

What is my Partner Model?

	Wholesale	Reseller	Referrer
Your Target Market is:	IT, Voice, and Data	IT & Application Technology	Neither IT nor telecommunications
Your business model is based on:	Owning, managing & supporting your technology infrastructure	Managed technology services or reselling third party technologies	Being a trusted adviser unrelated to technology
Voice & Data Opportunities are:	Core to your Business Model	Enablers or ancillary to your Business Model	Unrelated to your core Business
Product Branding is:	Your Company	ECN or Co-Branded	ECN
Am I responsible for the customer paying their bill?	Yes, the customer is yours. You invoice and collect	No, we will manage support and billing	No, we will manage support and billing
Ongoing responsibility:	You own, manage & support the customer and their underlying services	Account management and 1st Level point of contact with Customer	None.
Sales Support:	We assist in training your Sales Team	We assist in training your Sales Team, and can "co-sell" with your Team	We manage the Sales Process
Marketing Support:	We provide "White Label" marketing material to allow you to market under your own Brand	We "Co-Brand" marketing material and assist with your Marketing plans and activities	We can fund and manage ECN branded material to your customer base (if requested)
Technical Support	You support your customer, we support your Technical Team	We support the customer directly	We support the customer directly
Revenue Model is:	You buy services at a wholesale rate and mark-up at your choice	You receive a fixed rate Commission per month, for the Contract Term.	You receive an upfront lump sum payment, when the service begins billing.
Typical Margins:	25-35% Gross Margin	5-10% (Data) 10-20% (Voice)	5% of Total Contract Value (TCV)

