

Step #1: Watch our pre-recorded reseller orientation.

The link to the reseller orientation is sent in an e-mail from your Inside Channel Account Manger (ICAM). If you have any problems viewing the orientation please notify your ICAM.

Step #2: Schedule a Switchvox Demonstration

If you haven't already seen a Switchvox demonstration, contact your ICAM to schedule one. It's also a good idea to talk to your CAM about training on how to give a compelling Switchvox demonstration of your own. The Switchvox demonstration is one of the most powerful tools in your sales arsenal.

Step #3: Contact Distributors

All Digium resellers purchase through our authorized distributors. You will need your reseller ID which can be provided by your ICAM. You can see a list of all of our distributors at:

<http://www.digium.com/en/ecosystem/distributors>

Step #4: Create an account on www.digium.com

You most likely had to create an account in order to submit the reseller application. This account will be used to register your customer's products and access our channel portal. To request access to the channel portal, send the e-mail address used to create the account on www.digium.com to channelmarketing@digium.com.

Step #5: Order Your Demo System

All of our resellers are required to purchase and maintain a demonstration system.

Step #6: Training

Our channel portal is full of training resources, including training videos, datasheets and how to guides. All of our products have user manuals available on our website. Be sure to look at all the resources available when getting started.

We also offer Asterisk training classes, check those out at: www.digium.com/training.



Step #7: Lead Information

In order for us to send leads, we need some information from you. Please send this information to your ICAM along with a timeframe of when you and your team will be prepared to begin receiving leads.

Company Logo

Contact Information as you'd like it to appear to potential customers

A short paragraph describing your company

A list of the Digium products you plan to resell, i.e. Switchvox only, Asterisk Business Edition, Digium PCI boards, etc.

Step #8: Press Release

When you are ready, it is a good idea to send a press release announcing your new relationship with Digium. We have a sample press release included in our marketing kit. Submit your press release for approval to jwebb@digium.com prior to release. Please allow up to ten business days for review.

Step #9: Marketing

Work with your CAM on the next 6 month marketing campaign; identify the initial launch campaign as well as your communication plan to your new and existing customers. How will Digium be positioned within your organization? Who will be responsible to focus this new product to success? Remember, this is not a one-time event. Continuous marketing is the key to a successful business and Digium is available to help you build our businesses together.

Step #10: Communication

Continual communications between our organizations is essential. Don't hesitate in talking with your team consisting of ICAM/Channel Account Manager or Sales Engineer. In addition, our channel marketing manager is available as well as all of our executives.