d. *Website*
    e. *Industry*
    f. *Current Asset Management Solution*
    g. *Discovery: Desired Outcome, Timeline and Team detail*
    h. *How Many Items*
    i. *Approved Budget Range*
    j. *Competition*
5. Please add the appropriate partner object to the corresponding Zendesk opportunity. Instructions <u>here</u>.

assets◉nar
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ezo

Quoting

1. Confirm the effective start/end date. **Must be co-termed with Zendesk.**
2. Confirm the total number IT assets and Admins for AssetSonar. The AssetSonar rep can own this or assist you with scoping price.
3. Zendesk may offer up to 10% discount without EZO's approval.
   a. If you need additional discounts, there is no guarantee you will get it. EZO will approve this on a case by case basis and may require a conversation with the AE and their front line manager prior to approving any additional discounts.
4. Fill out this form for a Resell SOW to be generated. Inform Tech Alliances once completed.

Zendesk Sales Order + Partner Terms

1. The customer will sign the Zendesk Sales Order (SO)
2. The SO will link out to the partner's online terms
3. The pricing on the SO must match the pricing provided by Tech Alliances
4. Use the Tech Partner Resell - Recurring SKU for Assets & Admins
5. Use the Tech Partner Resell - Fixed Fee SKU for implementation packages
6. Tech Alliances must provide final approval on partner pricing before sending the SO for signature

asset s☁nar
Powered by EZOfficeInventory

ezo

#ezoffice-ext-p

Myndbend Process Manager
- **Professional:** $6.00 USD MSRP
- **Premium**: $9.00 USD MSRP
- **Enterprise**: $12.00 USD MSRP

You can find information on these products **here**.

Myndbend offers a free implementation package. If the free package doesn't fit the customer's needs, they have a $5K Quick Start package as well.

Qualification

SALES MUST COMPLETE THESE TASKS TO ENSURE WE CAN RESELL MYNDBEND PROCESS MANAGER

1. The option to resell is designed for joint opportunities generated by Zendesk for the Tech Partner
2. Please inform Zendesk Tech Alliances of your intention to resell in #ask-tech-partner-resell and provide the opportunity link
3. Please inform Myndbend of your intention to resell in #myndbend-zendesk
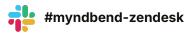4. Please add the appropriate partner object to the corresponding Zendesk opportunity. Instructions here.

#myndbend-zendesk

MYNDBEND

Pricing Considerations

1. Pricing must be 1:1 with Zendesk agents
2. Pricing must be in USD, GBP, or Euros
3. Pricing is per agent, per month
4. Annual billing

Quoting

1. Confirm the effective start/end date. Must be co-termed with Zendesk.
2. Confirm the total number of agents on the Zendesk account
3. Confirm the pricing you'd like to lead with. Zendesk is able to discount Myndbend's MSRP pricing by up to 25% MAX
4. Fill out this form for a Resell SOW to be generated. Inform Tech Alliances once completed.

Zendesk Sales Order + Partner Terms

1. The customer will sign the Zendesk Sales Order (SO)
2. The SO will link out to the partner's online terms
3. The pricing on the SO must match the pricing provided by Tech Alliances
4. Use the Tech Partner Resell - Recurring SKU for Assets & Admins
5. Use the Tech Partner Resell - Fixed Fee SKU for implementation packages
6. Tech Alliances must provide final approval on partner pricing before sending the SO for signature

MYNDBEND

Myndbend Implementation Package Overview

FREE ONBOARDING
1. For all new resell customers, including:
    a. Four meetings, thirty minutes each, to be completed within 30 days of subscription period start date
    b. Access to Myndbend Process Manager Onboarding Workbook

QUICKSTART PACKAGE $5,000

Includes:
1. Up to 20 hours of consulting hours, completed within the first 60 days of the subscription period start date
2. Includes multiple meetings over several weeks, and includes these deliverables:
3. Discuss and review all relevant use cases and workflows
4. Finalize Myndbend specific and Zendesk system requirements to support outlined workflows
5. Training and support to
6. ensure knowledge transfer is successful with workflow
7. documentation delivered on project completion
8. Project includes time spent testing and reviewing the setup, confirming acceptance of solution, and finalizing platform ownership to client and pass off to Myndbend Support

MYNDBEND

- **Performset** $20.00 per agent, per month USD MSRP
- **Flowset** $14.00 per agent, per month USD MRP
- **Systemset** $6.00 per agent, per month USD MRP
- **Formset** $8.00 per agent, per month USD MRP

You can find information on these products here. Performset requires a mandatory implementation package for $9,995 per month. Zendesk can also resell this package.

Qualification

SALES MUST COMPLETE THESE TASKS TO ENSURE WE CAN RESELL CLOUDSET

1. The option to resell is designed for joint opportunities generated by Zendesk for the Tech Partner
2. Please inform Zendesk Tech Alliances of your intention to resell in #ask-tech-partner-resell and provide the opportunity link
3. Please inform Cloudset of your intention to resell in **#cloudset-zendesk-ext**
4. Please add the appropriate partner object to the corresponding Zendesk opportunity. Instructions here.

#cloudset-zendesk-ext

Cloudset

Pricing Considerations

- Pricing must be 1:1 with Zendesk agents
- Pricing must be in USD, GBP, or Euros
- Pricing is per agent, per month
- Annual billing

Quoting

1. Confirm the effective start/end date. **Must be co-termed this with their Zendesk subscription,**
2. Confirm the total number of agents on the Zendesk account
3. Zendesk is unable to offer discounts proactively without Cloudset's approval

Zendesk Sales Order + Partner Terms

1. The customer will sign the Zendesk Sales Order (SO)
2. The SO will link out to the partner's online terms
3. The pricing on the SO must match the pricing provided by Tech Alliances
4. Use the Tech Partner Resell - Recurring SKU for Assets & Admins
5. Use the Tech Partner Resell - Fixed Fee SKU for implementation packages
6. Tech Alliances must provide final approval on partner pricing before sending the SO for signature

#cloudset-zendesk-ext

Cloudset

Cloudset Implementation Package Overview

Cloudset has a mandatory implementation package for their Performset product (description below), all other implementation needs are scoped on a case by case basis and must be purchased directly from Cloudset.

Performset Implementation

1. Confirm SLA/OLA requirements and solution design workshop
2. Performset App installation
3. Configure Performset
   a. Metric Type configuration
   b. Business Hours / Holidays / Timezone regions configuration
   c. Policies configuration
   d. Notification configuration
   e. Dashboard & Performset Reporting configuration (if applicable)
   f. Cloudset Configuration Testing (Full Zendesk Admin access required by Cloudset consultant)
   g. Supply of generic Zendesk Explore reporting configuration recipe (customer implements)
   h. Solution Demonstration & Handover for customer testing
   i. Support customer testing and changes
   j. Go-live support
   k. Bedding-in support including changes

#cloudset-zendesk-ext

Cloudset

Products for Resell

Standard Super Suite
- $12.00 USD MSRP per agent, per month
- 15 apps
- Support terms from SweetHawk match our Core Support offering

Sweethawk Enterprise Suite
- $12.00 USD MSRP per agent, per month
- PLUS an additional 30% of ARR
- 15 apps
- Required for customers that need SweetHawk Premier Support, redlines to SweetHawk's standard terms, customer MSAs, or in depth security reviews

You can find information on these products here. SweetHawk does not offer any paid implementation packages or Professional Services. They will however provide the customer with guidance via help center articles.

Pricing Considerations

1. If selling Premier Support or Premier Enterprise, Zendesk can only resell the Enterprise Super Suite
2. Pricing must be 1:1 with Zendesk agents
3. We can not resell individual apps, we can only resell the bundled products mentioned above
4. SweetHawk will not negotiate terms on their lower margin product the Standard Super Suite. If negotiations on terms are required please lead with the Enterprise Super Suite. Note that this product requires a an additional fee equal to 30% of the ARR.

#sweethawk-zendesk-ext

Qualification

SALES MUST COMPLETE THESE TASKS TO ENSURE WE CAN RESELL SWEETHAWK

1. The option to resell is designed for joint opportunities generated by Zendesk for the Tech Partner
2. Please inform Zendesk Tech Alliances of your intention to resell in #ask-tech-partner-resell and provide the opportunity link
3. Please inform SweetHawk of your intention to resell in #sweethawk-zendesk-ext
4. Please add the appropriate partner object to the corresponding Zendesk opportunity. Instructions here.

Quoting

1. Confirm the effective start/end date. **Must be co-termed with Zendesk.**
2. Confirm the total number of users on the Zendesk account adding SweetHawk
3. Confirm the pricing you'd like to lead with. Zendesk is able to discount SweetHawk's MSRP pricing by up to 25% MAX
4. Fill out this form for a Resell SOW to be generated. Inform Tech Alliances once completed.

Zendesk Sales Order + Partner Terms

1. The customer will sign the Zendesk Sales Order (SO)
2. The SO will link out to the partner's online terms
3. The pricing on the SO must match the pricing provided by Tech Alliances
4. Use the Tech Partner Resell - Recurring SKU for Assets & Admins
5. Use the Tech Partner Resell - Fixed Fee SKU for implementation packages
6. Tech Alliances must provide final approval on partner pricing before sending the SO for signature

#sweethawk-zendesk-ext

Zuper Field Service Management
- $85.00 Per Field Service Agent
- Annual Maintenance of $1,000 - $15,000 per year (covers integration management, ongoing training & support)
- You can find information on these products here.

Implementation Packages:

SMALL $5,000	MEDIUM $10,000	LARGE $15K-$100,000 (DEPENDS ON THE CUSTOMIZATIONS)
100 hours of white glove engagement ● Discovery and scoping ● Finalize requirements ● Industry best practices ● Configuration of the account ● 2 integrations including Zendesk	220 hours of white glove engagement ● Discovery and scoping ● Finalize requirements ● Industry best practices ● Configuration of the account ● 2 integrations including Zendesk ● Customizations	Up to 6 months of white glove engagement Unlimited hours ● Discovery and Scoping ● Finalize requirements ● Industry best practices ● Configuration of the account ● 4 integrations including Zendesk ● Customizations based on the needs of the customer

Quoting

1. Confirm the effective start/end date. **Must be co-termed with Zendesk.**
2. Confirm the pricing you'd like to lead with.
3. Zendesk is able to discount Zuper's MSRP pricing by up to 25% MAX only on the licenses.

#zuper-zendesk-ext

ZUPER™

SALES MUST COMPLETE THESE TASKS TO ENSURE WE CAN RESELL ZUPER

1. The option to resell is designed for joint opportunities generated by Zendesk for the Tech Partner
2. Please inform Zendesk Tech Alliances of your intention to resell in #ask-tech-partner-resell and provide the opportunity link
3. Please inform Zuper of your intention to resell in #zuper-zendesk-ext
4. Please add the appropriate partner object to the corresponding Zendesk opportunity. Instructions here.

Zendesk Sales Order + Partner Terms

1. The customer will sign the Zendesk Sales Order (SO)
2. The SO will link out to the partner's online terms
3. The pricing on the SO must match the pricing provided by Tech Alliances
4. Use the Tech Partner Resell - Recurring SKU for Assets & Admins
5. Use the Tech Partner Resell - Fixed Fee SKU for implementation packages
6. Tech Alliances must provide final approval on partner pricing before sending the SO for signature

#zuper-zendesk-ext

ZUPER™

Products for Resell

Tokens
- $1.25/token/month

Qualification

SALES MUST COMPLETE THESE TASKS TO ENSURE WE CAN RESELL SALTO

1. The deal must be greater than **$25,000 MSRP ARR** in order to qualify for resell.
2. The option to resell is designed for joint opportunities generated by Zendesk for the Tech Partner
3. Please inform Zendesk Tech Alliances of your intention to resell in #ask-tech-partner-resell and provide the opportunity link
4. Please inform Salto of your intent to resell their solution in salto-zendesk-ext
5. Please add the appropriate partner object to the corresponding Zendesk opportunity. Instructions here.

salto

Quoting

1. Confirm the effective start/end date. **Must be co-termed with Zendesk.**
2. Confirm the pricing you'd like to lead with. Zendesk is able to discount Salto's MSRP pricing by up to 30% MAX

Zendesk Sales Order + Partner Terms

1. The customer will sign the Zendesk Sales Order (SO)
2. The SO will link out to the partner's online terms
3. The pricing on the SO must match the pricing provided by Tech Alliances
4. Use the Tech Partner Resell - Recurring SKU for Assets & Admins
5. Use the Tech Partner Resell - Fixed Fee SKU for implementation packages
6. Tech Alliances must provide final approval on partner pricing before sending the SO for signature

salto

Products for Resell

- **Open Methods Standard User**: $30 per agent/month/year
- **Open Methods Professional User**: $45 per agent/month/year
- **Open Methods Enterprise User**: $60 per agent/month/year
- **Open Methods Premier Support:** 30% of Open Methods ARR

Qualification

SALES MUST COMPLETE THESE TASKS TO ENSURE WE CAN RESELL OPENMETHODS

1. The deal must be a minimum of 25 seats in order to qualify for reselling a Tech Partner
2. The option to resell is designed for joint opportunities generated by Zendesk for the Tech Partner
3. Please inform Zendesk Tech Alliances of your intention to resell in #ask-tech-partner-resell and provide the opportunity link
4. Please add the appropriate partner object to the corresponding Zendesk opportunity. Instructions here.

Pricing Considerations

- If selling Premier Support or Premier Enterprise, Zendesk must resell Open Methods Premier Support offering
- Pricing must be 1:1 with Zendesk agents
- We can not resell individual apps, we can only resell the bundled products mentioned above

#zendesk-openmethods

openmethods

Quoting

1. Confirm the effective start/end date. **Must be co-termed with Zendesk.**
2. Confirm the total number of users on the Zendesk account adding Open Methods
3. Confirm the pricing you'd like to lead with. Zendesk is able to discount Open Methods's MSRP pricing by up to 25% MAX

Zendesk Sales Order + Partner Terms

1. The customer will sign the Zendesk Sales Order (SO)
2. The SO will link out to the partner's online terms
3. The pricing on the SO must match the pricing provided by Tech Alliances
4. Use the Tech Partner Resell - Recurring SKU for Assets & Admins
5. Use the Tech Partner Resell - Fixed Fee SKU for implementation packages
6. Tech Alliances must provide final approval on partner pricing before sending the SO for signature

#zendesk-openmethods

openmethods

Products for Resell

See work with Tech Alliances for all pricing as implementation costs can fluctuate based on use case.

- **Standard Deals:** $3,200 per month + $2.50 per user + $21,000 implementation fee
- **SFDC Integration/Compete:** $3,200 per month + WAIVED PER USER FEE + $21,000 implementation fee

Qualification

For Top 100 Account the requirements below do not apply. Please DM Gabriel Danon on Slack.

SALES MUST COMPLETE THESE TASKS TO ENSURE WE CAN RESELL eOne

1. The deal must be a minimum of 15 seats in order to qualify for reselling a Tech Partner
2. The option to resell is designed for joint opportunities generated by Zendesk for the Tech Partner
3. Please inform Zendesk Tech Alliances of your intention to resell in #ask-tech-partner-resell and provide the opportunity link
4. Please add the appropriate partner object to the corresponding Zendesk opportunity. Instructions here.

Pricing Considerations

- Pricing depends on use cases, account size for Zendesk, and arrangement on who is paying for eOne. Please work with Tech Alliances for all pricing.

#eone-zendesk

Products for Resell

Platform Fee *(has to be sold with Media Package)*
- $2,000 per month

Media Package with AI *(has to be sold with Platform Fee)*
- 250 media submissions per month* with AI : $500 per month

Media Package Without AI *(has to be sold with Platform Fee)*
- 500 media submissions per month* without AI: $500 per month

* Unused monthly media submissions credits expire at the end of the month. If you exceed the allocated monthly media submissions you need to purchase additional bundles.

You can find information on these products here. Snapcall does not offer any paid implementation packages or Professional Services. They will however provide the customer with guidance via help center articles.

Pricing Considerations

- Pricing must be in USD, GBP, or Euros
- Annual billing

SnapCall

Quoting

1. Confirm the effective start/end date. **Must be co-termed with Zendesk.**
2. Confirm the total number of users on the Zendesk account adding eOne
3. Confirm the pricing you'd like to lead with. Zendesk is able to discount eOne's MSRP pricing by up to 25% MAX

Zendesk Sales Order + Partner Terms

1. The customer will sign the Zendesk Sales Order (SO)
2. The SO will link out to the partner's online terms
3. The pricing on the SO must match the pricing provided by Tech Alliances
4. Use the Tech Partner Resell - Recurring SKU for Assets & Admins
5. Use the Tech Partner Resell - Fixed Fee SKU for implementation packages
6. Tech Alliances must provide final approval on partner pricing before sending the SO for signature

Qualification

SALES MUST COMPLETE THESE TASKS TO ENSURE WE CAN RESELL SnapCall

1. The option to resell is designed for joint opportunities generated by Zendesk for the Tech Partner
2. Please inform Zendesk Tech Alliances of your intention to resell in #ask-tech-partner-resell and provide the opportunity link
3. Please inform SnapCall of your intention to resell in #snapcall-ext
4. Please add the appropriate partner object to the corresponding Zendesk opportunity. Instructions here.

Quoting

1. Confirm the effective start/end date. **Must be co-termed with Zendesk.**
2. Confirm the total number of users on the Zendesk account adding SnapCall
3. Confirm the pricing you'd like to lead with. Zendesk is able to discount SnapCall's MSRP pricing by up to **15% MAX**

Zendesk Sales Order + Partner Terms

1. The customer will sign the Zendesk Sales Order (SO)
2. The SO will link out to the partner's online terms
3. The pricing on the SO must match the pricing provided by Tech Alliances
4. Use the Tech Partner Resell - Recurring SKU for Assets & Admins
5. Use the Tech Partner Resell - Fixed Fee SKU for implementation packages
6. Tech Alliances must provide final approval on partner pricing before sending the SO for signature

#snapcall-ext

SnapCall

- **Enterprise Agent CCaaS** - €99 per agent per month & €3,000 per month platform fee
- **Babelforce Voicebot license** - €99 per agent per month & €3,000 per month platform fee
- **Small CCaaS & IVR Initial Launch Project -** €9,600 (6 PDs)
- **Medium CCaaS & IVR Initial Launch Project -** €16,000 (10 PDs)
- **Large/Complex CCaaS & IVR Initial Launch Project -** €40,000 (25 PDs)

Custom pricing and packaging is available for Enterprise deals and smaller custom packages.

Pricing Considerations

- Pricing must be in USD, GBP, or Euros
- Pricing is per agent, per month
- Annual billing

#babelforce-zendesk-ext

babelforce

Qualification

SALES MUST COMPLETE THESE TASKS TO ENSURE WE CAN RESELL babelforce

1. The option to resell is designed for joint opportunities generated by Zendesk for the Tech Partner
2. Please inform Zendesk Tech Alliances of your intention to resell in #ask-tech-partner-resell and provide the opportunity link
3. Please inform babelforce of your intention to resell in #babelforce-zendesk-ext
4. Please add the appropriate partner object to the corresponding Zendesk opportunity. Instructions [here](#).

Quoting

1. Confirm the effective start/end date. **Must be co-termed with Zendesk.**
2. Confirm the total number of users on the Zendesk account adding babelforce
3. Confirm the pricing you'd like to lead with. Zendesk is able to discount babelforce MSRP pricing by up to 15% MAX

Zendesk Sales Order + Partner Terms

1. The customer will sign the Zendesk Sales Order (SO)
2. The SO will link out to the partner's online terms
3. The pricing on the SO must match the pricing provided by Tech Alliances
4. Use the Tech Partner Resell - Recurring SKU for Assets & Admins
5. Use the Tech Partner Resell - Fixed Fee SKU for implementation packages
6. Tech Alliances must provide final approval on partner pricing before sending the SO for signature

#babelforce-zendesk-ext

babelforce

Products for Resell

Currency	Billing	Type	Name	Price L...
USD				
usd	monthly	License	Essentials	40
usd	annual	License	Essentials	30
usd	monthly	License	Professional	70
usd	annual	License	Professional	50
usd	All	Phone Number	Phone Number	6
usd	All	Bundle	EMEA & NA Light	10
usd	All	Bundle	EMEA & NA Extended	20
usd	All	Bundle	EMEA & NA Extended+	28
usd	All	Bundle	ANZ & NA & UK	20
usd	All	Bundle	ASIA & NA	20
usd	All	Bundle	LATAM & NA	20
usd	All	Bundle	WORLD	30
usd	All	Bundle	WORLD+	38
usd	All	Add-on	Analytics+	15
usd	All	Add-on	AI	9
usd	All	Add-on	Aircall Survey	7
usd	All	Add-on	Aircall WebChat	10
usd	All	Add-on	Aircall Advanced Messaging	20

aircall

SALES MUST COMPLETE THESE TASKS TO ENSURE WE CAN RESELL AIRCALL

1. The option to resell is designed for joint opportunities generated by Zendesk for the Tech Partner
2. Please inform Zendesk Tech Alliances of your intention to resell in #ask-tech-partner-resell and register the deal internally first.
3. Please inform Aircall of your intention to resell by filling out this form and postin in **#aircall-zendesk-ext**
4. Please add the appropriate partner object to the corresponding Zendesk opportunity. I nstructions here.

aircall

#aircall-zendesk-ext

Pricing Considerations

- Pricing is per agent, per month
- Annual billing only

Quoting

1. Confirm the effective start/end date. **Must be co-termed this with their Zendesk subscription,**
2. Confirm the total number of agents on the Zendesk account
3. Confirm appropriate pricing and packaging with Aircall

Zendesk Sales Order + Partner Terms

1. The customer will sign the Zendesk Sales Order (SO)
2. The SO will link out to the partner's online terms
3. The pricing on the SO must match the pricing provided by Tech Alliances
4. Use the Tech Partner Resell - Recurring SKU for Assets & Admins
5. Use the Tech Partner Resell - Fixed Fee SKU for implementation packages
6. Tech Alliances must provide final approval on partner pricing before sending the SO for signature

#aircall-zendesk-ext

aircall

- Oomnitza Essentials HAM - $10,000 platform fee & $6,600 per 1K assets
- Platform Fee - $22,000
- Oomnitza HAM - $13,200 per 1K assets
- Oomnitza SAM - $20 per user, per year
- Add On: Non-connected Assets Essentials - $3,300 per 1K assets
- Add On: Non-connected Assets -
- Essentials Kickoff Units - $1,000
- Oomnitza Implementation Units - $2,500

Qualification

SALES MUST COMPLETE THESE TASKS TO ENSURE WE CAN RESELL OOMNITZA

1. The option to resell is designed for joint opportunities generated by Zendesk for the Tech Partner
2. Please inform Zendesk Tech Alliances of your intention to resell in #ask-tech-partner-resell and provide the opportunity link
3. Please fill out the resell submission form here first. Once your deal is approved by Tech Alliances, inform Oomnitza of your intention to resell by by positing in **#oomnitza-zendesk-ext**
4. Please add the appropriate partner object to the corresponding Zendesk opportunity. Instructions here.

oomnitza

Oomnitza Resell Process

Step 1 - Register Resell Opp
AEs or CSM notify Resell team of resell intent in #ask-tech-partner-resell, you will then be prompted to fill out this Resell form
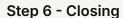
Step 2 - Qualification
Tech Alliances will review the deal to make sure it meets all of our Resell deal requirements

Step 3 - Notify partner
Once deal is approved, AEs or CSM notifies partner in #oomnitza-zendesk-ext to be assigned an Oomnitza AE to review the deal details & start collab.

Step 6 - Closing
Prospect signs a Zendesk SO and Resell Agreement. Then Tech Alliances ensures the partner account is provisioned.

Step 5 - Quoting
Tech Alliances works with sales to finalize all paperwork (SO and Resell Agreements)

Step 4 - Reps align
ZD and Oomnitza rep align for a planning / intel sharing call prior to engaging customer. Customer is jointly engaged only *after* alignment call.

#oomnitza-zendesk-ext

Pricing Considerations

- Pricing must be in USD, GBP, or Euros
- Pricing is per agent, per month
- Annual billing

Quoting

1. Confirm the effective start/end date. **Must be co-termed this with their Zendesk subscription,**
2. Confirm the total number of agents on the Zendesk account
3. Zendesk is unable to offer discounts proactively without Cloudset's approval

Zendesk Sales Order + Partner Terms

1. The customer will sign the Zendesk Sales Order (SO)
2. The SO will link out to the partner's online terms
3. The pricing on the SO must match the pricing provided by Tech Alliances
4. Use the Tech Partner Resell - Recurring SKU for Assets & Admins
5. Use the Tech Partner Resell - Fixed Fee SKU for implementation packages
6. Tech Alliances must provide final approval on partner pricing before sending the SO for signature

oomnitza

Products for Resell

BCR Products List 2025

Product	List Price (USD)	List Price (BRL)	Cost per unit (USD)
Conciex Talk (monthly)	$29 per license	R$ 160 per license	
Conciex Messaging Agent (monthly)	$25 per license	R$ 130 per license	
Conciex Messaging Admin (monthly)	$59 per license	R$ 350 per license	
Conciex Omnichannel (Talk + Agent) (monthly)	$45 per license	R$ 270 per license	
API Volume Package (5,000 requests). Can be used for Talk and/or Messaging	$250/month	R$ 1.500/month	$0.05 per request
Call Transcription Add-on (25,000 minutes). Converts audio to text into tickets	$900/month	R$ 6.000/month	$0.036 per minute
Call Recording Storage (100 GB unit)	$80/100GB	R$ 500	$0.8 per GB
National Landline Number	$8/month	R$30/month	
International Landline	$14/month	R$ 75/month	
10.000 minutes Pack Landline National Calls (Outbound or Inbound 3003/0800)	$120/month	R$ 750/month	$0,012 per minute
10.000 minutes Pack Mobile National Calls (Outbound or Inbound 3003/0800)	$300/month	R$ 2000/month	$0.03 per minute
SIP Trunking	$100/month per connection	R$600/month per connection	
Setup / Development Hours	$60/hour	R$ 350/hour	
Premium Support (Reduced SLA)	$3.000/month	R$ 18.000/month	
55PBX Legacy Enterprise	$ 35/month	R$ 220/month	

Pricing Considerations

- Annual billing

55PBX

Overages pricing

Description	R$ / Unit	US$ / Unit
API Requests	R$ 0,06	$ 0,014
Sip Trunk Minute	R$ 0,01	$ 0,002
Outbound Lanline Minute	R$ 0,07	$ 0,016
Outbound Mobile Minute	R$ 0,15	$ 0,03
Inbound Toll-Free Landline Minute	R$ 0,15	$ 0,03
Inbound Toll-Free Mobile Minute	R$ 0,39	$ 0,08
Inbound National Number SNU (3003)	R$ 0,25	$ 0,05
SMS	R$ 0,15	$ 0,035

- No billing for overages or billing in arrears for usage. IF necessary 55 PBX will invoice the customer directly

55PBX

Qualification

SALES MUST COMPLETE THESE TASKS TO ENSURE WE CAN RESELL 55PBX

1. The option to resell is designed for joint opportunities generated by Zendesk for the Tech Partner
2. Please register the deal here and Tech Alliances will inform you if your deal qualifies for reselling the tech partner
3. Please inform 55PBX of your intention to resell in #bcr-zendesk-ext
4. Please add the appropriate partner object to the corresponding Zendesk opportunity. Instructions here.

Quoting

1. Confirm the effective start/end date. **Must be co-termed with Zendesk.**
2. Confirm the total number of users on the Zendesk account adding 55pbx
3. Confirm the pricing you'd like to lead with. Zendesk is able to discount 55pbx MSRP pricing by up to 15% MAX

Zendesk Sales Order + Partner Terms

1. The customer will sign the Zendesk Sales Order (SO)
2. The SO will link out to the partner's online terms
3. The pricing on the SO must match the pricing provided by Tech Alliances
4. Use the Tech Partner Resell - Recurring SKU for Assets & Admins
5. Use the Tech Partner Resell - Fixed Fee SKU for implementation packages
6. Tech Alliances must provide final approval on partner pricing before sending the SO for signature

#bcr-zendesk-ext

55PBX

How can reselling tech partners help you hit your targets?

Partner	Zendesk Deal Size	Partner Deal Size (%)	Partner Deal Size ($)	Partner ARR Recognized (30% of partner booking)	Total Quota Retired - Zendesk + Partner	Potential Deal Uplift per partners
SweetHawk	$100,000	10%	$10,000	$3,000	$103,000	3%
Myndbend	$100,000	6%	$6,000	$1,800	$101,800	1.8%
SnapCall	$100,000	10%	$10,000	$3,000	$103,000	3%
EZO	$100,000	25-50%	$25,000-$50,000	$7,500 - $15,000	$107,500 - $115,000	7.5 - 15%
Cloudset	$100,000	10-25%	$10,000 - $25,000	$3,000 - $7,500	$103,000 - $107,500	3 - 7.5%
Zuper	$100,000	85%	$85,000	$25,500	$125,500	25.5%
Salto	$100,000	10%	$10,000	$3,000	$103,000	3%
OpenMethods	$100,000	25%	$25,000	$7,500	$107,500	7.5%
eOne	$100,000	10%	$10,000	$3,000	$103,000	3%

Discounting

Pre-approved discounts by partner under our new Revenue Share Agreements

Partner	Max Pre-approved Discount
SweetHawk	25%
Myndbend	25%
SnapCall	15%
EZO	15%
Cloudset	0%
Zuper	25%
Salto	30%*
OpenMethods	25%
eOne	20%
Babelforce	10%
Aircall	0%
BCR	25%
PolyAI	0%
Oomnitza	25%
Local Measure	25%

- Any additional discount would require partner approval.
- The pre-approved discounts here should help us reduce friction in deals.
- Under the new rev share program it's imperative partners are involved in the deal, working closely with the Zendesk AE.

#ask-tech-partner-resell

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